OMICS Group Conferences
Accelerating Scientific Discovery

International Conference on
Geriatrics & Gerontology
July 08-10, 2014 DoubleTree by Hilton Hotel Chicago-North Shore Conference Center, USA

The development, evaluation and transfer of health promotion innovations for seniors: The example of 'jog your mind'

Sophie Laforest[1, 2], Manon Parisien[2] and Kareen Nour[1, 2, 3]
[1]University of Montreal, Canada
[2]Centre for Research in Social Gerontology Center health and social services centers (CSSS), Canada
[3]Agency for Health and Social Services, Canada

The objective of this presentation is to illustrate the approach of the CSSS Cavendish health promotion and prevention in aging team for the development, evaluation, and knowledge transfer of their interventions. During this presentation you will be introduced to 'Jog your Mind' a health promotion program to improve cognitive vitality of community-living seniors.

The principle models and the theoretical framework behind the approach will be presented along with the main steps of the strategy which are: 1) to define and plan the project; 2) to develop the intervention; 3) to validate the intervention tools; 4) to pilot the intervention; 5) to apply and evaluate the intervention; 6) to enhance the intervention. From the start of the process partners from the target population and community organisations are actively involved and they work closely with the researchers and health professionals. The dissemination and evaluation of the project is determined right from the start which ensures that key players have the opportunity to influence the product throughout the process.

The advantages, the challenges and the winning conditions of this strategy will be discussed. In summary, this strategy requires: 1) coordination; 2) flexibility; 3) good communication mechanisms; and, a certain investment of time by the project managers. On the other hand, field experience shows that this strategy lead to more rigorous interventions that are pertinent and realistic for the community practice milieu.

sophie.laforest@umontreal.ca

J Gerontol Geriat Res 2014
ISSN: 2167-7182, JGGR an open access journal

Geriatrics-2014
July 08-10, 2014

Volume 3, Issue 4

Page 91