

FOR IMMEDIATE RELEASE
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Free videos to help over 50s get active at home

Door stops as dumb bells and broom sticks for balancing – South Australian over 50s are being encouraged to exercise at home using household items as gym equipment, with the release of a series of free instructional videos by Strength for Life.

Strength for Life, COTA SA's health and wellbeing program for over 50s run by accredited fitness providers across the state, has been unable to continue in person during the COVID-19 pandemic due to Federal and State Government restrictions.

The series, developed by COTA SA in partnership with Wellbeing SA, now allow over 50s to continue to access strength and balance training while at home, with tips for creative solutions on making weights from ordinary household products and using furniture as exercise equipment. The focus in all videos is on good posture and correct technique, to help avoid injury.

There are more than 100 accredited Strength for Life providers across metropolitan and regional South Australia, including gyms, community centres, councils, aged care homes, and retirement living facilities, and approximately 5000 participants.

COTA SA chief executive Jane Mussared says there has never been a more important time to focus on our health and fitness.

"The program and regular exercise not only helps older people to regain and maintain their strength and balance, increases confidence in physical activities and helps reduce the risk of falling, it does wonders for emotional wellbeing," Ms Mussared said.

"These videos will help ensure all older people, not just Strength for Life participants, can remain healthy and active while keeping safe at home during the pandemic.

"By retaining their confidence, we can increase the likelihood of Strength for Life participants returning to the program as COVID-19 restrictions lift and their providers are allowed to re-open next month."

COTA SA's Strength for Life videos can be accessed on SA Health's YouTube channel:
https://www.youtube.com/playlist?list=PLMo7gORxrRhVmzpxE7a1_qvCTzljm-w2V

Ms Mussared said COTA SA was running a "Move in May" challenge to introduce older people to the Strength for Life videos.

"The challenge will help encourage older people to use the videos and give them some extra motivation to stay physically active at home," she said.

Over 50s are being encouraged to register for the challenge, which starts on Monday 25 May, by visiting <https://www.cotasa.org.au/programs/life/sfl-move-in-may.aspx>.

All participants who register and complete the challenge will go into the draw to win one of five Strength for Life prize packs valued at \$250, including 10 free Strength for Life sessions and Strength for Life merchandise.

COTA SA is an older people's movement and the peak body representing the rights, interests and futures of more than 633,000 older South Australians aged over 50.

For interview requests or more information, please contact:

Ben Smeaton – bsmeaton@communicate.net.au or 0488 940 010

Bec Tape – rtape@communicate.net.au or 0438 806 983