



Active  
Women  
OVER 50



## Feedback materials

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## Introduction

This handbook contains materials related to the *Active Women over 50* trial.

The materials are examples of what could be used to recruit participants to the *Active Women over 50* trial.

There are also examples of the *Active Women over 50* program materials, which participants could receive as part of enrolling in the *Active Women over 50* trial.

Please review the materials. A researcher will contact you in 1-2 weeks to ask for your feedback on these materials.

The materials are for the purpose of the research studies.

We request you **not** to share any of the materials.

If you have any questions, please contact:

Dr Abby Haynes [abby.haynes@sydney.edu.au](mailto:abby.haynes@sydney.edu.au)

Dr Juliana Oliveira or Geraldine Wallbank at [sph.activewomen@sydney.edu.au](mailto:sph.activewomen@sydney.edu.au)

The ethical aspects of this study have been approved by the Human Research Ethics Committee (HREC) of The University of Sydney [HREC Approval No. 2023/573] in accordance with the National Statement on Ethical Conduct in Human Research (2007).

## Program summary

The *Active Women over 50* is a 6-month online program designed to support women become more physically active. The program aims to support women in deciding what will work best for them by offering four features:

Program feature	Access
Behaviour change messages	Register via study email to select the preferred message type of message and frequency. <ul style="list-style-type: none"><li>- SMS messages: 3 times/week, 2 times/week or 1 time/week</li><li>- Email messages: weekly, fortnightly, monthly message</li></ul>
Website	<a href="#">Click here: Consumer consultation website</a>
Facebook community group	Join a private Facebook group for participants of the program, moderated by a member of the research team.
Telephone health coaching	Register via study email for session 1 (week 2) and session 2 (four weeks later)

Each part of the program is different, but they all overlap and work together.

Participants may choose as many of the features that they wish to best support their physical activity journey.

The program materials included in this document are examples of the messages and website.

The materials are for the purpose of the consultation process and research study.

We request you **not** to share any of the materials.

## Recruitment flyer

### Example 1



# WOMEN OVER 50

**DO YOU WANT SUPPORT TO BE MORE ACTIVE?**  
Researchers at the University of Sydney are running a study to measure the impact of the Active Women Over 50 program.

The program involves telephone health coaching from a physiotherapist, motivational messages via email or SMS for 6 months to help increase your physical activity, and access to online resources and a private Facebook group.

To be eligible, you need to be a woman aged 50+, living in NSW, healthy enough to take part in regular physical activity, and have access to the internet.

**For more information**

-  [www.activewomenover50.org.au](http://www.activewomenover50.org.au)
-  [sph.activewomen@sydney.edu.au](mailto:sph.activewomen@sydney.edu.au)
-  (02) 8627 6242
-  Or scan the QR code to learn more





## Example 2



# WOMEN OVER 50

**DO YOU WANT SUPPORT TO BE MORE ACTIVE?**

Researchers at the University of Sydney are running a study to measure the impact of the Active Women Over 50 program.

**What does the program involve?**

-  2 health coaching calls from a physiotherapist
-  motivational messages to increase your physical activity
-  access to online resources
-  access to a private Facebook group to connect with others

**Who can join?**

To be eligible, you need to be a woman aged 50+, living in NSW, healthy enough to take part in regular physical activity, and have access to the internet.

**For more information**

-  [www.activewomenover50.org.au](http://www.activewomenover50.org.au)
-  [sph.activewomen@sydney.edu.au](mailto:sph.activewomen@sydney.edu.au)
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Example 3

# WOMEN OVER 50

## DO YOU WANT SUPPORT TO BE MORE ACTIVE?

Researchers at the University of Sydney are running a study to measure the impact of the Active Women Over 50 program.





### What does the program involve?

-  2 health coaching calls from a physiotherapist
-  motivational messages to increase your physical activity
-  access to online resources
-  access to a private Facebook group to connect with others

### Who can join?

To be eligible, you need to be a woman aged 50+, living in NSW, healthy enough to take part in regular physical activity, and have access to the internet.

### For more information

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Example 4

# WOMEN OVER 50

## DO YOU WANT SUPPORT TO BE MORE ACTIVE?

Researchers at the University of Sydney are running a study to measure the impact of the Active Women Over 50 program.





### What does the program involve?

-  2 health coaching calls from a physiotherapist
-  motivational messages to increase your physical activity
-  access to online resources
-  access to a private Facebook group to connect with others

### Who can join?

To be eligible, you need to be a woman aged 50+, living in NSW, healthy enough to take part in regular physical activity, and have access to the internet.

### For more information

-  [www.activewomenover50.org.au](http://www.activewomenover50.org.au)
-  [sph.activewomen@sydney.edu.au](mailto:sph.activewomen@sydney.edu.au)
-  (02) 8627 6242
-  Or scan the QR code to learn more





## SMS messages

Hi {FirstName}, welcome to Active Women over 50 online! Are you ready? Let's get started at [Click here: Consumer consultation website](#)

Every bit of exercise counts! Start small and gradually build up

How do others keep motivated to be active? Many find making a plan with firm goals helps. Have a look at [Click here: Consumer consultation website](#)

Feeling a bit down? Physical activity can increase your energy and reduce stress. How can you be active today? See [Click here: Consumer consultation website](#)

Activities that easily fit into your daily life are much more likely to become a habit. Why not put a note on the fridge, or set a phone reminder to be active?

Physical activity creates opportunity to meet new people and feel part of the community. For some inspirational stories see [Click here: Consumer consultation website](#)

## Email messages

### Message 1



#### Active Women over 50 – Let's get started!

Welcome to Active Women over 50!

It's great that you've signed up to be part of this program and that you're keen to be more physically active. Being part of the program gives you access to the Active Women over 50 website which provides a range of ideas and inspirational stories to help you be active. The website also has information about how physical activity benefits your health and wellbeing.

You've selected to receive email messages on a fortnightly basis. It might seem like there's a lot of content to get through. But we hope you can revisit the emails regularly, as there will be plenty of tips and hints to keep you going. Check out the 'Suggestions for this fortnight' at the end of each message for ways to put things into action!

Over the next 6 months, we will be supporting you on your journey through our [Facebook](#) group. You will receive two telephone calls with a health coach to discuss ways to be more physically active that will work best for you. Our email messages will remind and help you navigate these different supports that are available. We hope you find these useful and we always welcome any feedback or comments at [sph.activewomen@sydney.edu.au](mailto:sph.activewomen@sydney.edu.au).

Great to have you as part of our community. On our website, you will find a short guide called "[5 steps to getting started](#)". We encourage you to read this practical guide. This will guide you to consider activities that you enjoy and look at your schedule for times when you could do something active. Getting started involves thinking about what you'd like to achieve, and getting any equipment or support you might need.

We are excited to support you on this journey to better health. Thank you for joining us!

Suggestions for this fortnight:

- Set aside some time to read the "[5 steps to getting started](#)" guide.
- Consider what activities you enjoy and when could you add them to your schedule. Make a list of some possibilities.
- Is there any equipment or support you might need? Consider how and where you could get that from.
- Look out for the first coaching session with your health coach. You'll be contacted this fortnight to line up a suitable time to chat over the phone.

Bye for now,  
The Active Women over 50 Team



### What can get in a way to being more physically active?

Hello,

We hope that you've been able to make some changes to become more physically active. However, there may still be barriers that you face, or other things may be getting in the way of being able to increase and maintain your physical activity levels. Don't worry, we all experience that! The important thing is to stick with it. We'll all get there.

If you've made a start but find that other things get in the way of your plans to be active, don't worry. Women over 50 have busy lives and are juggling lots of things! There's work, caring responsibilities, and/or other time-consuming tasks and roles. Can you see how you might work around these barriers?

[The Active Women over 50 website](#) suggests some creative ways to build physical activity into your daily routine. See the [tips and hints](#) for planning your physical activity and to help you better understand your body's response as you get more active.

If you want to check in with your health habits, you can do this [quiz](#) to help you work this out. You can also take this quiz to [identify any barriers](#) you may have. Here you can read about some [frequently asked questions](#) about overcoming some common barriers to being active. Think about the solutions that would work best for you. Once you identify the barriers that you face, you can plan for how to address them. Then you will be much more likely to overcome them when they arise.

For instance, we often do not exercise as we think we don't have time for it. If this is the case, you could think about how you spend your time in the day and when you could fit physical activity into your schedule. Can you schedule a walking meeting? Can you cut down your TV or screen time? Did you know that it only takes 2 minutes to walk approximately 220-240 steps? This means that in 10 minutes you could walk about 1100 - 1200 steps!

Suggestions for this fortnight:

- Are there any big barriers for you to being more active? Consider what are they?
- Plan how to best overcome these barriers, visualise yourself effectively overcoming them, and next time you do experience them, put your plans into action.
- Could you try to replace TV or computer time with some physical activity? Or do something active while watching TV, like squat exercises?

Let us know how you go these two weeks on our [Facebook page](#), including the ups and the downs. Doing any fun activities? Photos welcome!

Bye for now,  
The Active Women over 50 Team



### How can others support you in being physically active?

Hello,

How did you get on over these past two weeks? We hope that by increasing your physical activity in your normal week, you're feeling physically and mentally more energised and less stressed.

Physical activity creates opportunities to meet new people, feel part of a community, and socially connect. You might like to try exercising with others. Here are some [inspirational stories](#) from other women aged 50+ who have become physically active. In the videos, they explain how they managed to do it and what keeps them going. You can watch the videos to get some ideas to inspire you for how to be more active.

The motivation that comes from within you is more powerful than external motivators (e.g., your partner or GP telling you to get more active). Your internal motivation will keep you going long-term. However, you are more likely to succeed if you tell someone about the changes you're making in your life, so they can support you and help you when there may be setbacks. Consider telling someone about your physical activity plans; a relative, friend or even your GP.

If you've already told few people and you are feeling supported, that's great! If you haven't found a support person, don't worry. There is a free "[Get Healthy](#)" telephone health coaching service that can give you support, suggestions, and a listening ear.

If chronic disease or ongoing musculoskeletal injuries are preventing you from becoming more active, it's important to seek advice and help from your GP or an exercise professional. An exercise physiologist or physiotherapist will help you work out how to be active within safe limits so that you can continue to be active and know how to manage any pain or discomfort. Look up this directory to find an exercise professional in your local area.

Suggestions for this fortnight:

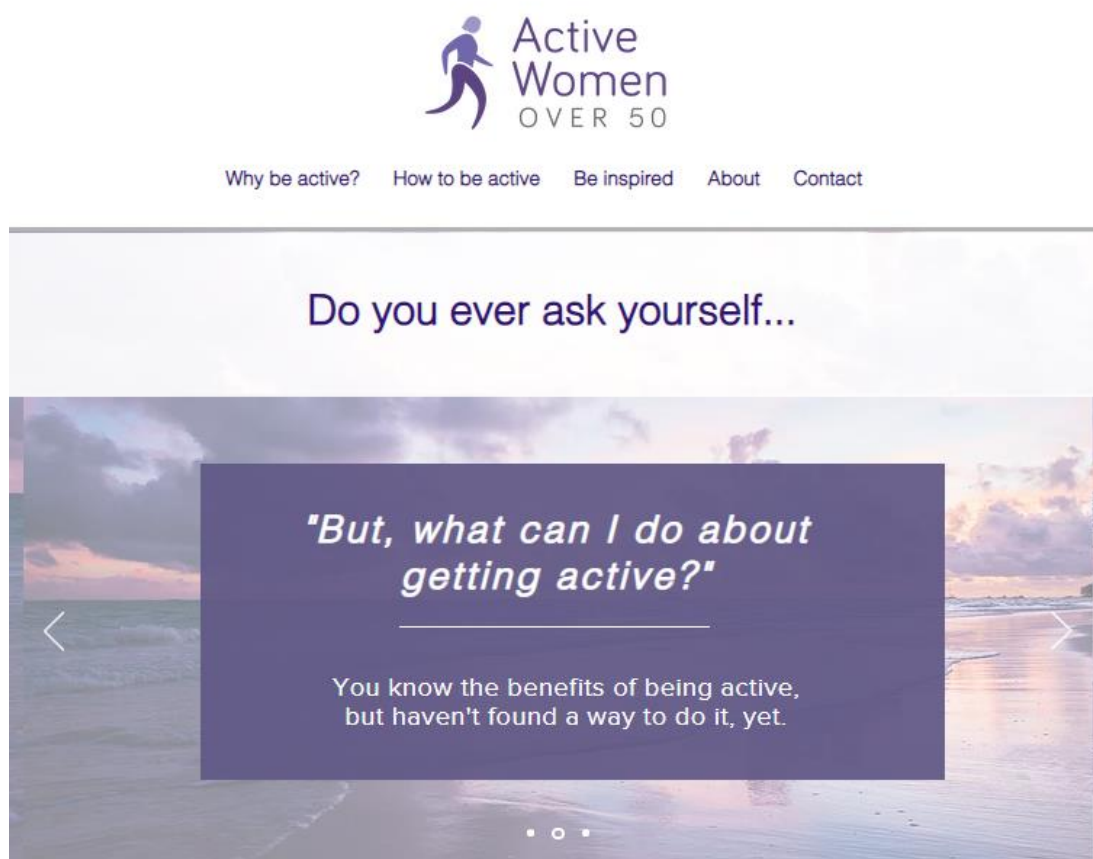
- Listen to [inspirational stories](#) we posted on our website.
- Feel free to share your own story with us via email or [Facebook group](#).
- Consider who are the people who could motivate you and support you. Do let them know if you need their support.

Bye for now,

The Active Women over 50 Team



## Website



The link to the example website is:

[Click here: Consumer consultation website](#)

If the above link doesn't work, copy and paste the below URL to a browser window:  
<https://cathiesherrington.wixsite.com/2023consult50user>

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