

**Come & Try**  
**Increasing Physical Activity in Older Adults**  
*How to run a Come & Try program in your community*

Suggested Steps:

1. **Make a list of current sporting and recreational activities available in your community.**
  - What are the existing sporting and recreational activities occurring in your community? For example, does your community have a swimming pool or offer aerobics and yoga classes? Consider sporting and recreational clubs?
  - Do people over 50 participate in these activities?
  - Do sport and recreation clubs offer specific older adult classes/programs etc? If not, why not?
  - Explore any barriers to participating in these physical activities (e.g. cost and transport).
  - Are there activities that older adults would like to try or see introduced into the community?

**How?**

- \* Seek support from a Physical Activity Taskforce (if your community has one) and/or other local organisations (e.g. local Government may have a community development or sport and recreation officer) to carry out this task of listing the sport and recreational activities available.
- \* Gather feedback from the community - try questionnaires/surveys (leave in the library, community centres, local council), talk to seniors groups/organisations and service providers in the sport and recreation industry.
- \* Gather data on the community - for example, utilise a community recreation guide (if your community has one), identify types of public/private transport within the community, and collate statistical information on your community (e.g. percentage of older adults and percentage participating in physical activity; this will help with evaluation).

## Appendix A

### 2. Discuss the Come & Try concept with local sport and recreation service providers.

- Determine whether the sport and recreation service providers would be keen to support and be involved in a program such as Come & Try.
- This can be an informal process whereby the Come & Try program concept is briefly explained to the service providers and their interest is noted. If there is adequate interest, progress to step 3.

### 3. Organise an information session – for sport and recreation service providers.

- Nominate a key person involved with Come & Try to give an overview about the Come & Try program (explain the concept and how will work).
- Decide upon key topics to present to the service providers to enhance their awareness and knowledge associated with physical activity and ageing. Aim is to engage their support for the Come & Try program. If possible, enlist the support from health professionals to deliver these topics - for examples of topics, see **Expression of Interest** for Service Providers.

#### How?

- \* Distribute a flyer/invitation targeting service providers, inviting them to the information session - see **Expression of Interest** for Service Providers.
- \* The media release may also be used to double as an invitation to service providers. Remember to include details of meeting time and place in the media release - see **Media Release**.
- \* Distribute a Come & Try registration form and those providers willing to be involved can fill out and return - see **Registration Form** for Service Providers.

#### Hints:

- Provide morning/afternoon tea to encourage service providers to attend.
- Good opportunity to distribute the pre-questionnaire for service providers - see **Pre-questionnaire** for Service Providers.
- Confirm the registration form details (names, times etc) as these details will be used in the promotion of the Come & Try activities.

## Appendix A

### 4. Increase awareness about the Come & Try program in your community through advertising and promotion.

- Once the sport and recreation service providers have registered their activity to be included in the Come & Try program, decide upon a suitable timeframe for the Come & Try activities to take place - confirm a start and end date for the Come & Try period and decide upon a date to launch the program (see step 5).
- Raise awareness in your community about the Come & Try program, what activities are on offer and when they start.

#### How?

- \* Send a media release to your local radio, TV or newspaper which introduces the upcoming Come & Try program - see **Media Release**
- \* Advertise in the local newspaper to raise awareness about the program.
- \* Develop and distribute a brochure highlighting all the Come & Try activities on offer and include service provider contact details, cost and times of activities - see **Brochure of Come & Try Activities**.

#### Hints:

- Depending on your budget, the brochure could be printed professionally.
- Consider mailing brochures to various sport and recreation providers/organisations, seniors groups, the library and GP Surgeries.

### 5. Organise and promote a Come & Try program launch.

Organising an event to introduce and showcase the program is a great way to start the Come & Try period.

- Consider an appropriate venue (easily accessible by the community and in particular by older adults), catering and guest speakers such as a council member (to open/close the launch), community members involved in physical activity (personal account of their experiences) and the service providers (promote and discuss the benefits of their activity).

## Appendix A

### How?

- \* Advertise and promote the launch in the local newspaper and distribute invitation flyers; target seniors groups/organisations - see [Newspaper Editorial](#). To help predict numbers attending the launch, include booking details on the invitation/flyer - see [Invitation Flyer](#) (for Come & Try Launch).
- \* May also advertise the launch on local radio (ideally one or two days prior to the event to remind people).

### Hints:

- At the launch, you may wish to include incentives such as lucky door prizes or vouchers (physical activity related!).
- Include a 'sign-on' or registration for activities - provides participants with the opportunity to discuss the activity with the service provider.
- An ideal opportunity to distribute the pre-questionnaire for participants as there is a captive audience and they can fill out and return on the day (see [Pre-questionnaire for Participants](#)).

### 6. Measure the success of the Come & Try program.

- The ability to measure the short-term (carried out immediately after the program has finished) and long-term outcomes (carried out three-to-six months after the program has finished) is a major component of determining how successful the Come & Try program was. It can also tell you what changes or improvements can be made to the program if it was to be done again.
- Any findings from these questionnaires and any feedback about the program could be summarised and then circulated within the community (e.g. an article could be written for the local newspaper on the success of the program). It is suggested that recommendations be documented for use in developing future Come & Try programs or similar community events.

## Appendix A

### How?

\* Use the evaluation templates - see **Pre** and **Post-questionnaires** for service providers and participants. It is recommended to use the pre-questionnaires prior to the start of the Come & Try program and the post-questionnaires at the end of the Come & Try period (short-term evaluation). To carry out long-term evaluation, another post-questionnaire will need to be distributed at three and/or six months after the Come & Try has completed.

### Hints:

- To determine the success of the Come & Try program in your community, it is suggested to gather some baseline data before and/or at the onset of the program (such as the number of older adults currently undertaking some form of physical activity or the number of older adult specific classes). The pre-questionnaires are a useful tool to help you gather this type of data which can then be easily measured and compared over time.
- 7. Organise a closing event to celebrate the success of the Come & Try program**
- Consider organising an event to celebrate the success of the Come & Try program - for example, have a Come & Try community walk followed by a healthy breakfast or BBQ. The purpose is to thank the sport and recreation service providers for being involved in the Come & Try program and to congratulate the participants for taking part in the Come & Try activities.

### Hints:

- Hand out certificates of appreciation to the sport and recreation service providers - see **Certificate of Appreciation**.
- Ask if any participants would like to share their experiences about being involved in the Come & Try activities - sharing 'good news' stories.
- Good photo opportunity and story for your local newspaper.