

Active Aging Programming for Profit

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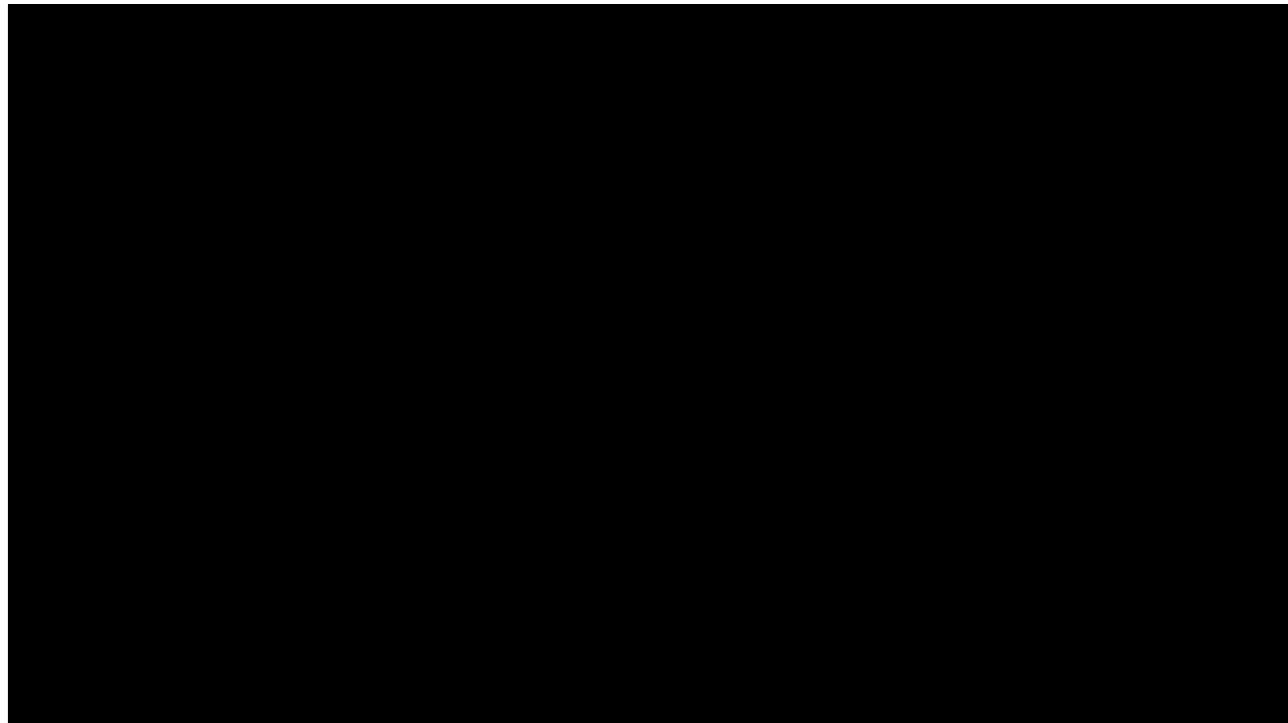
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**Active Aging Clients
and Quality of Life**

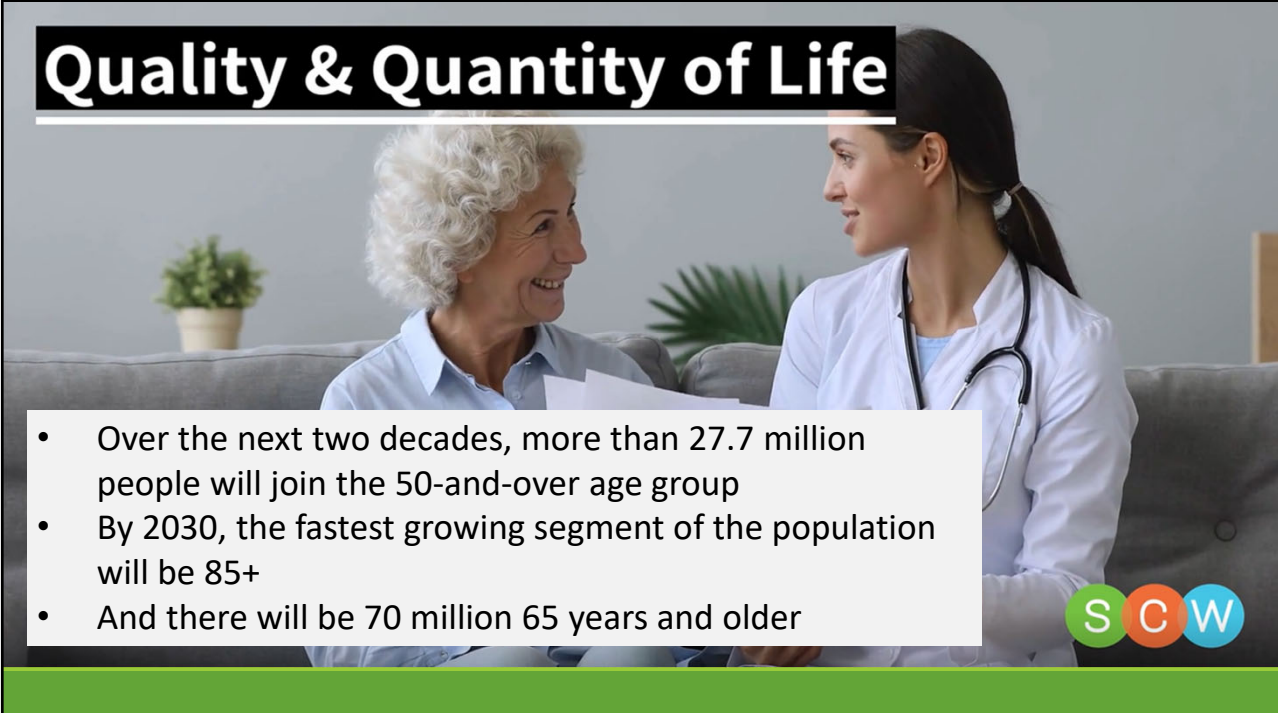
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Quality & Quantity of Life



- Over the next two decades, more than 27.7 million people will join the 50-and-over age group
- By 2030, the fastest growing segment of the population will be 85+
- And there will be 70 million 65 years and older



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Healthy Aging




- Between 2015 and 2050, the world's population over 60 years is doubling from 12% to 22% (2.1 billion)
- 80 years or older is expected to triple to reach 426 million
- By 2030, 1 in 6 people will be 60 years or over (17%), increasing from 1 billion to 1.4 billion




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Mental Fitness



- Some 80-year-olds have the mental capacity of 30-year-olds
- A sharper mind can lead to better overall health



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Long Term Strategies: Start Early

- 28% of adults aged 65-74 are physically active
- 35% of people over 75 engage in regular physical activity
- 81.6% of adult Americans do not get the recommended amount of exercise



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Physical Activity is Essential

ACSM recommends

- At least 150 minutes a week of moderate-intensity activity
- Or 75 minutes a week of vigorous-intensity activity
- At least 2 days a week of strength training
- Activities to improve balance 3 days a week



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Growth in Active Aging

- According to ACSM, the average gym member is 40 years old
- 25% of health club members are over 55
- The most active club members are baby boomers



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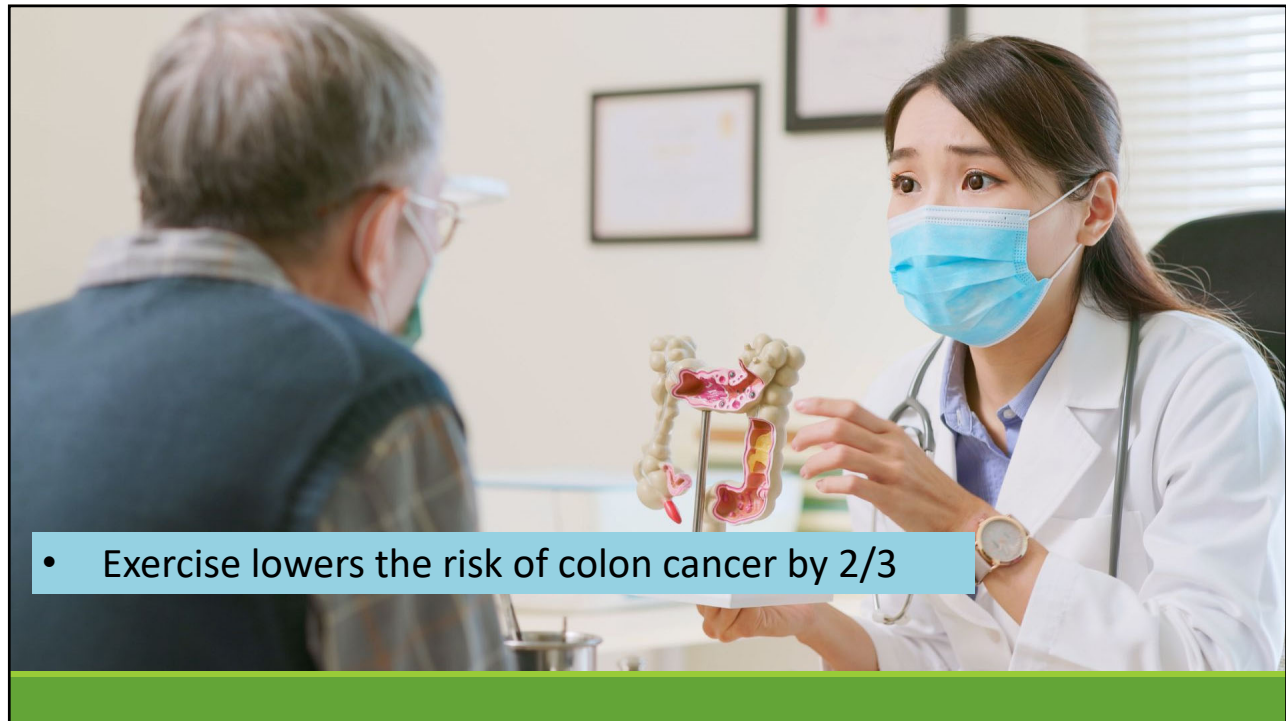
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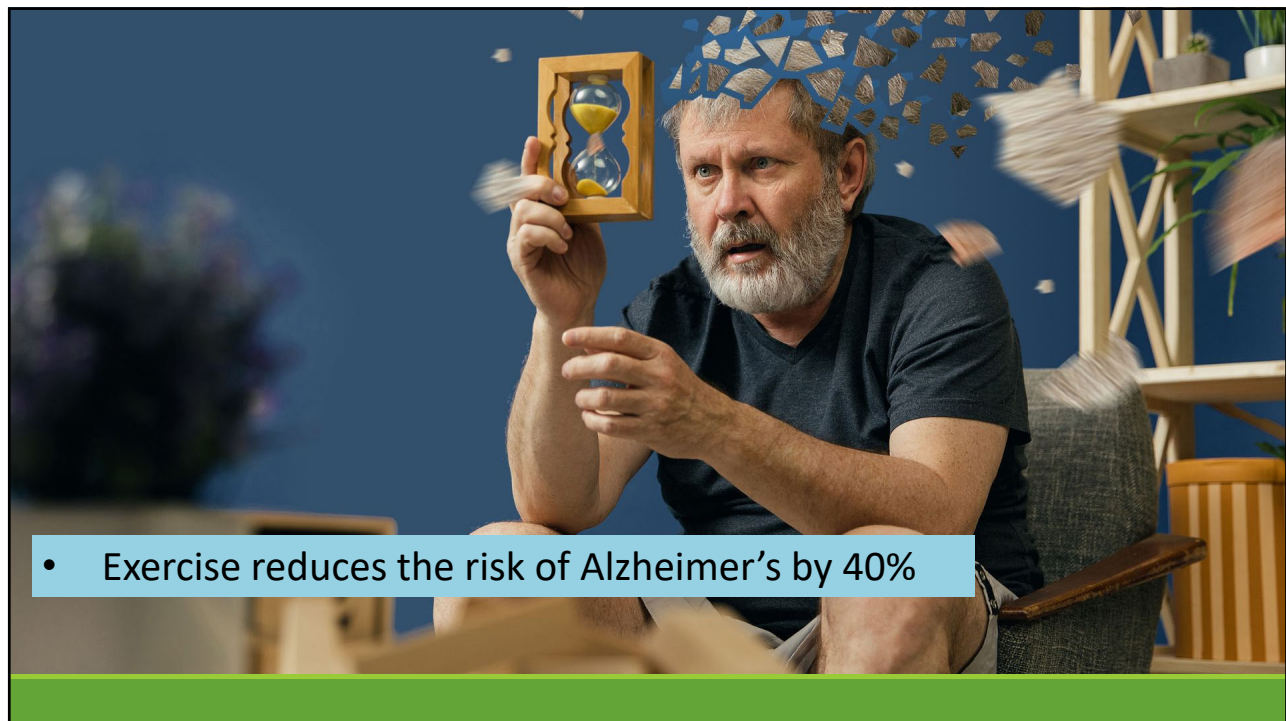
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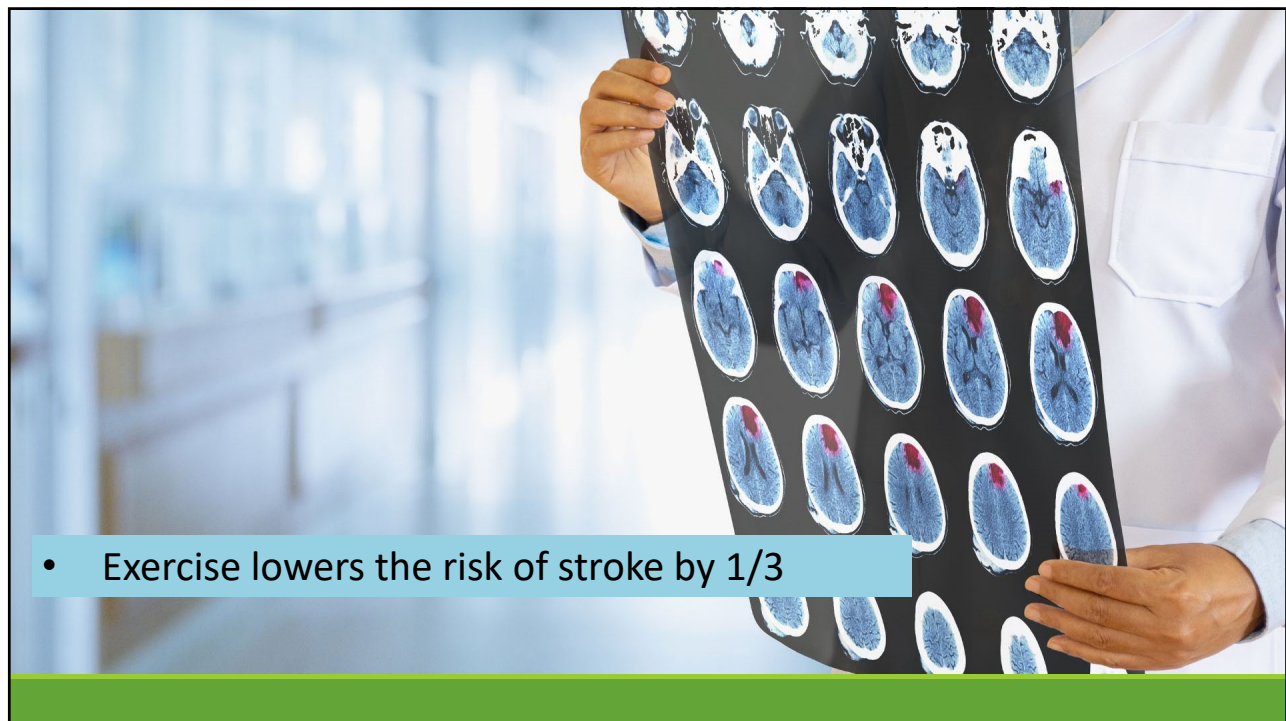
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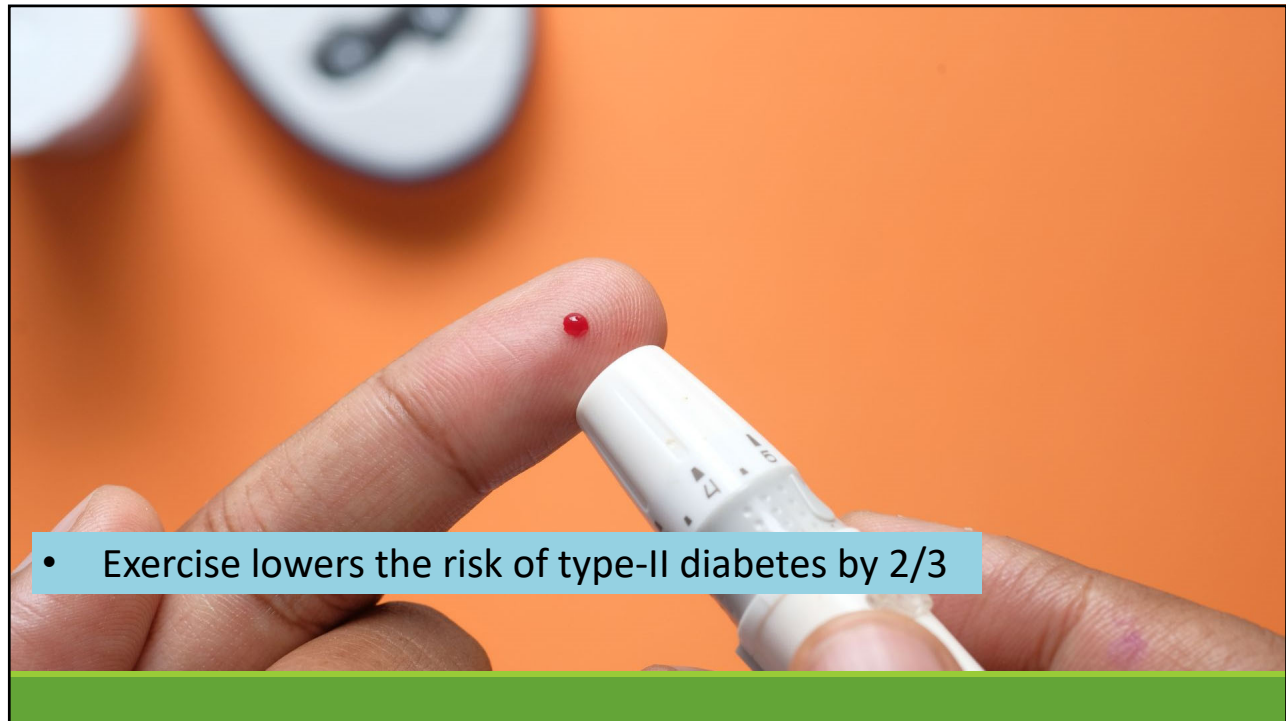
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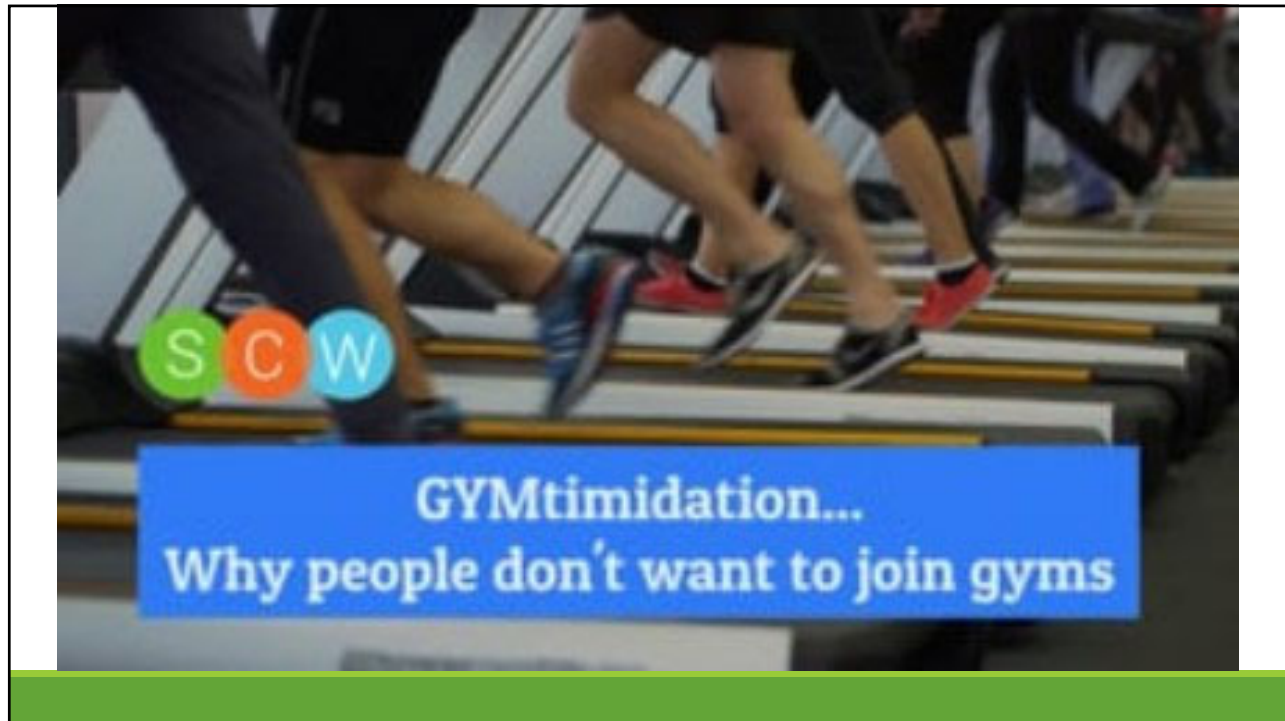
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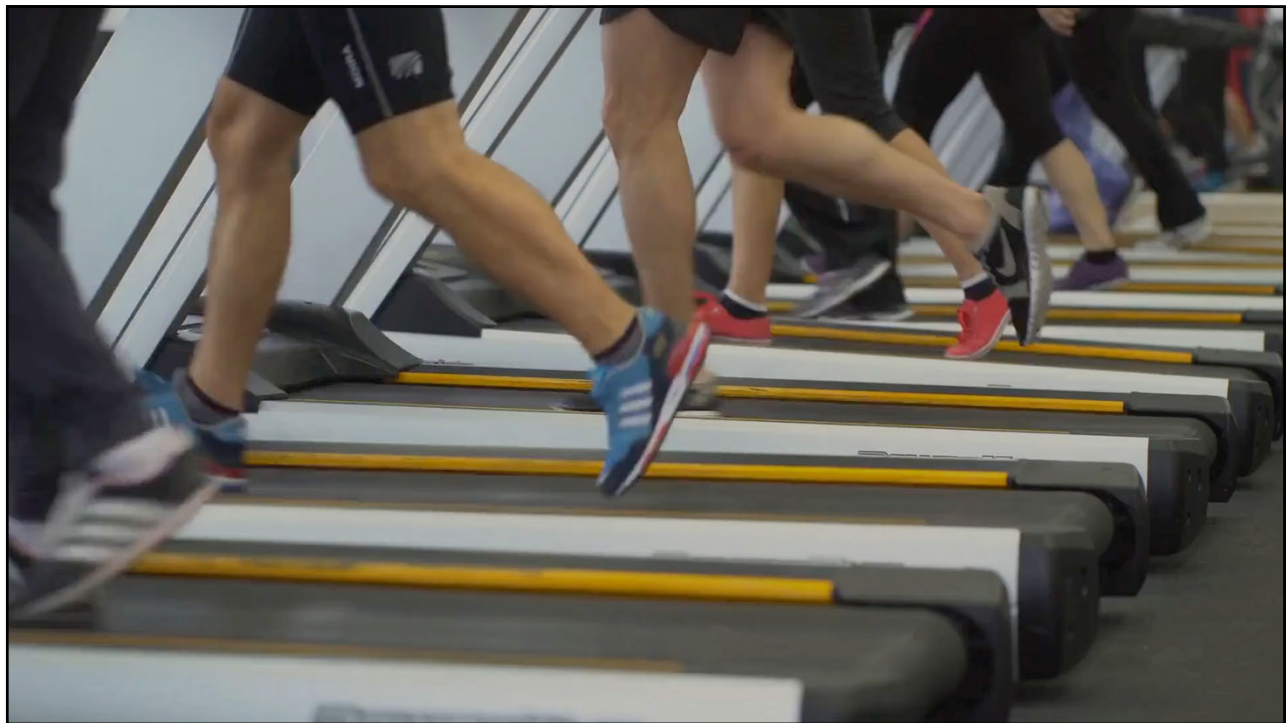
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1. The Clothes

- Loose weight before I go to the gym
- Larger bodies finding clothing
- Skimpy clothes vs. T-shirts and loose workout bottoms
- What are the staff uniforms?
- How do we make older adults fit in?




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- Intimidating: Black, metal, cold equipment
- Complicated tech – Hit Quick Start
- Can larger members fit?
- Have someone walk the floor
- Space between equipment



2. The Equipment



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- Front row syndrome
- Back row is lost
- Partner experienced member with new member
- Create connections

3. The Classes

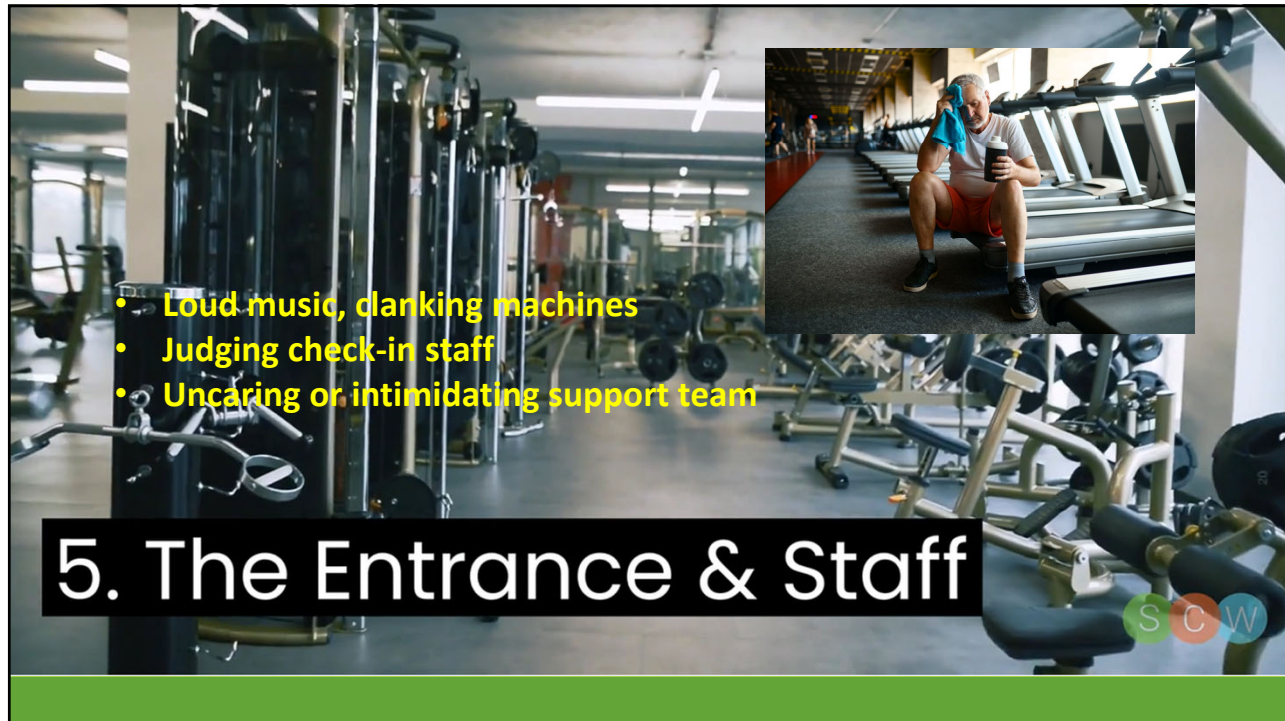
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- Go hard or go home
- Keep up or get out
- Always improve
 - Maintenance is a goal

4. The Mentality

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- Loud music, clanking machines
- Judging check-in staff
- Uncaring or intimidating support team

5. The Entrance & Staff


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- Scrutinizing our image
- Social physique anxiety
- Men's Health Magazine documented this as well
- Do I fit in?

6. The Mirrors

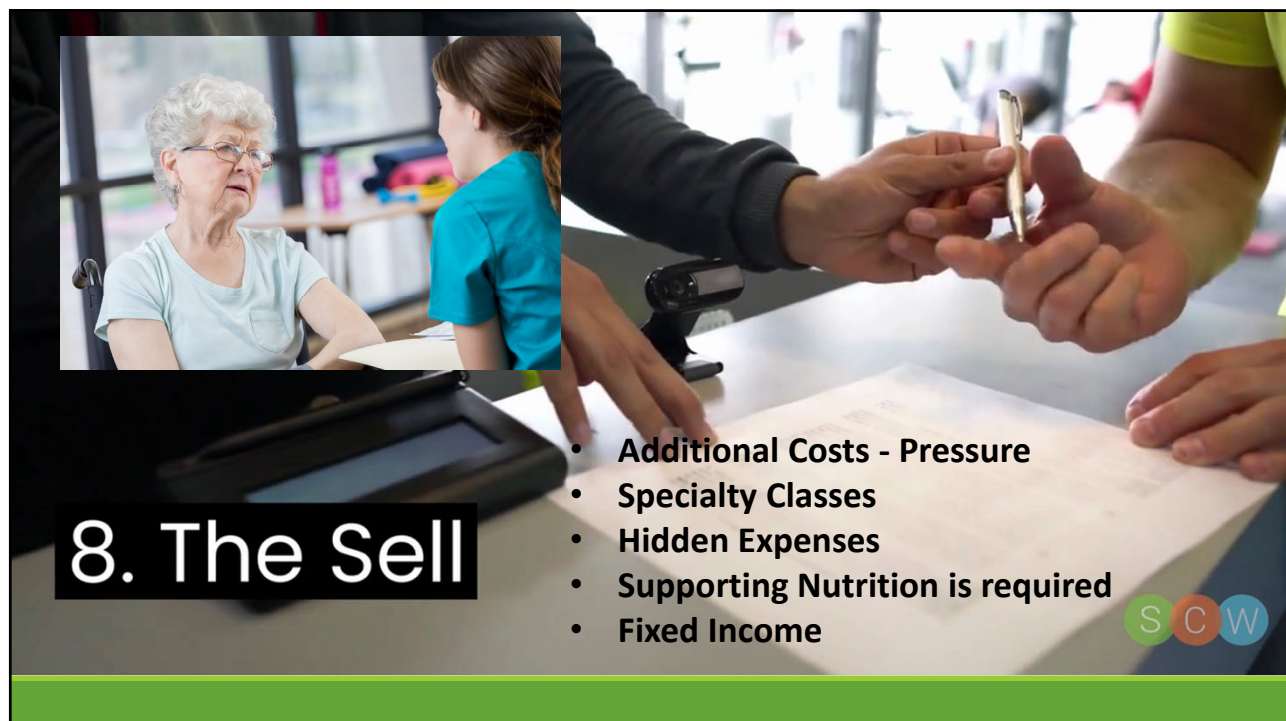
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- Men are big
- Women are small
- Thin is healthy
- Only the young are strong

7. The Beliefs

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- Additional Costs - Pressure
- Specialty Classes
- Hidden Expenses
- Supporting Nutrition is required
- Fixed Income

8. The Sell

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Active Aging Program Ideas:

- S.E.A.T.
Supported Exercise for Ageless Training
- WATERinMOTION®
- Wellness Cardio
- Platinum PT
- Gentle Yoga
- Low Impact Interval Training - LIIT
- Ageless Strength
- Sunrise for Seniors

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Program Considerations:

- Class Timing
 - Time of Day
 - Ease of entry/exit
- Right Instructor
- Facebook marketing
- Goals=Commitment
- Spacing of Equipment

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Upskill your Staff:



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