

# Exploring Ageing, Research Methods & Adventure Activity

**The potential of outdoor adventure activity (OAA)  
to engage older adults in appropriate levels of physical activity (PA)**

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Sheffield, May 2019



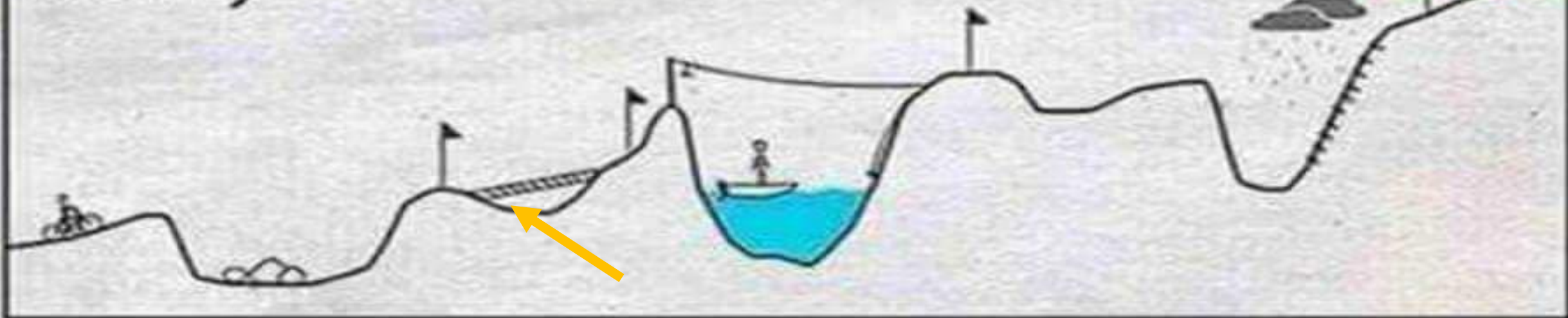
Your plan



*Ph.D*



Reality



*Ph.D*



# My adventure to this point



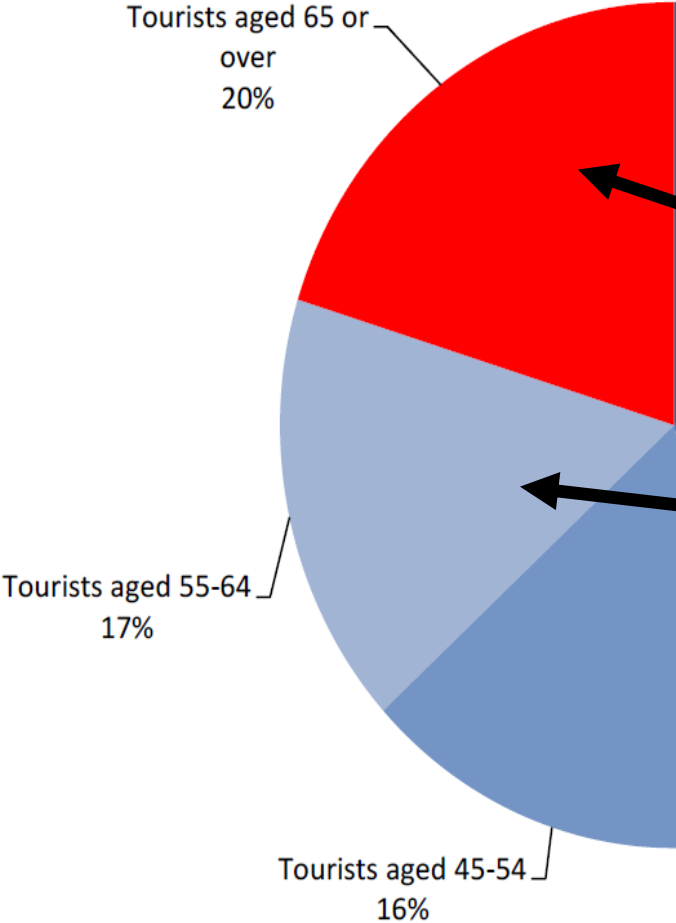






# Demographics

37% - 55 or over  
53% - 45 or over



Valid Percent	Cumulative Percent
35.0	35.0
70.0	100.0
100.0	

Age in Years

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 50-59	10	25.0	25.0	25.0
60-69	15	37.5	37.5	62.5
70-79	9	22.5	22.5	85.0
80-89	6	15.0	15.0	100.0
Total	40	100.0	100.0	



# Findings – relating to the older cohort

How important to you is outdoor adventure activity?	
	Outdoor Adventure Activity
SI-MI	75
Low imp	23
Neutral	2
Sum check	100



Bristol Nordic Walking

- The figures represent the participant ratings of each heading on a scale of 1-7 in order of importance 1= least important; 7 = most important
- SI -MI = Slightly important to most important
- Low importance = not important to low importance
- Neutral = not relevant

Findin

80% consider the social aspect of Outdoor Adventure Activity to be important



Yea,  
it is fun, safe and  
facilitated.

Not fans of risk, we know it is there, but it must be managed.



# Findings – OAA providers

- Younger, adrenaline fueled
- Small market, risks high, small money, low return
- Air lifted
- Special needs
- Ageist undercurrent?

## **Conversely:**

- Prepared to work with the older cohort
- Feel capable
- Recognise the value



# Provider 4

- Interesting – community based
- Initial intentions – all ages
- Images & impact of social media
- Travel
- Management of the organisation



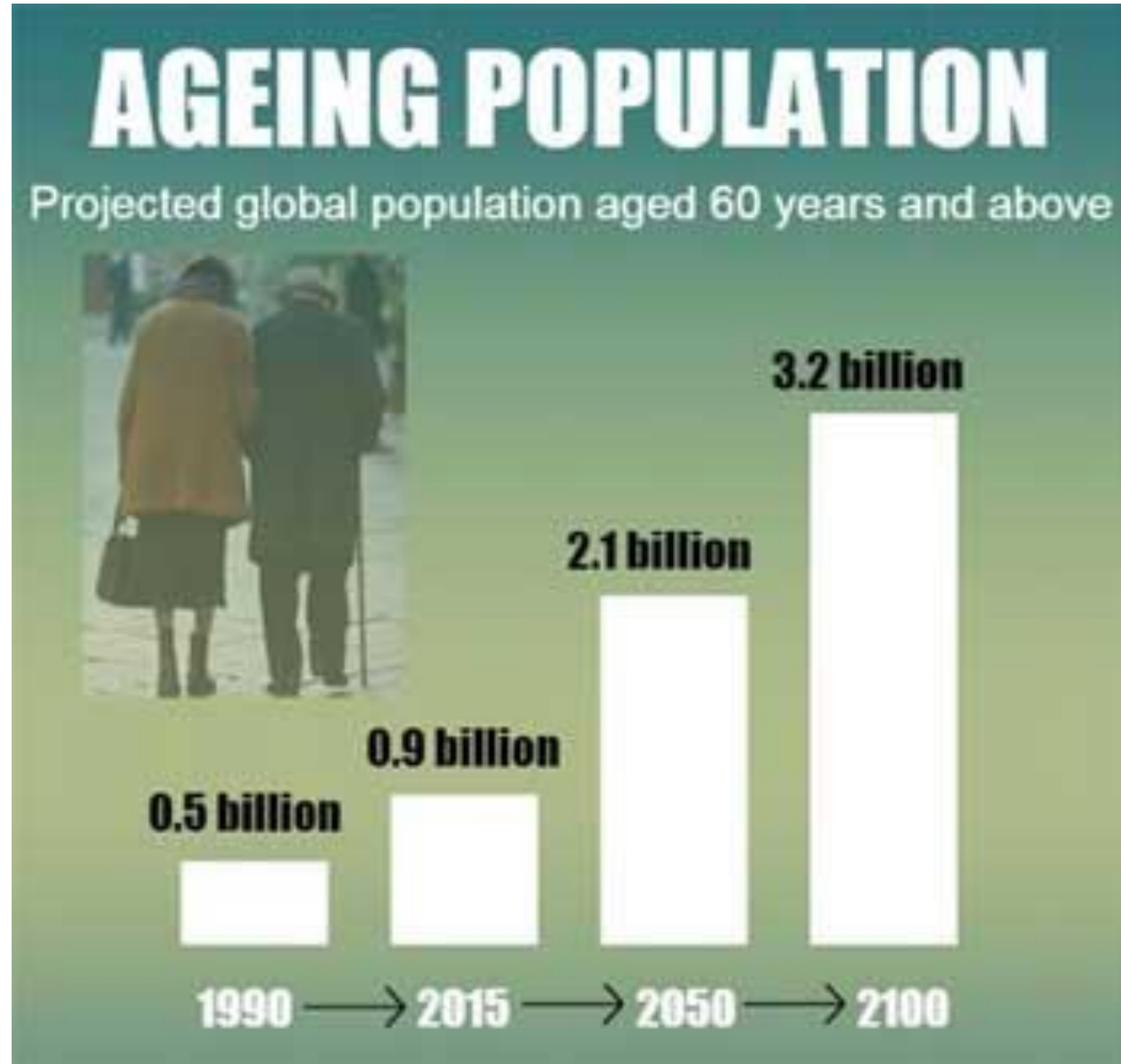




# Implications & research rationale

- The population is **ageing** but not necessarily ageing **healthier**
- The over 50s are the **least physically active** with declining participation as people age
- The **evidence** for physical activity is clear
- Increasing evidence re the benefits of PA in **natural** environments
- Importance of relevant, **innovative approaches** to increase PA participation
- The **leisure/recreation link** to sustainable physical activity
- **Negative perceptions** of ageing & older people exist

# Ageing – United Nations



## 46% OF OLDER PEOPLE have disabilities

Learn more about ageism and take action on [ageing-equal.org](http://ageing-equal.org)

Source: United Nations, <https://doi.org/10.7927/2256/2210>; icons by Freepik on Flaticon

Public Health England | Healthmatters

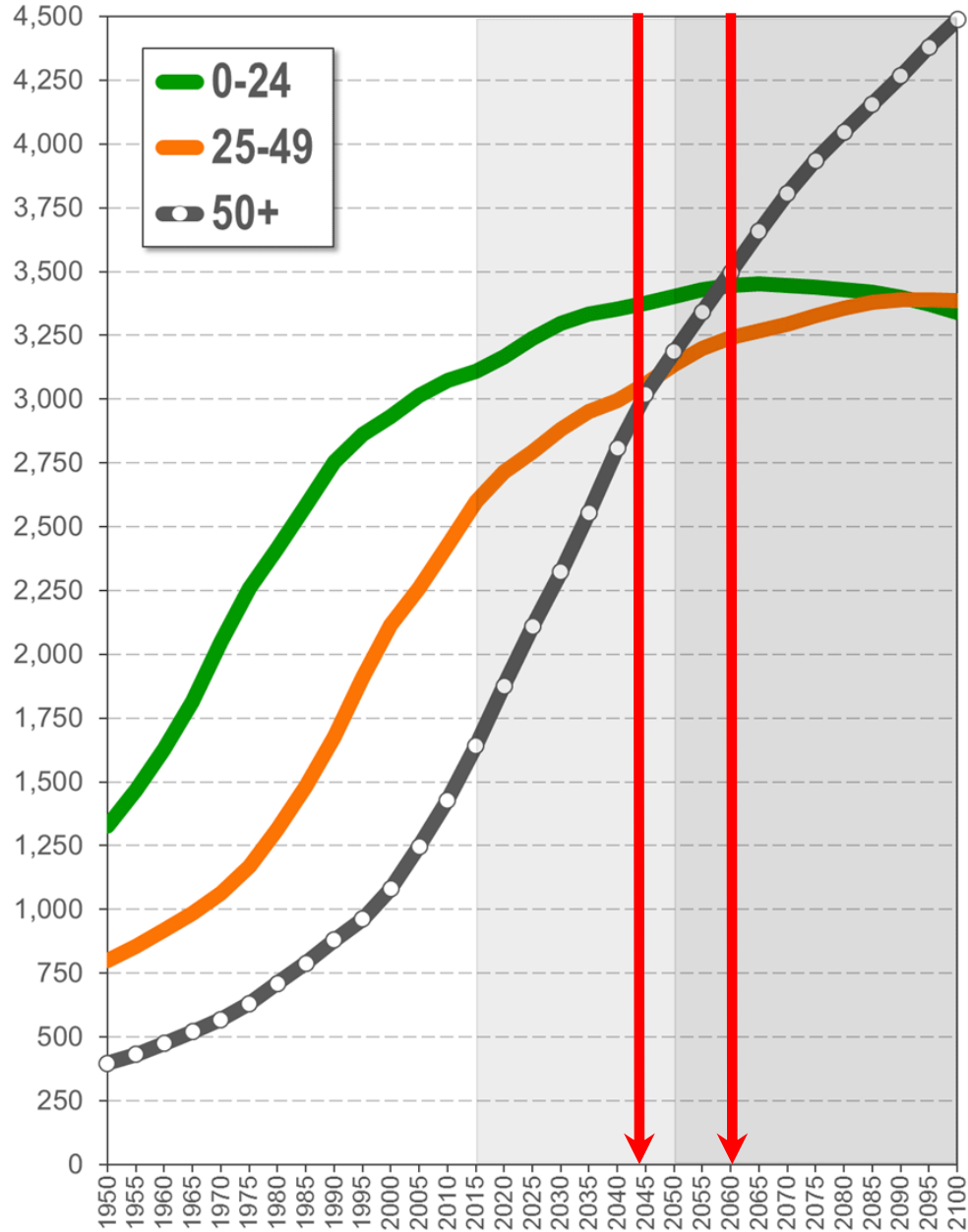
### Musculoskeletal conditions are a costly and growing problem

Prevalence of MSK conditions is being fuelled by our ageing population and rising levels of physical inactivity and obesity

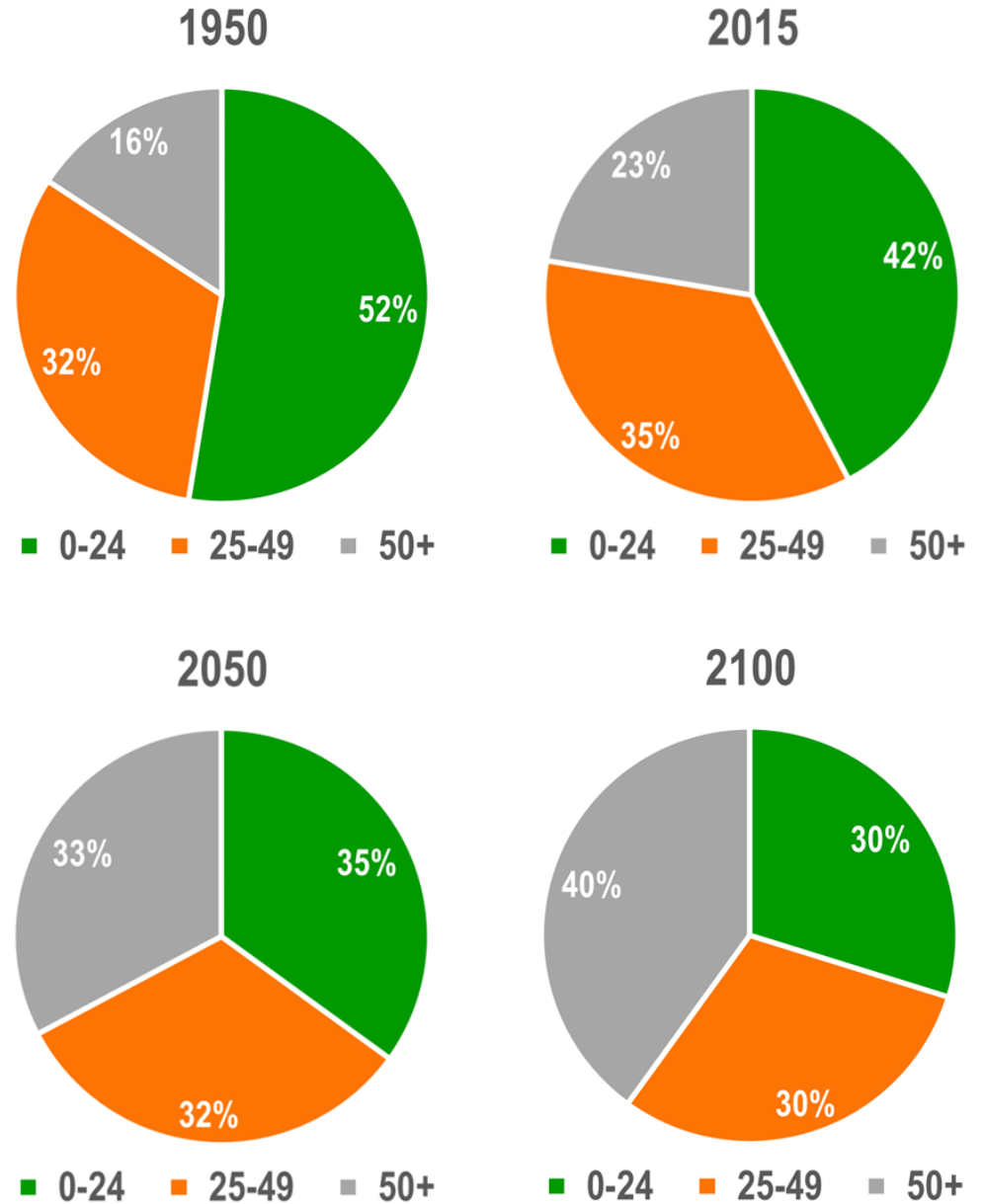
Each year 20% of people in the UK see a doctor about a MSK problem

The NHS in England spends **£5 billion each year** on treating MSK conditions

### Population by age groups: Millions



### Percent of total population





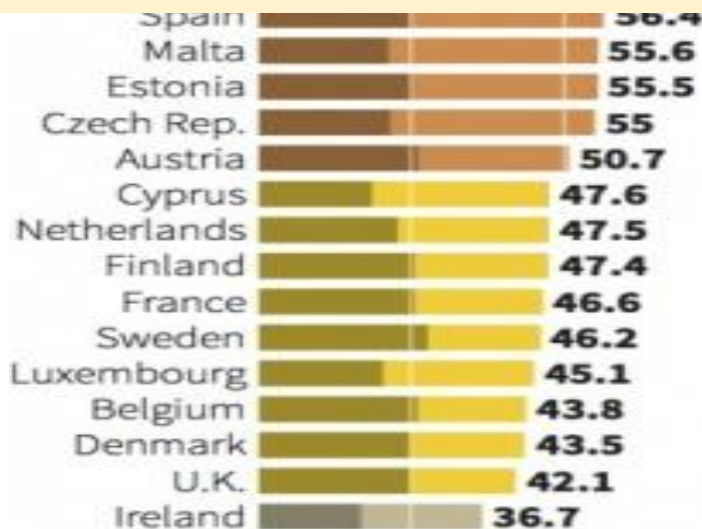
# Europe's ageing population

## PROJECTED OLD-AGE DEPENDENCY RATIO

Number of persons aged 65 as a percentage of number of persons aged between 15 and 64.

Old-age dependency ratio in 2060

Long after the debt crisis is over, Europe will be struggling with an even more serious problem – how to pay for increasing numbers of old people (Reuters, 2013).



Source: Eurostat

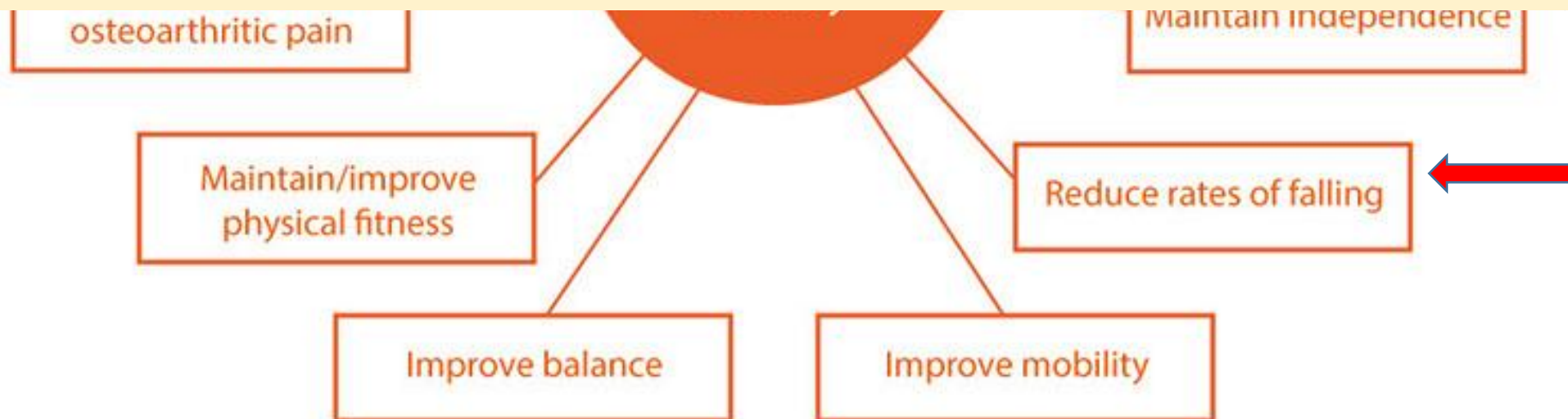
W. Foo, 24/04/2013

REUTERS





**What ever happened to exercise through leisure pursuits for fun?**









# Cohort & Outcomes

- **Cohort** – Older divers & trekkers  $\geq 50$  from the ROI & regularly engaged in their chosen activity
- **Outcome** – Understanding of the motivations & desires to better inform provision and perhaps dispel some of the existing negative perception around ageing and older people



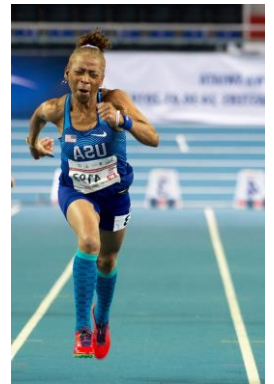
# Revised Qualitative Methodology

- Participative ethnographic approach applying both emic and ethic typologies
- The plan – three adventure trips and a semi structured interview on the final trip
- Analysis – coding & thematic using Nvivo with triangulation – what was observed and what was said





# Suggestions, comments, questions?



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