



Active Women OVER 50



Program handbook

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Program overview

Congratulations on deciding to get more active with the *Active Women over 50* program. We're pleased to be on this journey with you.

You are embarking on a physical activity journey with the *Active Women over 50* program to work out **“what works for you”**. On this journey, we will explore different types of physical activities which might appeal to you, different ways to help you stick at being active, and ways to **build an ongoing habit of being physically active** in the long term.

The team behind the *Active Women over 50* program knows that there is no “one-size-fits-all” for being more active. Being physically active needs to fit in with your personal circumstances and your personal preferences. The *Active Women over 50*, 6-month online program will support you in deciding what will work for you. This handbook provides **instructions to help you access all the parts of the program**.

The *Active Women over 50* program is a research study, so feel welcome to share the invitation to participate in the study with other women. However, we request that you **do not share the program materials with others who may be eligible** to join in the study. Instead, encourage others to join the study!


Thank you.

Contact: Dr Juliana Oliveira or Geraldine Wallbank, sph.activewomen@sydney.edu.au




Program summary

ACTIVE WOMEN OVER 50 PROGRAM




FB COMMUNITY

Connect and share with others on the Active Women over 50 journey through this private Facebook group.




WEBSITE

Designed by women for women. Information, tips, options, NSW locations, resources, inspiring stories and more.



HEALTH COACHING

2 sessions with a qualified health coach to tailor your physical activity plan.



MESSAGES

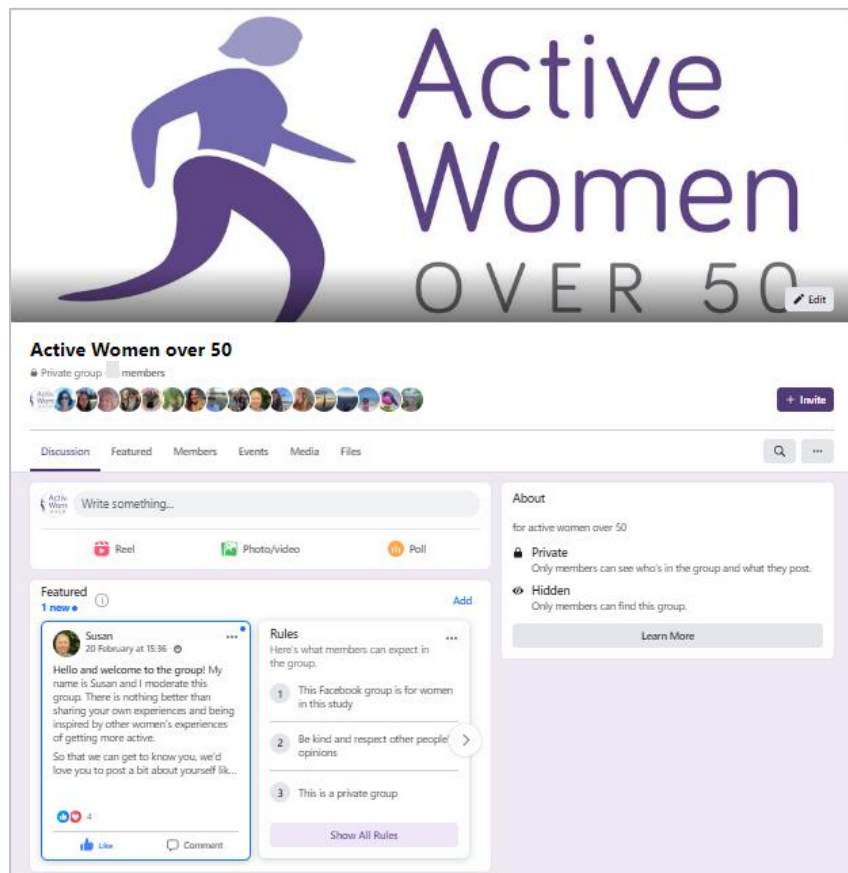
Regular motivational messages to guide your physical activity journey. Choose SMS or email.

There are 4 parts to the *Active Women over 50* program:

Program feature	Access
Active Women over 50 Online Facebook community group	https://www.facebook.com/groups/activewomenover50
Website	www.aw50online.com
Telephone health coaching	An appointment was made with your health coach at study enrolment for Session 1 (week 2) and session 2 (four weeks later).
Behaviour change messages	Selection of your preferred message type (email or SMS text) was completed at study enrolment with your health coach. SMS number: +61 452 689 388

Each part of the program is different, but they all overlap and work together. You can choose as many of the features that you wish to best support your physical activity journey.

1. 'Active Women over 50 Online' community private Facebook group



Find out more about our Facebook Online community:

- ❖ What is it, and Why?
- ❖ What will I need?
- ❖ Glossary and jargon
- ❖ Create a Facebook account
- ❖ Join the Active Women over 50 Facebook group
- ❖ What to do next
- ❖ Getting the most out of the group!

What is it, and Why?

The *Active Women over 50* Facebook community group is a **private group**, only available to women receiving the *Active Women over 50* program. The Facebook helps to connect people who have a shared interest.

Everyone's at a different stage of their physical activity journey, but some people find inspiration to be more active when they know **they're "in it" with others**. Not only can other people's physical activity efforts inspire you to be more active, but your own physical activity efforts can inspire other women to be more active. The *Active Women over 50* Facebook community group helps to **bring women together to connect and share with others in the study in "real" time**.

It may feel daunting to use Facebook if you've not used it before. We've put together some tips on getting started and have explained some of the jargon.

Click on the below link for more about "How to use Facebook: a beginner's guide":

<https://blog.hubspot.com/marketing/how-to-use-facebook>



What will I need?

You will need a **Facebook account** on your internet-connected device to access the group. If you don't have a Facebook account, **see the instructions "Create a Facebook account"** for how to set up a new account.

Glossary and jargon

Facebook uses a host of terms. Below are 15 commonly used ones.

1. **Friend:** The people with whom you connect (or “Friend”), share content and updates. You can send Friend requests to other Facebook members. You also receive Friend requests from other members which you can accept, decline or ignore.
2. **Status Update:** is an update feature which allows users to discuss their thoughts, whereabouts, or important information with their friends. When a status is updated, it posts on the user's Timeline, as well as in the news feeds of their friends.
3. **Like:** You can click the Like link on any status update to show that you like the content. Your “likes” will appear on your Timeline (see #8 below). You may also Like a Facebook Page (see #13 below).
4. **Comment:** In addition to “liking” a post, you can include a comment.
5. **Messages:** These are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails and mobile messages from your Friends.
6. **Feed:** Your News Feed, or Feed is the continually appended feed of status updates that appears on your Profile home page. It shows the most recent activities from all your Friends, Groups and Pages that you follow.
7. **Profile:** Facebook refers to your Profile as your complete picture and story on Facebook. It is where you can edit your ‘About’ information and includes your Profile picture, biography, personal information, and more. Your Profile can be public or private. It’s your personal piece of “real estate” on Facebook.
8. **Timeline:** shows all of your updates and activities in reverse chronological order.
9. **Chat:** send and receive instant messages with Friends without leaving Facebook using this feature.
10. **Event:** Use the Events feature to organize events, gather RSVPs and respond to events that you’re invited to.
11. **Group:** can be created by any Facebook member and provide a space where smaller groups of people can come together to discuss specific topics. Groups can be public or private. You become a part of group and receive updates by Joining the group.
12. **Page:** a space on Facebook for brands, businesses, organizations and entertainers.
13. **Tags:** You can tag a Friend in photos and posts that you publish.
14. **Cover Picture:** the large horizontal photo at the top of your timeline.
15. **Profile Picture:** the small photo in the far lower left corner of your Cover Picture. It will show up every time you post a comment or status update.

Create a Facebook account

To create a Facebook account, **you will need** a name, date of birth, mobile phone number or email address and a password.

1. Go to [facebook.com](https://www.facebook.com)
2. Click '**Create new account**'
3. Enter your details (name, email address or mobile phone number, password, date of birth and gender). Some people prefer to use alternate details 😊.
4. Click **Sign Up**.
5. To finish creating your account, you need to [confirm your email address or mobile phone number](#).

Video instructions for creating a Facebook account (3 min):


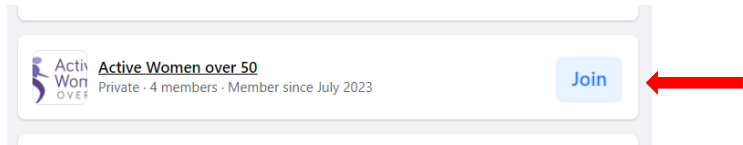
<https://youtu.be/nkKnIRQO2KI?si=f69MYtMwqs8cA8OX>



Join the Active Women over 50 Facebook group

Once you have set up a Facebook account, there are public or private Facebook community groups that you can join. Since the **Active Women over 50 Facebook group is a private group**, you will need to **request to join the group**. The group administrator, who is a member of our research team, will approve your request.

Instructions:

1. Click the *Active Women over 50* group link:
<https://www.facebook.com/groups/activewomenover50>
This will direct you to the *Active Women over 50* group page.
2. Log in to Facebook on your device
 <https://www.facebook.com>
2. Click on the 'Join' button on the panel displaying the 'Active Women over 50' group

4. Wait for the group administrator to approve your request

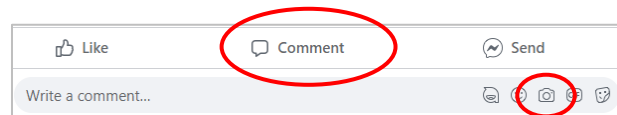
The group moderator, who is a member of the research team and also a woman over 50, will ensure interactions on the group page are appropriate and relevant. They will also provide some guidance on how to interact with the group.

What to do next

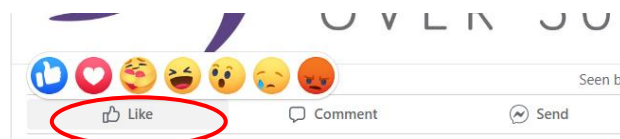
Once you have joined the *Active Women over 50 Online Facebook* group page, you are a group **“member”**.

When you open the group or click on the group, the first thing you will be able to see is the group **“wall”**. This is the space on a Facebook user's profile where other users can **write something** or **‘post’** a message, picture, video and other digital content for others to see. The appearance of the group wall **changes as other members post messages** and content. If you go back in at a later stage, you may see a different ‘wall’ of new posts from other members.

After a post has been made, **people may respond** to it by writing or making a comment or by adding an image or video. This can be done by clicking on either the **“Comment”** icon or the **camera** icon.



People may also **‘react’ to a post** through an emoticon. You can react by hovering your mouse (computer) or holding your finger over the “Like” icon (touchscreen device). This will bring up the following emoji ‘reactions’ to select from:

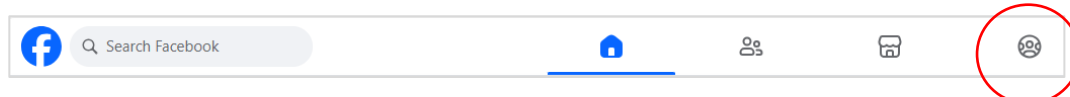


You will be able to **share your physical activity journey** with others by making a post to the group wall and responding to other people’s posts.

It is totally up to you to choose how you interact and how often you’d like to post on the Facebook group.

Getting the most out of the group! Some top tips.

- ❖ **Write or post** something on the group wall (see above 'What to do next')
- ❖ **Find the Groups** section on Facebook
At the top of your page, there are icons for different parts of Facebook. You can find the Groups you have signed up to by clicking the Groups icon.
On your phone, click on your photo to see the Groups icon.



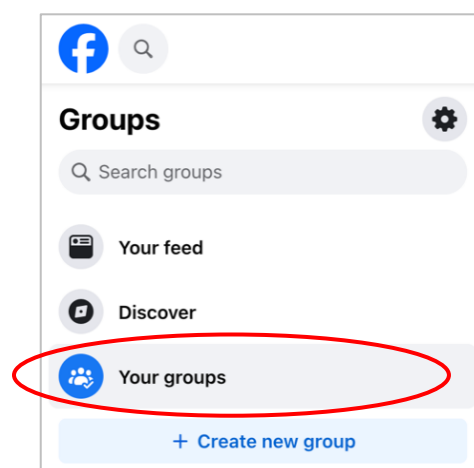
- ❖ **Set up group notifications.** [See below \(1\)](#).
- ❖ Remember to **check your notifications** in case there is something that interests you.
- ❖ **Choose your privacy settings** so you feel safe about what you are sharing with others (and FB). [See below \(2\)](#).
- ❖ Become familiar with the group - **give yourself some time** to become familiar with the group, spend some time looking around the group's features so that you will easily be able to find info that interests you.
- ❖ **Finding that interesting post** again. [See below \(3\)](#).

1. [Set up Group notifications](#)

See the below boxes for the steps to do this on either a desktop computer and your phone.

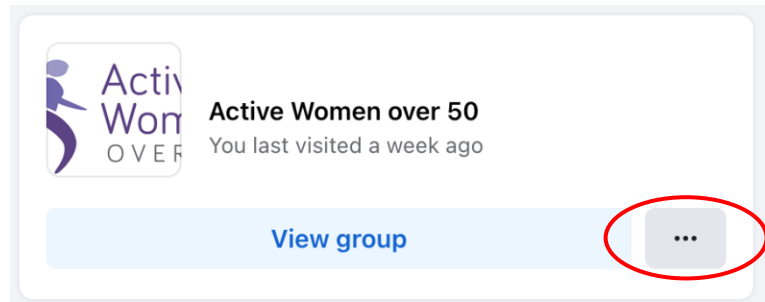
Set up Group notifications. For Desktop:

1. Access your groups (via the icon at the top of the page or via the side panel)
2. On the left side of your page you will see '**Your groups**'. Click on this to see all the groups you have joined.

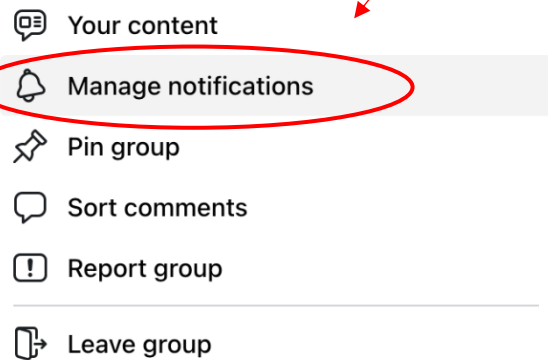


For Desktop cont.

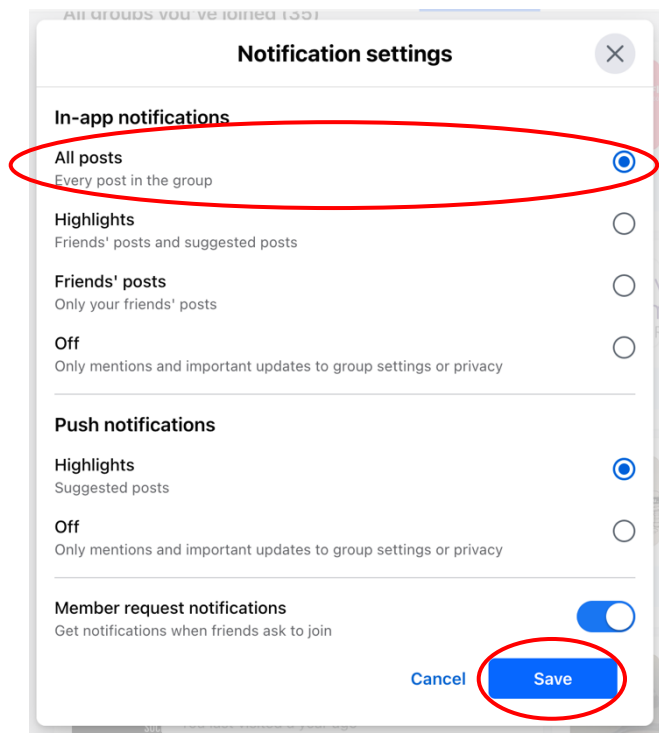
3. In 'Your groups', click on the **three little dots** to the right of the 'View group' button.



4. Select '**Manage notifications**', and if you like you can change the default setting to 'All posts' which will mean you will get notifications every time someone posts in the group.



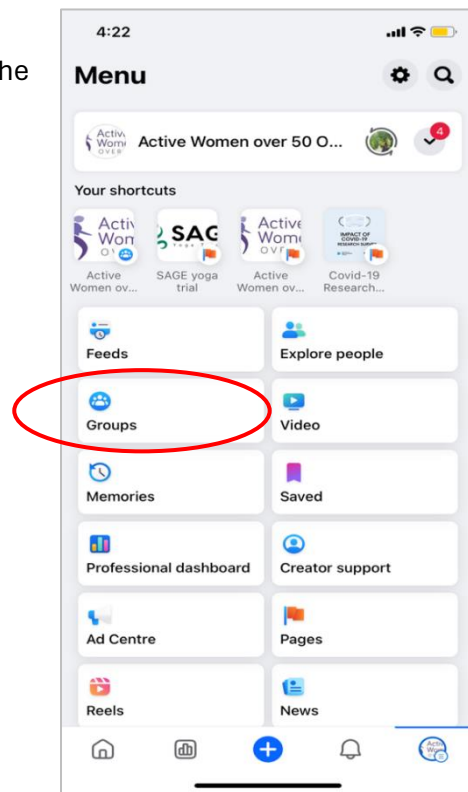
5. Make sure to click '**Save**' once you have selected your desired preferences.



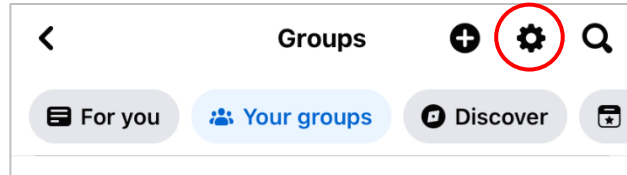
6. **Done.**

Set up Group notifications. For Phone:

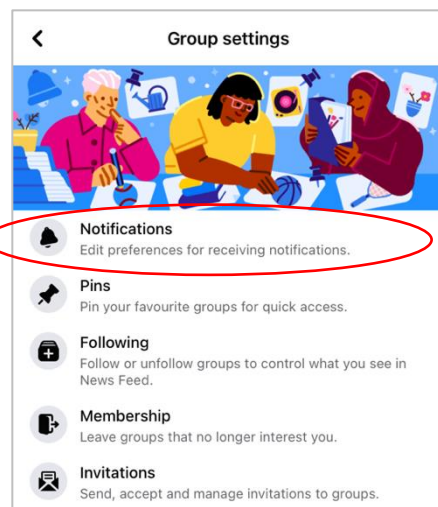
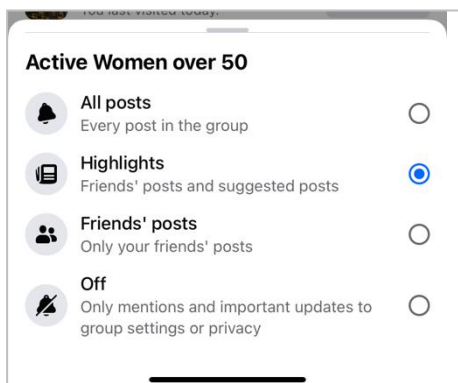
1. Click on Menu from the panel at the bottom of the page, then click on **'Groups'**.



2. Next, navigate to the panel at the top and click on the **Settings** cogwheel icon. An option will come up that says **'Notifications'**.



3. In Notifications, you can then change the notifications for the group by clicking on what you prefer.



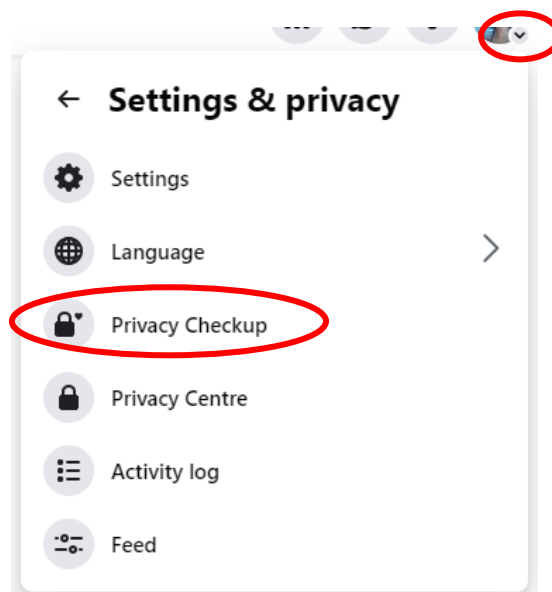
4. **Done.**

2. Choose your privacy settings

After you've signed up for a Facebook account, you can adjust your privacy settings to control who can see your profile and information. Follow these 3 simple steps to change your privacy settings:

Choose your privacy settings.

1. Click on the downward pointing arrow that's located on the top right corner of any Facebook page under your profile photo
2. Click **Settings and privacy**
3. Select **Privacy Checkup**



3. How to find that interesting post again!

When you open Facebook, you are automatically taken to your 'feed'. It can be quite easy to miss things from your groups depending on what is being prioritised in your feed. Sometimes this can also make it hard to see previous posts from your groups.

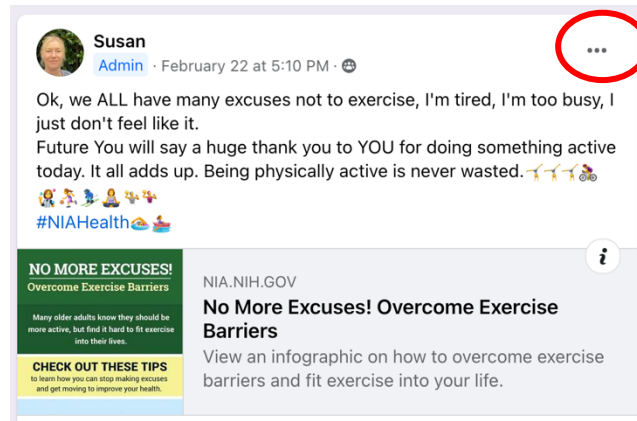
However, you can always find all previous posts from the group by **going back to the group itself**. So, whenever you want to refer back to a post that has resonated with you, be sure to follow the steps under 'Find the groups' (See box above '[Getting the most out of the group! Some top tips.](#)') to navigate back to the *Active Women over 50* group.

Another way to navigate back to a post that resonated with you is to **save the link of the post**.

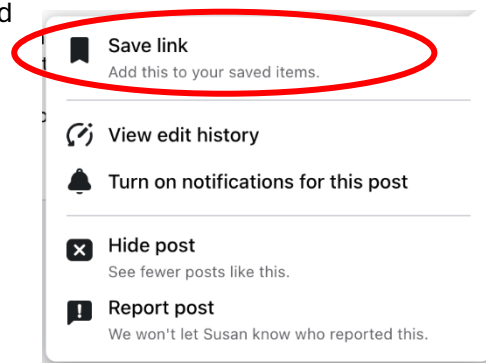
See the below boxes for the steps to do this on either a desktop computer and your phone.

How to find that interesting post again! On desktop computer:

1. First, save it: Click the three little dots.



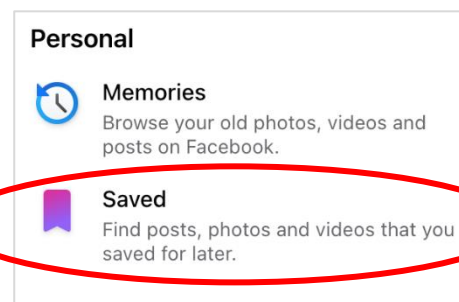
2. Click 'Save link' in the pop-up menu, and save to your chosen 'collection'



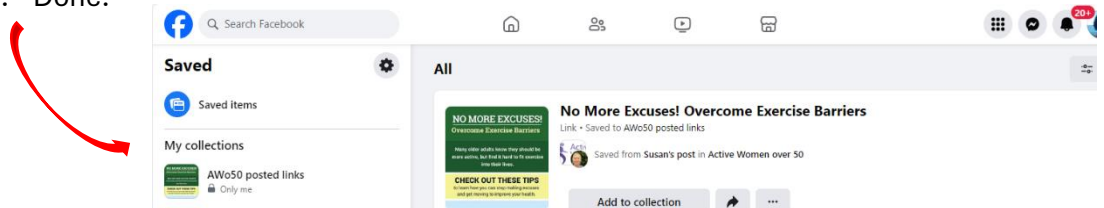
3. Then, find the link. Go to the menu.



4. Scroll down, select 'saved'

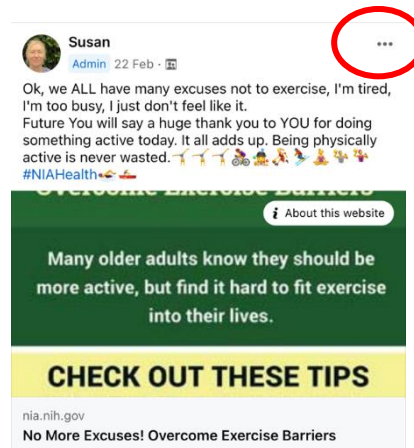


5. Done!

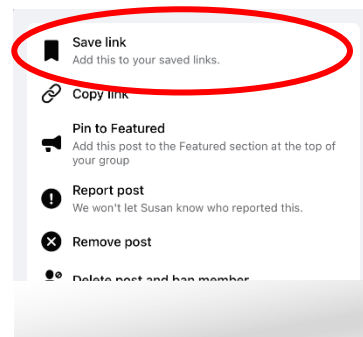


How to find that interesting post again! On your phone:

1. First, save it: Click the three little dots.

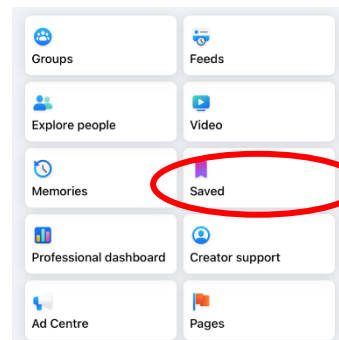


2. Click 'Save link' in the pop-up menu.

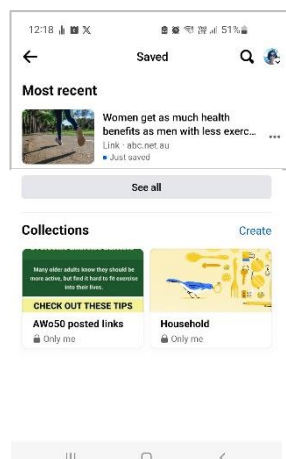
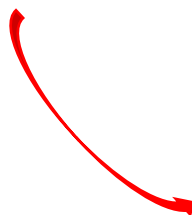


3. Then, find the link. Go to the menu by clicking on your profile photo.

4. Select 'saved'



5. Done!



2. Website



What is it, and Why?

The *Active Women over 50* website was designed by women for women as a resource for becoming more physically active. Our website has resources designed to get you started and to keep you moving. You can visit our website as often as you like - different resources could be helpful at different points along the way.

What will I need?

You will need an internet-connected device to access the *Active Women over 50* website through the link: www.aw50online.com

Where to start

The *Active Women over 50* website contains three main pages: the 'Why be active?', 'How to be active', and 'Be inspired' page. Each of these web-pages are described below.

Webpage: Why be active?

The "Why be active?" page includes evidence-based information about the benefits of physical activity in middle-age to maintain health, longevity, and prevent disability in older age.



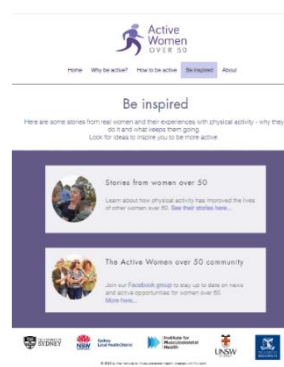
Webpage: How to be active

The “How to be active” page includes practical suggestions for becoming more active. There is a short guide on how to plan on getting started and finding an in-person activity or sport in your area. There are online activities you could explore as well as resources to help you “stick at it”. You’ll also find links to services, resources and information for different health conditions.



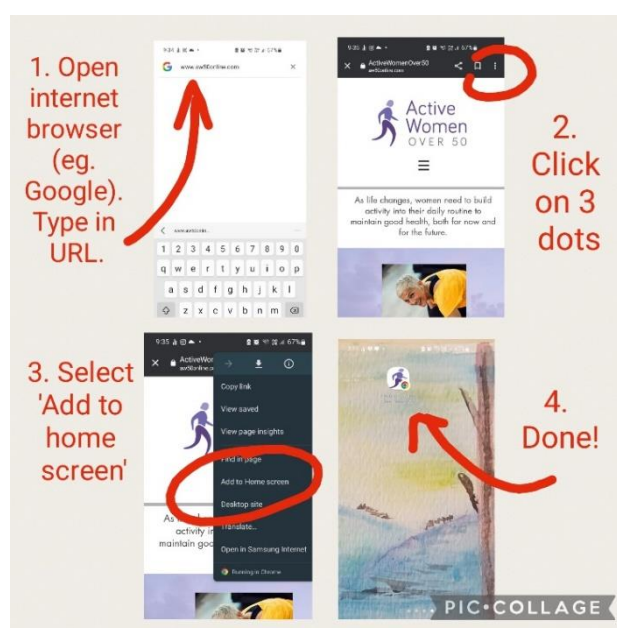
Webpage: Be inspired

The “Be inspired” page aims to inspire us to be physically active. We share video case studies of real women over 50 from across New South Wales, how they have managed to overcome barriers to be active. You’ll also find podcasts about different aspects of getting active, as well as blog posts. You can also share your own ideas and inspirational stories via the website or interact with the *Active Women over 50* community through the link to the *Active Women over 50* Facebook group.



An extra tip!

You can add an easy shortcut to the website on your mobile device. See below for the instructions.



3. Telephone health coaching



What is it, and Why?

Health coaching helps you make sustainable changes, with conversations centred around what will work for you. Our qualified physiotherapists, trained to deliver effective health coaching on the phone, will allow you to explore options and find the strategies that suit you best.

Our health coaching is evidence based and helps you set goals, an action plans, and provides support. Your coach works with you to make great choices, keep on track and see what works and what doesn't.

You will receive two sessions of health coaching, lasting up to 60 minutes each. The first session will be within 2 weeks of commencing the *Active Women over 50* program and the second session approximately four weeks after the first.

What will I need?

Health coaching sessions can be delivered by phone or teleconference.

What to do

Details for your first health coaching session were discussed when you commenced the *Active Women over 50* program. Please contact Dr Juliana Oliveira or Geraldine Wallbank sph.activewomen@sydney.edu.au if you need to change your appointment time, or if you need these details to be sent to you again.

4. Behaviour-change motivational messages



What is it, and Why?

You can choose to receive regular messages throughout the 6-month program. These messages are created to support and empower you on a positive and guilt-free physical activity journey.

The messages will encourage and help you with action planning and strategies for staying engaged and motivated. The message platforms are not monitored however you are very welcome to reach out to the research team by emailing sph.activewomen@sydney.edu.au.

What are the choices?

Messages will be sent to you either by **Email** or by **SMS** text. The choice between these options depends on how you prefer to read and absorb messages. You can choose either option but not both.

Email messages may suit you if you prefer:

- ✓ Conversational messages, or
- ✓ Detailed information and support, or
- ✓ Seeing messages with colour, photos and images, or
- ✓ Messages delivered to an email account, or
- ✓ Messages personalised messages with your name.

SMS text messages may suit you if you prefer:

- ✓ Short, snappy messages, or
- ✓ Messages delivered to your phone only, or
- ✓ Messages that are personalised with your name some of the time.

How does it work?

Secure marketing websites will be used to send the email messages (Mailchimp) and SMS text messages (*SMS Sequencer*), so your details will be kept secure and will not be shared with any other groups or organisation.

The message choices will also be explained to you by your health coach. Once you've chosen your message delivery, you'll start getting them within a week.

What will I need?

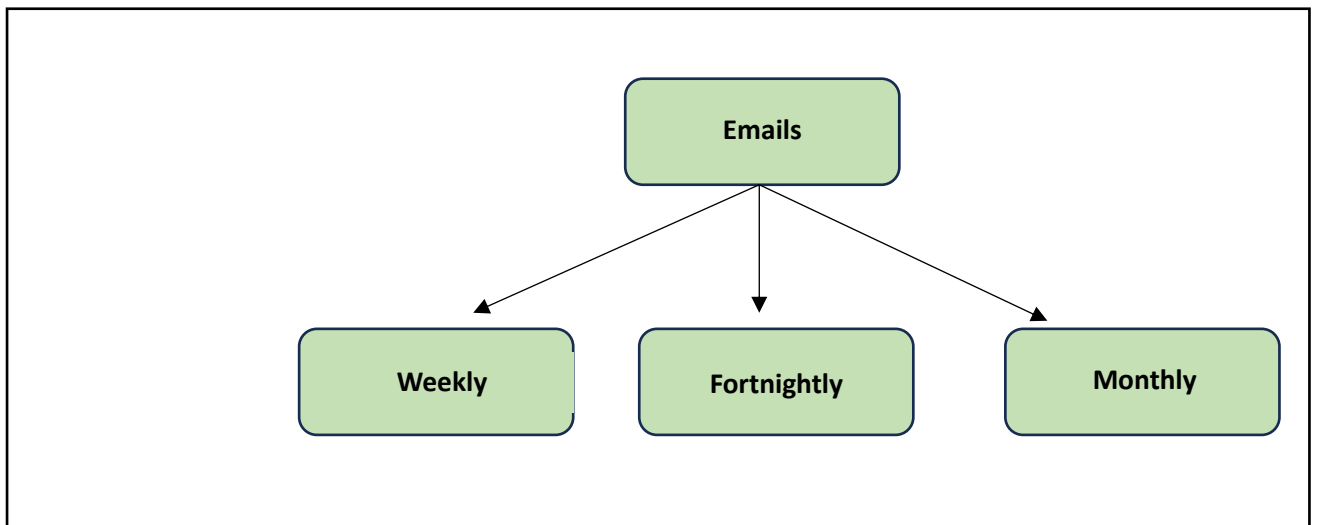
To receive the email messages, you will need an internet-connected device and active email address. To receive the SMS messages, you will need a mobile phone.

Email messages

If you choose to receive email messages, they will be sent to your chosen email address. If you have multiple email addresses, let us know the email address that you'd like to receive messages about getting active.

You can choose to receive the emails

- Weekly, or
- Fortnightly, or
- Monthly



Once you've chosen a frequency, you won't be able to switch to a different frequency.

Regardless of how often you receive the messages, the content is the same overall. The difference is in the length of the messages. Weekly messages will be briefer than the fortnightly or the monthly messages.

Choose what will work for you!

You can update your preferences, such as your email address or 'unsubscribe' at the bottom of the email message.

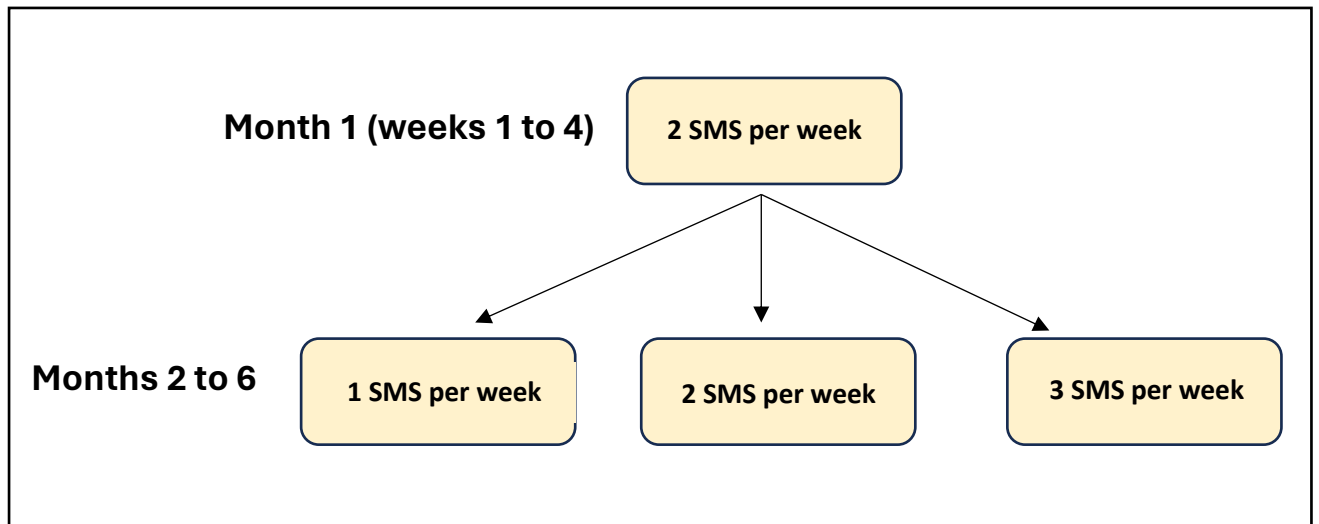
The message platforms are not monitored however you are very welcome to reach out to the research team by emailing sph.activewomen@sydney.edu.au.

SMS text messages

Text messages will be sent to your mobile phone number. Compared to the email messages, there is less content delivered by the text messages over the 6-month program.

To begin, you will receive 2 text messages per week for 4 weeks.

At the end of Week 4, you will be able to choose to receive more, the same, or less weekly text messages for the remainder of the program; 3 texts, 2 texts or 1 text per week.



Less content will be delivered in 1 text per week. More content will be delivered in 3 or 2 text messages per week.

Choose what will work for you!

You will receive the texts from the study mobile number **+61 452 689 388**. You can add this number to your mobile phone contact list to see the messages that are being sent by the 'Active Women over 50' program.

If you wish to stop receiving text messages, email sph.activewomen@sydney.edu.au.

What if I have further questions?

It is normal that your body will take some time to adjust to being more active. So, you may experience some muscle soreness as you start out.

If you experience any injuries as a result of participating in this program, please contact your health professional, local doctor or hospital. Please also notify the research team, contact Dr Juliana Oliviera or Geraldine Wallbank at email: sph.activewomen@sydney.edu.au

For questions about any part of the *Active Women over 50* program, please contact Dr Juliana Oliviera or Geraldine Wallbank at:

Email: sph.activewomen@sydney.edu.au

Congratulations on getting more active with the *Active Women over 50* program.
We're pleased to be on this journey with you!