


**McMaster**  
**OPTIMAL AGING PORTAL**  
[mcmasteroptimalaging.org](http://mcmasteroptimalaging.org)

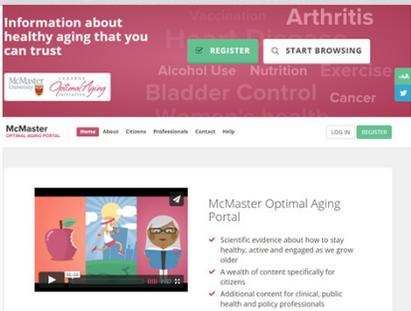
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**The McMaster Optimal Aging Portal:**  
 A one-stop shop to find out how to age optimally

Susannah Watson – Project Coordinator  
 Maureen Dobbins – Team Lead and Scientific Director  
*Health Evidence - School of Nursing*  
 McMaster University



## What is a Portal?

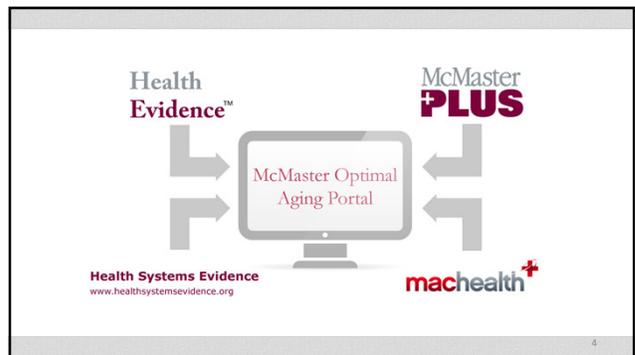



Information about healthy aging that you can trust

[REGISTER](#) [START BROWSING](#)

Alcohol Use Nutrition Exercise  
 Bladder Control Cancer

**McMaster Optimal Aging Portal**  
 ✓ Scientific evidence about how to stay healthy, active and engaged as we grow older  
 ✓ A wealth of content specifically for citizens  
 ✓ Additional content for clinical, public health and policy professionals



### Contributors – Team Leads



Anthony Levinson John Lavis Maureen Dobbins Parminder Raina Brian Haynes

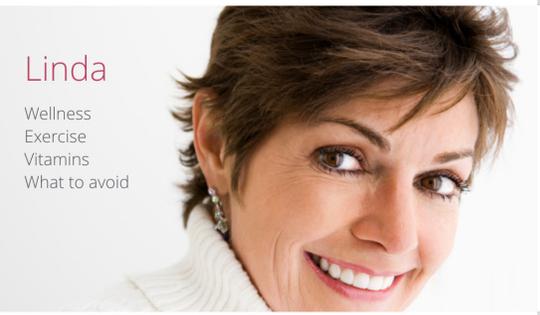
## Who is the Portal for?



## Why?

**Linda**

- Wellness
- Exercise
- Vitamins
- What to avoid



**Barbara**

Caring for spouse with Alzheimer's



**Janine**

- Fall prevention
- Prognosis
- Returning home
- Activities



**Dr. Marcus**

Mobile devices to access best evidence



**Do older adults even use the internet?**

2/3rds of Canadians 65+ go online daily

- Seeking information
- Connecting with friends and family

Over half of Portal users are citizens



Statistics Canada 2014, CANSIM table

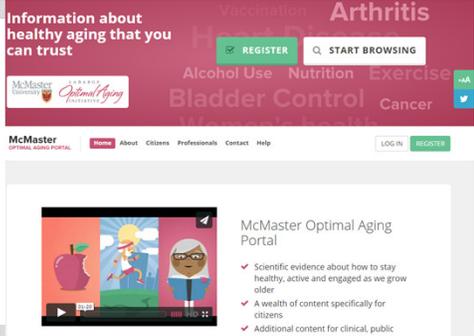
Information about healthy aging that you can trust

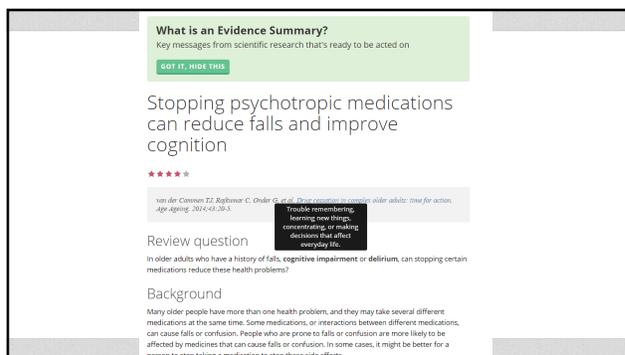
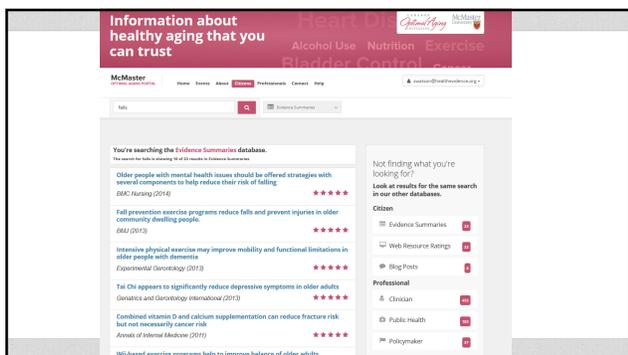
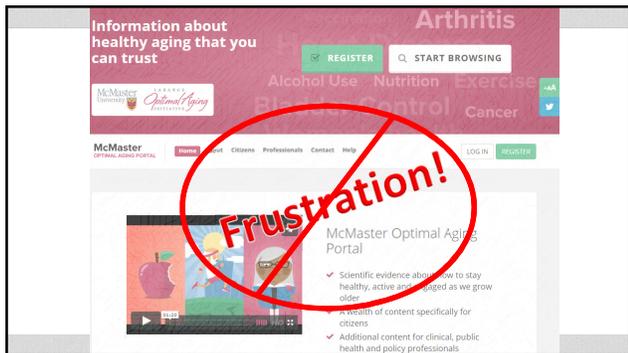
McMaster Optimal Aging Evidence

REGISTER START BROWSING

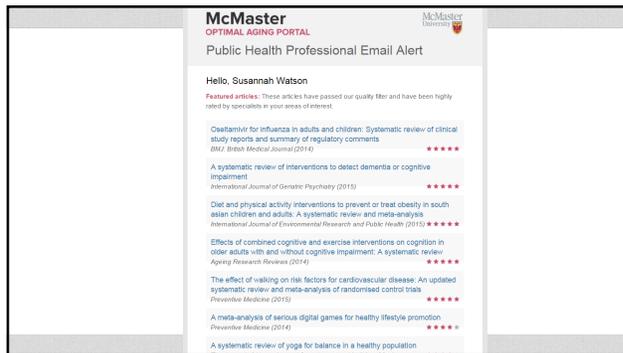
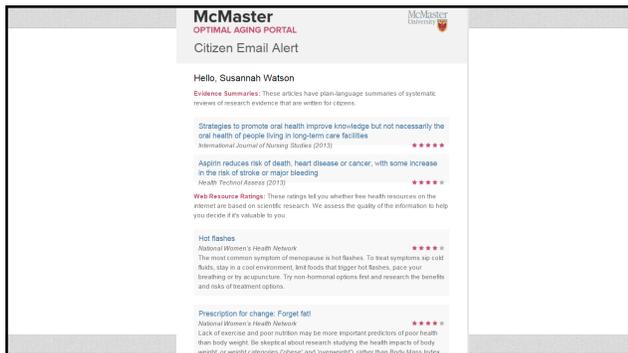
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LABARGE  
*Optimal Aging*  
INITIATIVE

McMaster  
University

# Opportunities and Challenges

## Opportunities:

- a) Develop “gold standard” for sharing evidence-based information online
  - On the Portal
  - Model for other websites / organizations
- b) Measure impacts
  - Do people care about quality?
  - Does access to info help people age better?




## Challenges:

- a) How to engage target audience?
  - Promotion, partnerships, citizen advisory group, online features
- b) How to track impacts?
  - Website usage
  - Online surveys, focus groups
- c) What outcomes can we expect?
  - Outcomes important to users
  - What is Portal role in promoting Optimal Aging?



## Let us know:

1. How well do you think the Portal meets the needs of our target groups?
2. How might the Portal be useful in your own life or work?
  - ▶ Most valuable features
  - ▶ Enhancements to best fit the needs of users
3. What opportunities can you suggest for partnership and evaluation?



## Acknowledgements

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No conflicts of interest

## Contact Information

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