Credibility of Source

This article examines how suitable design and communication modes can better engage seniors, which will help our active ageing exercise campaign.

Although the article is limited in the sense that it does not cover the effects of gender and culture1 on decisions to exercise in public, we could research further into this to supplement the ideas in this article. Although the ideas here are on how seniors process information in Canada, these are largely applicable2 to Singapore because the physical and psychological development of seniors in developed countries is comparable globally.

Published by Health Canada (a reputable healthcare leader3), and written by gerontology experts4, the information is credible. Although more than a decade old, the information corroborates with recent Ministry of Community Development and Sports publications5 in Singapore.

Usefulness of Source to My Group’s Project

Need for Concrete Action vs Good Intention

Concrete action beyond words is needed to best persuade sceptical seniors (para 7 & 8), so we need to go beyond our planned exercise booklets and advertisements. I propose a roving pushcart exercise exhibition (entitled ‘Strong Today, Stronger Tomorrow’) where seniors can learn about existing exercise services provided by Exercise is Medicine (EM), Health Promotion Board and Singapore Sports Council. These organisations are already committed to the cause and would probably be willing to collaborate in this.

Note (i): Heading summarises candidate’s idea.

Note (ii):
S>A>G>E:
Source info paraphrased & Analysed (S-A can be woven into one sentence or kept as separate sentences.)
Generate Idea. Evaluate/justify Idea

4. Experts in Gerontology: Wylde, Margaret A. /Haller, Terence/ Alberta Council on Aging / Pelly, Sandi
   Experts in Communication, Design and Typography: Breen, M.J. / Wheeldon, Colin / Baldwin, Ruth
The exhibition could be set up at locations frequented by seniors (e.g. community clubs, next to polyclinics, markets), and could recruit interested seniors (trained by EM) to bring visitors through a simple process of physical screening, suitable exercise routines already developed by the proposed partners, sharing exercise pitfalls and recommending neighbourhood fitness groups and venues (see Fig 1 for Details 1 - 4). This could initially be trialled in neighbourhoods with an ageing demographic, like Outram and Queenstown.

Fig 1: My “Strong Today, Stronger Tomorrow” Mobile Exhibition Pushcart Design Plan

Note: The words for the details are included in word count

Details 1: Health Screening Station
- Cholesterol
- Blood Pressure
- Diabetes
- Vision
- Hearing

Details 2: Dietary Advice Station
Info charts and customised printed advice (based on Health Screening results)

Details 3: TV 1 showing exercise movements via comical clips featuring iconic TV character Liang Po Po

Details 4: TV 2 showing videos demonstrating exercises to strengthen muscles, joints and bones

Hands-on group exercise sessions (in groups of 3 – 8) led by trained senior

Headboard: ‘Strong Today, Stronger Tomorrow’
The mobile exhibition concept is feasible – in a recent successful library initiative⁷, seniors were employed as mobile kiosk librarians to promote reading. This ‘concrete act’ of providing exercise experience for seniors by seniors could help dispel misguided notions in a fresh and manageable manner.

**Unintentionally marginalising the elderly**

Society often demonstrates isolating attitudes towards seniors (p. 9). This can be observed in the designs of HDB elderly fitness corners which are exposed to the weather (Fig 2) and have English-only instructions in small fonts (Fig 3). The overall tone is uninvitingly functional.

![Fig 2. Existing typical senior fitness corner](image1)

![Fig 3. Existing instructions for equipment use](image2)

The current situation can be made more senior-friendly, by simply locating more elder-fitness corners in shady void decks (Fig 4) – very feasible (currently there is one in Hougang). Such indoor exercise corners can be introduced in HDB’s Elderly Studio Apartments (eg. Golden Lily at Pasir Ris) and future Built-To-Order (BTO) flats (eg. Kampong Admiralty, to be completed in 2017⁸)

![Fig 4. Existing void deck fitness corner](image3)

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Insightful development of Idea

Large pictorial instructions (with recommended font size 14) for equipment use featuring senior ‘exercisers’ (Fig 5) would help dispel uncertainty.

Fig 5. My sample photographs of senior volunteers illustrating exercise equipment use

Further insightful development of Idea & Analysis of developed idea to show feasibility.

To enhance social elements, trained elderly volunteers could advise on exercise equipment. A water dispenser or elderly-suited energy drinks could be sponsored by companies like Nestle or Abbott Laboratories as goodwill publicity and as part of their Corporate Social Responsibility (Fig 6). This is feasible as some Residents’ Corners already dispense coffee for community bonding.

Fig 6. My sample layout of how a sponsored drink dispenser, with advertising opportunity, could be set up.

Overall Evaluation

My 2 main ideas are complementary in promoting active ageing through exercise, especially through pertinent communication – for seniors by seniors. For further refinement, we could also conduct a survey on exercise habits and void deck use by seniors, then send a proposal to HDB Neighbourhood Renewal Programme unit for consideration.

-END-


