



IGNITE!

Senior Health & Fitness Programming

FRPA September 1, 2016



Active Seniors?

- ◊ Ages 65 – 74
 - ◊ 28% - 34% engage in ZERO leisure time activities
- ◊ Ages 75 & over
 - ◊ 35% - 44% engage in ZERO leisure time activities
 - ◊ **ONLY** 25% - 35% of older adults achieve recommended activity level

A decorative header featuring a bright yellow sun with a blue circle in the center, partially obscured by stylized blue and white clouds.

Biggest Offenders?

- Women – less likely to be active than men
- African Americans – less likely to be active than *all* whites



What's the impact?

o Direct Medical Costs

o 1987 - \$29 billion

o 2000 - \$76.6 billion



What's the impact?

- \$4.50 return
- What you get for every \$1 spent on physical activity for older adults with hip fractures.
- \$5.6 billion in reduced costs for heart disease
- What you get if only 10% of adults began a walking program.



What is Healthy Aging?

- Encompasses all facets of being
 - Physical Health
 - Emotional Health
 - Social Engagement
 - Spiritual Wellbeing
 - Intellectual Stimulation



What is Healthy Aging?

- ◊ Encompasses all facets of being
 - ◊ Internal Dimensions:
 - ◊ Beliefs, Attitudes, Intentions
 - ◊ External Support:
 - ◊ Social Networks, Community Services, Public Policies, Environment (built & natural)



Topic #1

○What are your 5 most successful health or fitness programs currently being offered?



Topic #2

○ What are the partnerships you are currently using to create broader programming?



Topic #3

- What amazing programs could you be offering if time, staff & money weren't an issue?



Bringing it home

- o Favorite current programs
- o Really great partnerships
- o The next amazing program you'll be trying