05 - HEALTH PROMOTION & ACADEMIES FOR SENIORS - ATI'S

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INTRODUCTION

In Brazilian society, according to the Brazilian Institute of Geography Statistics - IBGE (2010) the number of seniors is growing increasingly. Brazil now has eighteen million people above sixty years or more, forming the group which grew the most in the last decade. The fact draws attention of professionals in physical education, as in most cases, according to Meirelles (1997), the elderly need special care so they can have a more dignified, respectable and healthy life, contributing to the reduction of disease risk that are characteristic of this age.

The fast growth of the elderly population reveals a lack of stimulating studies of the Third Age, in economic, social and environmental parts. When people reach old age, they feel quite alone and need of family care and other care such as adequate food, good health and physical activity. But it's not what happens, because the old ends up being pushed aside in most cases, need to organize to have full awareness and implement a healthier lifestyle, using their own autonomy as an individual with healthy body and may exercise functions of daily life normally.

In fact what they need is people close to you to guide them, whether at home or on the streets. Thus, problems in old age will only increase because of settlement, fatigue, depression or even some diseases. These individuals end up staying in their own homes, depriving themselves of almost everything that is important with regards to your well being that, in fact, can be promoted through physical activities.

There are social projects, eg, Racing Life, Health is Age, Qualivit, Exercising in Primary Care and others deployed in various districts of the city of Rio de Janeiro, as the place where the trial is being held, serving the elderly, of both sexes. Thus, one can cite the Ballroom Dancing, Choreography to the stretching, the aerobics, yoga, the Popular Fitness for Seniors - ATI's deployed in public squares and adaptable to them. His family need to raise awareness, help them so they can adapt the activities of your choice and they feel good, realizing how much this practice is healthy, reinforcing the importance of their frequency.

Based on Nahas (2003) observed that the elderly retain only the activity of daily life, tends to cause greater problems like joint pains, due to low production of synovial fluid, insomnia, loneliness, low self-esteem, because the fact is that this stage of life is needed more attention. This is a very old problem in our society, but it is believed that, through physical activity, if the interaction of other areas as nutrition, health, may be a proposal for a good quality of life for ourselves.

The Physical Education professionals can organize a program aimed at improving them through physical practices, and may even get a huge emphasis with most of them. So if all goes as expected, it is possible to make a work of great quality and that best meets the next generation of seniors. As Matsudo (2001) in people who are elderly, need permanent care, thus reducing the aggravating with their health.

It is expected that the elderly are able to be aware that the practice of these activities or exercise is aimed at improving their health, physical body, memory, seeking to bring them to this medium as important. Aging is growing increasingly in the world. Thus, it becomes clear that something needs to be done with this issue so important to our society.

One can say, in agreement with Meirelles (1997), the Academy of Senior Citizens - ATI, a project of the Municipality, aims to promote and encourage the practice of Physical Activities, causing the elderly to increase their autonomy and independence. This project is developed in the town squares of Rio de Janeiro, with the goal of providing bodybuilding activities for the elderly, with the goal to promote programs for these people to maintain their autonomy and independence, educating them about the importance of completing the Strength Training and physical practice in your everyday life.

Objective with this study is to identify the operating characteristics of an Academy at Governor's Island, in the neighborhood of Cocota, reporting the operation at this location increased positive attitudes among participants, to adequately meet the target audience, as well as discuss how is the annual planning of these professionals to the elderly, noting that it is applied effectively, so that may have considerable visibility.

Matsudo and B. Neto (2001) argue that the difficulties in carrying out the activities of the Third Age, due to physical problems, cause difficulties in social relationships and in maintaining the autonomy, harm emotional health. Then justifies the need for the elderly to do physical activity to contribute to the improvement of your body, the everyday and the reciprocal interactions, reducing the risk of diseases caused, usually in this stage of life, seeking healthy aging and a good quality life.

ACADEMIES OF THE THIRD AGE - ATI's

Academies for the Third Age, the ATI's, deployed in parks and public areas in the State of Rio de Janeiro by Councilwoman Cristiane Brasil (2011), aims to provide that the elderly use the physical activity. These devices have ATI's enough resistance, good quality and safety for the use of the elderly and may be used by anyone else, and this is the population that has the preference. Thus it is possible to leave the sedentary lifestyle and help in fitness with these devices and the awareness of its importance, providing opportunities for improvements in longevity and health conditions, to achieve an optimal quality of life, providing opportunities for the growth of a healthier population.

The first Academy Third Age emerged on 01/08/2009 at the Plaza Serzedelo Correia, in Copacabana. Earlier this program was installed twenty-eight Academies and currently the Rio de Janeiro now has one hundred and thirty, distributed in zones North, South and West. Among others, the neighborhoods of Inhoaíba, Botafogo, Bangu, Barra da Tijuca, Copacabana, Penha, Campo Grande, Jacarepagua and, Urca. The activities of ATI's are held Monday through Friday in two periods, seven by ten and sixteen at seven hours. Each is comprised of a team of teachers of Physical Education, Nursing technicians and Supports whose function is to provide favorable conditions for the realization of the goals advocated by the Project.

According to the Special Secretariat for Healthy Aging and Quality of Life - SESQV (2014), these spaces of ATI's can be used on their own and if the elderly do not have any professional to join you, this you can use the guiding plates that have the design of each unit and showing how it should be done properly physical activities. Activities are held Monday through Friday in two shifts, morning and afternoon. Each ATI is formed by a team composed of teachers of physical education, nursing and

technical support, which have the function of providing favorable conditions for the realization of the project.

The devices used, according to SESQV (2014), are inserted and divided into public squares, usually outdoors, without any kind of cover for protection and preservation of older appliances, but these are painted with bright colors, drawing people's attention. Has been used by the elderly, adults and adolescents, knowledge gaining increasing the population. Still, to this body, these devices were divided ATI's equal in formal places, and for each ten square modules were installed. It is very easy to use them, because the forms of execution are very soft and has the benefit of the difficulty of raising the heart rate. Movements cause little impacts, favoring joint mobility and bringing in daily a greater feeling of comfort, generating benefits with simple exercises, ranging from low to moderate intensity, also contributing to the improvement of aerobic and anaerobic capacities of the elderly.

METHODOLOGY OF THE STUDY

This study is identified, according to Meirelles (1997), and qualitative research that has the characteristics of the natural environment as a direct source of data and the researcher as key instrument having descriptive and inductive character. The data initially obtained through a literature search will be complemented by direct contact with the object of study, in the case of Physical Education teachers and other professionals working in public squares, the ATI Governor's Island, in the neighborhood of Cocota. Through a semi-structured interview conducted with twenty older adults, as well as a Joint Association of ideas, generated from inducing words, technique advocated by Cunha (2012) and seeks to identify the social imaginary concepts such elderly actors, from first three words that come to memory. Sought to further identify, compare and verify to what extent this methodology ATI has positive effects on learning and quality of life of this population.

DATA ANALYSIS

Questionnaires were administered during physical activities, in Rio de Janeiro, in the Cocota Square, on Ilha do Governador. There was understanding that ATI has a positive effect because it works three times a week, in the morning and afternoon, meeting the needs of the elderly. The study group is aged between sixty-five to eighty-one, of which fifteen are female. In class, the methodology that the teacher is working in a job teaching style, which explains and asks students perform in a circuit. All participants and professionals involved as uniform wear a shirt with the name of the Project.

The interview was done very simply. The teacher selected students to answer the questionnaire, and the proportion who were finishing the class sat in a chair and answered. At the end of class I asked what they thought of the class and answered that improves every day, feel good, like the teacher, the art of nursing and auxiliary support, and especially for having friends to chat. It was clear that the role of the physical education teacher is crucial in maintaining a good quality of life for these elderly through physical activity in this ATI.

These were the main results obtained for these studies.

ACADEMY OF THE THIRD AGE

Quoted words	Number
THRESHING	**14**
PHYSICAL ACTIVITY	**14**
BODYBUILDING	**10**
BODY RIPPED / HEALTHY	**6**
FATIGUE	**3**
HEALTH	**3**
WELFARE	**3**
HIKING / WALKING	**2**
TEACHER	**2**
PEACE	**2**
Talk	1

HEALTH

Quoted words	Number
WELFARE	**19**
BODY RIPPED / HEALTHY	**9**
Hospital / Doctor	8
Patient	5
Ambulance	4
PAIN	**3**
THRESHING	**3**
LIFE / LIVING	**2**
FRIENDSHIP / MUSIC	**2**
PEACE	**1**
Fear	1
Humor	1
Medicament	1
Crying	1

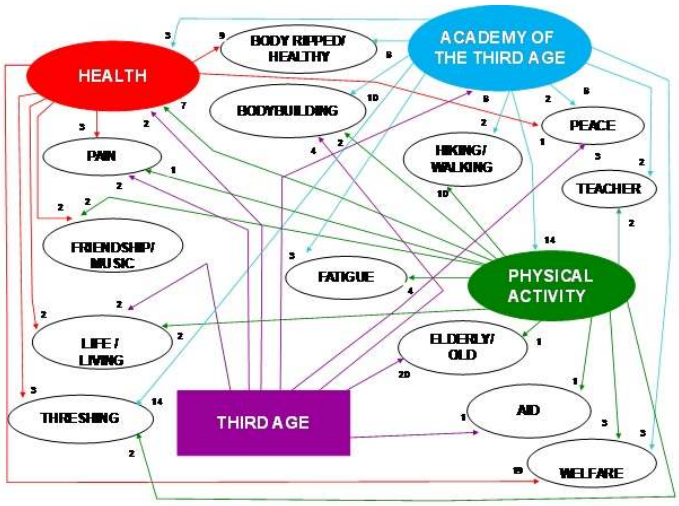
PHYSICAL ACTIVITY

Quoted words	Number
ATIs	**14**
HIKING / WALKING	**10**
HEALTH	**7**
Exercise	4
FATIGUE	**4**
WELFARE	**3**
LIFE / LIVING	**2**
Bodybuilder	**2**
TEACHER	**2**
Swimming	2
Friendship / Music	**2**
White Hair	1
DANCE	1
Leisure	1
AID	**1**
PROJECT	1
Dedication	1
ELDERLY / OLD	**1**
PAIN	**1**

Third Age

Quoted words	Number
ELDERLY / OLD	**20**
ATIs	**6**
FATIGUE	6
Family	6
BODYBUILDER	**4**
PEACE	**3**
PAIN	**2**
Life / Living	**2**
HEALTH	**2**
Job	2
AID	**2**
Memory	2
Poor Health	1
Best Age	1
Wrinkles	1

It is interesting to note on the Map of Associations of ideas below, as respondents can make an analogy between the Academy inducing words of the Third Age, Health, Physical Activity and the Elderly. This becomes evident when analyzing-what were their responses when asked about such matters. The words of the Third Age Academy, Health, Physical Activity, Body Ripped / Healthy, Exercise, Pain, Peace, Walking / Walking, Teacher, Friendship / Music, Fatigue, Life / Living, Malhar, Senior / Elder Help, Wellness is repeated several times.



In general, your health is:	
Excelente	8
Very Good	5
Good	17

Compared one year ago, your health is:	
Much Better	8
A Little Better	17
Almost the Same	5

According to their health, has difficulties in daily physical activities and homemade?	
Yes, a lot of difficulty	5
Yes, a bit of difficulty	10
without difficulty	15

Physical interference Health / problems emotional activities in social norms	
In any way	10
lightly	10
moderately	10

Have you had pain in the body?	
no	20
very Light	10

The pain interfered with their activities indoors?	
Somehow	18
a little	5
moderately	7

Reasons for the practice of ATI's	
health	20
friendship	14
medical recommendation	10
leisure	8
Esthetics	
Courtship	5

Time attending ATI's	
6 months	7
1 year	8
1 year and haf	3
Over 2 years	2

Time physical activity practice	
6 months	3
1 year	6
1 year and haf	6
Two years	1
Over 2 years	3
always practiced during my life	4

Doctor Visits	
3 at 3 months	3
5 at 5 months	4
6 at 6 months	7
Once a year	2
Whenever necessary	3

Health problems of family	
hypertension	11
heart problems	5
allergy	2
diabetes	2
epilepsy	3

Kinship	
Brother	9
Parents	3
Grandparents	2
No	5

Improves with practice in ATI's

	Sim	Não
Cheer	18	2
Self-esteem	18	2
Stress	12	8
Happiness	20	0
Humor	18	2
Relationship	13	7
Feeding	13	7
Disposal on a daily	13	7
Muscle strength	15	5
Memory	10	10
Disposal on a daily	13	7
muscle strength	15	5
Blood glucose	8	12
Body aches	10	10
Flexibility	15	5
Osteoporosis	8	12
Triglycerides	9	11
Esthetics	9	11
Sleep	8	12
Obesity	11	9
Blood Pressure Control	12	8
Rate of cholesterol	6	13

Problems that present consistently:

Hypertension	10
Shortness of breath during sleep	6
Joint pain	5
Weakness	4
Chest pain or palpitations	4
Shortness of breath during activities	3
Heart problems	3
Muscle aches	3
Lack of appetite	3
Cough	3
Problems with coordination or balance	3
Headache	3
Vomiting	3
Change in mood	3
Allergy	2
Rheumatism arthritis	2
Abdominal pains	1
Loss of hair	1

All seniors who reported having one of the problems specified above reminded that they occurred prior to practice bodybuilding in ATI's and that this behavior only helped them to fight them. When asked if they use any medication, nine of them said yes. Medicines for blood pressure and hypertension have been used for three years. But said they had no change in medication after this practice.

Given the above it can be said that in the field research was characterized by the presence of professionals in the Academy of the Third Age. And there are lessons in planning for their teacher practices, given the proposal problematic because it indicated the way of using the apparatus of ATI's plazas. The answers obtained, the physical education professional who has observed opts teaching style per task, ie, utilizing the activities on weight machines as the main element at the time of the practical classes. It was noticed that students are happy enough with this practice. ATI this, plus the physical education teacher, has a technical and nursing staff of the Support Group.

FINAL THOUGHTS

It is hoped that this article will serve to help struggling about Physical Activity in Old Age. And with that this content can find just subterfuge for the emancipation of the elderly with this practice. Ie, professionals who work in areas or involve people that

match Elderly together should look for problems, find solutions and apply them on an ongoing basis so that it becomes habit in the lives of those people who really need guidance of these professionals in the field of Health.

The study found that many older people talk about physical activity and health, for example, the need to go to the doctor, get tested to see what their status is. Some of them take medication due to hereditary diseases. All respondents understood the importance of these healthy practices and said that working out is the best option for them, confirming studies by Nahas (2003), Simões (1998) and Moreira (2001). These theorists emphasize the role of physical activity in daily life in the Third Age and its benefit to a better quality of life.

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HEALTH PROMOTION & ACADEMIES FOR SENIORS - ATI'S

ABSTRACT

The article was based on the study of an Academy for Senior Citizens - ATI in Cocota, on Governor's Island. This project is developed in a public square, with the goal of providing Bodybuilding activities for seniors, seeking autonomy and independence. We conducted a field study with twenty older adults who answered a questionnaire with open and closed questions, as well as an association of ideas through inducing words. Data were analyzed, resulting for they love the philosophy of ATI's. On the responses of seniors, the words were associated with their daily life and said that after the physical activity of bodybuilding this ATI, had improvements in health. Considering the analysis of the Joint Associations of ideas between the words ATI's Health, Seniors and Physical Activity, found that exercise Physical Activity in the square is Living Well with Health. The ATI project has brought many benefits to these seniors, like friendships, healthy body and good quality of life. It is considered important to be rethought ambiance of this space, aiming it to become airier, as are the squares, but which receive coverage, minimizing, among others, the problems of exposure to sun and rain. Thus the elderly can experience all stages of education, on the content of the classes, regardless of weather conditions.

KEYWORDS: ATI's. Elderly. Health Promotion.

LA PROMOTION DE LA SANTÉ & LES ACADÉMIES DE LA TROISIÈME ÂGE - ATIS

RÉSUMÉ

Ce texte est fondé sur l'étude d'une salle de gym reservé aux citoyens seniors - ATI - situé en Cocota dans l'Ilha do Governador. Ce projet est développé sur la place publique et offre des activités de musculation pour les personnes âgées visant l'autonomie et l'indépendance. Une recherche effectuée a été ménée avec vingt personnes âgées, qui ont répondu à un questionnaire avec des questions ouvertes et fermées, ainsi qu'une association d'idées à travers des mots de stimuli. Les données résultants ont été analysées et il était souligné qu'ils ont aimé la philosophie d'ATI. En regardant les réponses des personnes âgées, les mots étaient associés à leur vie quotidienne et ils ont informé l'obtention d'amélioration de la santé après des séances de musculation dans cette ATI. Le compte rendu de l'analyse des associations d'idées entre les mots l'ATI, la Santé, la Troisième Âge, l'Activité Physique a constaté que l'exercice de l'activité physique sur la place publique indique vivre bien et avec la santé. Le projet ATI a apporté des plusieurs avantages à ces personnes âgées comme les amitiés, les corps sains et une bonne qualité de vie. Il est important repenser l'ambiance de cet endroit de façon qu'il devienne plus aérée, comme toutes les places publiques mais qu'ils aient une couverture qui minimise les problèmes d'exposition au soleil et la pluie. De ce fait les personnes âgées peuvent découvrir et profiter toutes les étapes de l'éducation par rapport au contenu des cours sans l'intervention des conditions météorologiques.

MOTS-CLÉS: ATI. Personnes âgées. Promotion de la Santé.

PROMOÇÂO SALUD & ACADEMIAS PARA LA TERCERA EDAD – ATI'S
RESUMEN

Este artículo se basa en el estudio de la Academia de la Tercera Edad - ATI, Cocotá, en la Isla del Gobernador. Este proyecto se desarrolla en la plaza pública, con el objetivo de proporcionar actividades de bodybuilding para ancianos, con el objetivo de autonomía e independencia. La investigación se llevó a cabo en el campo con veinte personas que respondieron a un cuestionario con preguntas abiertas y cerradas, así como una asociación de ideas a través de las palabras. Los datos obtenidos fueron analizados, siendo evidente que les encanta la filosofía de ATI's. Las respuestas de las personas de edad, las palabras estaban asociadas con su rutina diaria y se dice que, después de la práctica de actividad física de culturismo en este ATI, había mejoras en su salud. Mientras que el análisis de las asociaciones de ideas comunes entre las palabras ATI's, salud, edad y actividad física que se encuentra en ejercicio la actividad física es vivir bien, con salud. El proyecto ATI ha traído muchos beneficios a las personas de edad, tales como las amistades, cuerpo sano y una buena calidad de vida. Se considera que es importante repensar el ambiente de este espacio, de tal manera que se vuelve más luminosa, al igual que las plazas, pero recibir una cobertura, minimizar, entre otros, los problemas de la exposición al sol y la lluvia. De esta manera las personas de edad pueden experimentar todas las etapas de la educación, sobre el contenido de las clases, independientemente de las condiciones meteorológicas.

PALABRAS CLAVE: ATI's. Ancianos. Promoción de la Salud.

PROMOÇÂO DA SAÚDE & ACADEMIAS PARA A TERCEIRA IDADE – ATI'S
RESUMO

O artigo baseou-se no estudo sobre uma Academia para a Terceira Idade – ATI, em Cocotá, na Ilha do Governador. Esse Projeto é desenvolvido em praça pública, com o objetivo de proporcionar atividades de Musculação para idosos, visando à autonomia e independência. Realizou-se uma pesquisa de campo com vinte idosos que responderam a um questionário com perguntas abertas e fechadas, bem como uma Associação de Idéias através de palavras indutoras. Os dados obtidos foram analisados, ficando evidenciado que eles adoram a filosofia das ATI's. Nas respostas dos idosos, as palavras estavam associadas com o seu cotidiano e disseram que, após a prática de atividade física de musculação nesta ATI, tiveram melhoras na Saúde. Considerando as análises das Associações Comuns de Ideias entre as palavras ATI's, Saúde, Terceira Idade e Atividade Física encontrou-se que exercer Atividade Física na praça é Viver bem, com Saúde. O projeto ATI trouxe muitos benefícios para esses idosos, como amizades, corpo saudável e boa Qualidade de Vida. Considera-se importante ser repensada a ambientação desse espaço, visando que ele se torne mais arejado, como são as praças, mas que receba uma cobertura, minimizando, dentre outros, os problemas de exposição ao sol e a chuva. Dessa forma os idosos podem vivenciar todas as etapas de ensino, relativo ao conteúdo das aulas, independente das condições do tempo.

PALAVRAS-CHAVE: ATI´s. Idoso. Promoção da Saúde.