

SCW  
**MANIA**<sup>®</sup>  
Fitness Pro Conventions



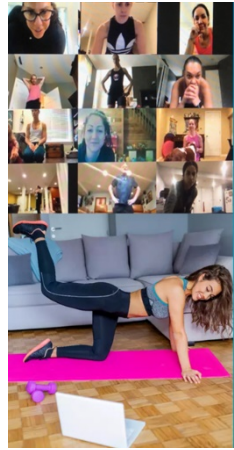
[scwfit.com/MANIA](http://scwfit.com/MANIA)

**MANIA**<sup>®</sup> Attendee  
Exclusive Content



[scwfit.com/attendee](http://scwfit.com/attendee)

#SCWMANIA  
@SCWfitness



- [facebook.com/scwfitness](https://facebook.com/scwfitness)
- [twitter.com/scwfitness](https://twitter.com/scwfitness)
- [instagram.com/scwmania](https://instagram.com/scwmania)

**20% OFF!**

\$6.58/Month or  
\$79/year  
(Norm. \$8.25 month or \$99/year)

USE CODE: MANIA20

**500+**  
Educational Videos

**70+**  
Leading Presenters

**20+**  
Fitness & Health  
Topics Available

SCW  
**On Demand**



[scwfit.com/OnDemand](http://scwfit.com/OnDemand)

SCW  
**CERTIFICATIONS**  
35+ NATIONALLY RECOGNIZED.  
ONLINE + LIVE.

FREE LIVE COURSE included with  
every Online Certification  
within 1 year

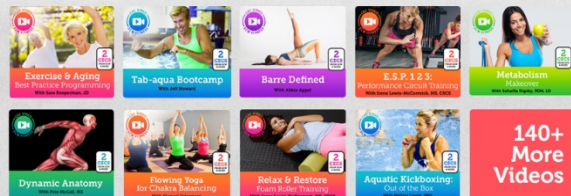
[scwfit.com/certifications](http://scwfit.com/certifications)

- ACTIVE AGING
- ACTIVE AGING NUTRITION
- AQUA BARRE
- AQUATIC EXERCISE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
- FUNCTIONAL FLEXIBILITY
- FUNCTIONAL PILATES
- GROUP EXERCISE
- GROUP FITNESS DIRECTOR/STUDIO OWNER
- GROUP STEP
- GROUP STRENGTH
- HIIT
- KETTLEBELL
- KIDS IN MOTION
- LIFESTYLE & BEHAVIORAL COACHING
- MEDITATION
- MIND BODY FUSION
- MOMS IN MOTION
- NUTRITION, HORMONES & METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING
- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- TAI CHI
- WATERMOTIONS
- WEIGHT MANAGEMENT
- YOGA I & II



**ONLINE CEC VIDEOS**

Earn CECs in the comfort and  
convenience of your home!



**140+**  
More  
Videos

[scwfit.com/CECS](http://scwfit.com/CECS)

## Programming Options for the Older Adult

**Sara Kooperman, CEO**  
**[sjkooperman@gmail.com](mailto:sjkooperman@gmail.com)**

[www.scwfit.com](http://www.scwfit.com)

[www.WATERinMOTION.com](http://www.WATERinMOTION.com)



# Agenda

- Current Populations & Predictions
- Physiological, Psychological & Social Predictors
- Research
- Facility Recommendations
- Program Options
- Training/Teaching Techniques



# CURRENT POPULATIONS & PREDICTIONS





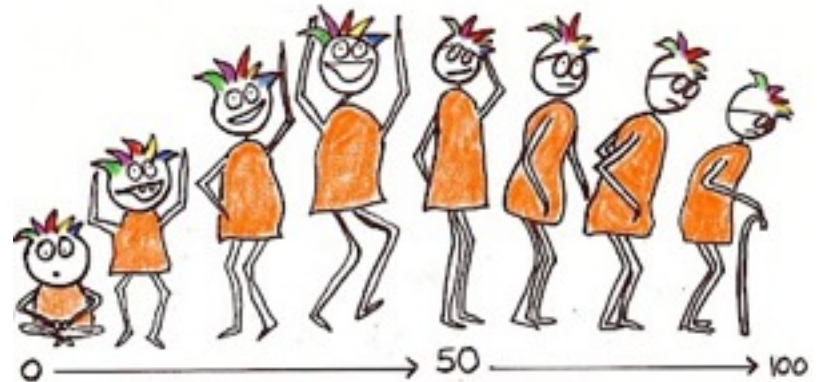
# ACSM Current Comments

- By the year 2030, the number of individuals 65 years and older will reach 70 million in the USA alone.
- Those 85 and older will then be the fastest growing segment of our population.



# Aging

- Generation Y /Millenials : 1980-2000 (13-33)
- Generation X : 1960-1980 (33-57)
- Baby Boomers :1946-1964 (50-67)
- Matures 1947- (68+)
  - Young old (65–74)
  - Middle old (75–84)
  - Oldest old (85+)



# Wealth, Politics, Life, Environment

- Importance of wealth
  - 45% for Baby Boomers
  - 70% for Gen X
  - 75% for Millennials
- Important to keep up to date with political affairs
  - 50% for Boomers
  - 39% for Gen X
  - 35% for Millennials.
- Important to develop a meaningful philosophy of life
  - 73% for Boomers
  - 45% for Millennials
- Important to clean up the environment
  - 33% for Boomers
  - 21% for Millennials.



# Boomers Defined

- Control over 80% of personal financial assets
- Engage in 50%+ of all consumer spending.
- Buy 77% of all prescription drugs and 61% of over-the-counter drugs, and
- Spend 80% of all leisure travel
- 30% prefer to pass on their inheritance to charities rather than their children





# Boomers aren't retiring



- State of denial regarding their own aging and death
- 60% lost investments because of the economic crisis
- 42% are delaying retirement
- 25% claim they'll never retire (currently still working)
- Leaving an economic burden – not planning
- Common retirement age in the USA —67 years

(According to 2011 Assoc. Press and LifeGoesStrong.com surveys)

# Matures

- Six dimensions of successful ageing include:
  - No physical disability over 75 as rated by a physician
  - Good subjective health assessment (good self-rating)
  - Length of un-disabled life
  - Good mental health
  - Objective social support
  - Self-rated life satisfaction
    - marriage, income-related work, children, friend contacts, hobbies, community service activities, religion & recreation/sports.
- Aging is multidimensional process
  - Physical, Psychological & Social





# PHYSIOLOGICAL, PSYCHOLOGICAL & SOCIAL PREDICTORS

# Physical Age



- Musculoskeletal
  - Osteoarthritis (inflamed joints due to wear & tear, osteoporosis (bone loss), gout, loss of muscle mass, fractures & falls
- Hormonal
  - Diabetes, menopause, thyroid dysfunction, high blood cholesterol, slower BMI
- Neurological
  - Dementia, Parkinson's, strokes, poor vision, auditory-hearing loss, balance and sleep issues
- Visual
  - Muscular degeneration, glaucoma, cataracts, hypertension related eye diseases
- Cardiovascular
  - Heart attacks, failure, irregular rhythm, high blood pressure atherosclerosis (hardening of arteries ...etc



# Psychological & Social Age

- Disengagement
  - Continuity
  - Selectivity
  - Reliability
  - Prevention
- 
- Accumulation Theory (Physical)
  - Misrepair (Survival but at what cost?)



# RESEARCH



# Miriam Nelson Study

- 10 women over 40
- Full year study
- Overweight
- Individualized customized food plans
- 50% performed strength training twice a week
- Other followed prescribed diet



# Conclusions

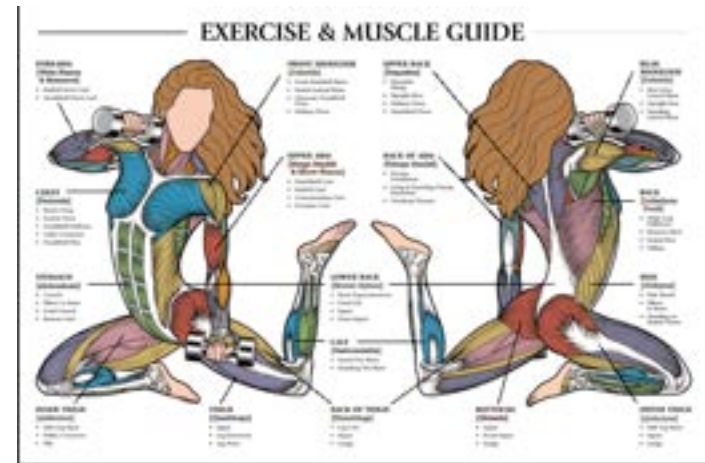
- Exercising showed great improvements in:
  - Fat loss
  - Muscle Increase
  - Body Size
  - Bone Density
  - Balance
  - Mood
  - Sleep
  - Pain Management
  - Cardiac capacity
  - Disease management





# Body Size

- “Exercising” women ended up smaller
  - Averaged 173% stronger
  - Thigh muscles
    - only 8% bigger
  - Fat loss compensated for the gain
  - Muscle is denser and more compressed than fat



# FAT / MUSCLE RATIO

- “Diet Only” lost an average of 13 lbs.
  - 2.2 lbs was lean muscle
  - 11.14 was fat
- “Exercisers” lost 13.2 lbs
  - Gained 1.4 lbs of lean tissue
  - Lost 14.6 lbs of fat
- **“Exercisers” lost 44% more fat!**



# Bone Density

- Regained Bone Density
- Became 15-20 years younger
- Women who didn't exercise lost 2% bone mass
- Exercisers gained 1%



# Balance Improvements

- 8% balance decline in women who did not strength train
  - Attributable to - 1 year older
- “Exercisers” 14% gain in balance
  - Enormous improvements in strength & muscle
  - Neurological improvements





# More Active

- Non-exercising group became 25% less active over the year
- Exercisers increased activity by 27%



# Frontara Study

- Tuft Center on Aging in 1980s
- **60-70 year olds**
- Revolutionized strength testing on older populations
  - Traditionally 30-40% capacity
  - **This study 80% capacity**
  - 12 weeks
  - 10-12% larger!
  - 100-175% stronger!



# Fiatron Study

- Frail Elderly / Nursing home
- 6 women, 4 men (all had 2 chronic diseases/ heart/diabetes/ osteoporosis)
- Ages 86-96
- Same machines as 25 yr olds
- 3 times a week, 8 weeks
- Increased strength by 175%
- Walking, speed & balance – rose 48%
- 2 participants discarded canes!



# Stronger

- Nelson Study (40+) 173%
- Frontera Study (60-70) 100-175%
- Fiatrone (86-96) 175%





# Overweight

- 52% of women in their 50's are overweight
- More than 1/3 of women age 30-49 also weigh too much
- Numbers soar at menopause!



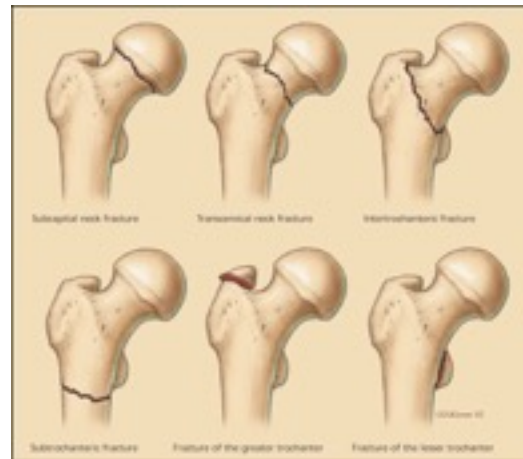
# Women vs Men

- Lose muscle and bone as we age
- Women have less muscle and bone
- Less margin of error
- Women risk severe muscular weakness and fragile bones



# Falls & Broken Bones

- 70 yr old woman faces 30% odds that she will break her hip if she lives 20 more years
- Each year 300,000 people end up in hospital with hip fractures because of osteoporosis



# Death from Osteoporosis

- ½ of the victims **NEVER** go home again
- 1 in 5 (20%) die from complications within a year
- More women die from hip fractures than:
  - Breast cancer
  - Uterine cancer, and
  - Ovarian cancer **COMBINED!**



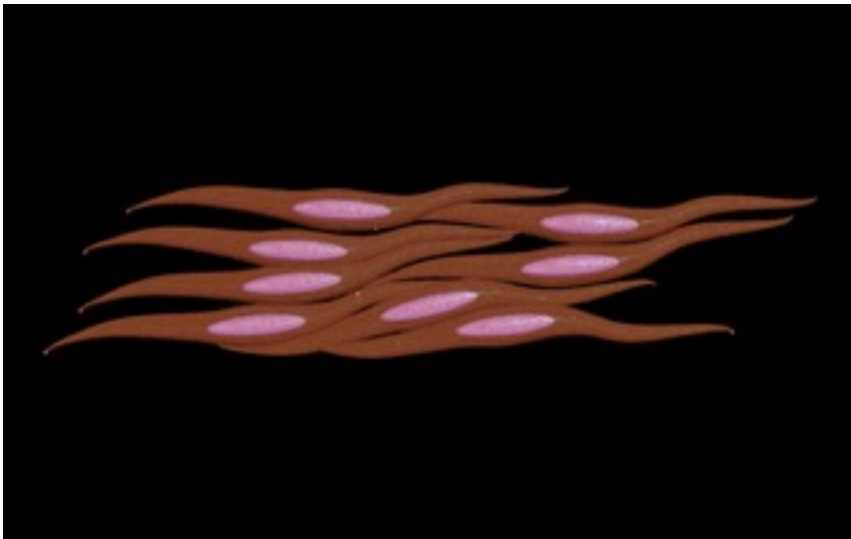
# Dense Bones through Activity

- Study compared professional tennis player arms
  - 15-20 denser bones in racquet arms
- Lumberjack study
  - Unusually thick hand bones





- Tug of muscle against the bone works like impact shock



# Burn Calories

- Gain weight if you burn less calories
- Exercise decreases with age
- Small but consistent changes produce a remarkable difference



# Lose Muscle



- Starting around 40 women lose  $\frac{1}{2}$  to  $\frac{1}{3}$  of a pound of muscle each year
- Gaining at least that much in body fat
- Women also loose a similar amount of bone
- Without exercise, by 80 yrs old, we'll only have about  $\frac{1}{3}$  the muscle we had at 40

# Perimenopause

- Changes accelerate during early menopause
- Lose 5 lbs of muscle in just 5 yrs



# Post Menopause



- University of Colorado Study
- Sedentary and active women 50-72 compared with women 21-35
- Older women who were not exercising showed decrease in BMR
- Older women who did exercise had **the same** BMR as average active women half their age



# Depression

- 3 out of 4 Americans suffer from depression at some time or another
- Exercise lifts depression
- Combats lethargy
- Makes weight loss easier
- Enhances mood
- Boosts self esteem and self-confidence
- Improves coping skills



# Nalin Singh, MD Study

- Tuft University
- 32 men and women who suffered from chronic depression
- Half strength trained, other health ed
- 12 weeks
- 14 out of 16 exercisers no longer depressed
- Only 6 of ed-only group improved
- **SAME EFFECT AS ANTI-DEPRESSANTS!**



# Sleep

- 10 exercisers and 7 in ed-group in Dr. Singh's study reported sleep problems
- After 12 weeks, 6 of 10 exercises had no more sleep difficulty
- No-one in ed-group improved



# Exercise & Sleep

- People who exercise
  - Fall asleep more quickly
  - Sleep more deeply
  - Awaken less often in the middle of the night
  - Sleep longer
  - **Results comparable to the most commonly prescribed sleeping pills on the market!**



# Nerves, Enzymes, Waste & Repair

- Training stimulates muscles & reactivates nerves
- Beneficial enzymes increase improving body's ability to process oxygen and fuel
- Contributes to strength & endurance
- Aids in waste disposal
- Helps the body repair





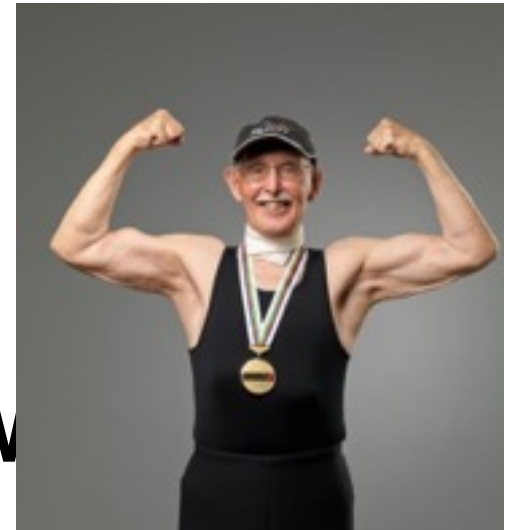
# Mortality

- Cooper Institute of Aerobic Research, Steven Blair, PhD
- Over 25,000 men, 7,000 women ages 22-88
- 601 men and 89 women died over the 7 yr term of the study
- Biggest difference – FITNESS not fat!
- **Lowest fitness score had double the mortality of those with Med to High rating**



# Risk Factors

- Fitness beat all other risk factors:
    - Overweight
    - Diabetes
    - High blood pressure
    - High cholesterol
- Only Smoking came close!  
**Being fit matters MORE THAN W**



# FACILITY RECOMMENDATIONS



# Membership Sales %

- 70% of the 45-65 year olds have never purchased a membership
- IHRSA reported that "only 16 percent of individuals 66 years or older currently belong to a fitness center" & 75% have never been members



# Member Retention - IHRSA

- 72% retention for Matures (65+)
  - Embrace systems & social diversity, educated, happy, family-oriented
  - Need for physical, mental & social support
- 70% retention for boomers (45-60)
  - Wealthiest, fittest,
  - Challenge authority, Expect world improvement
- 56% retention for Millennials
  - Sports and jobs – entitlement, narcissism
  - Technology Influenced
  - Predicted to be more globally civic-minded





# Difficulties with Seniors



- Expect discounts
- Voice opinions loudly
- Lack of technology – cell/email
- Like spacious sinteractions
- Activities beyond fitness demand resources
- 20% of seniors quit because of illness
- Rural & small facilities don't have the numbers where reimbursable programs work

# Socialize

- Get FIT, have FUN, make FRIENDS



# Focus

- Easy
  - Parking
- Safe
  - Clean, Uncluttered, Dry
- Accessible
- Affordable
- Flexible
- Comfortable
- Personal
- Variety
- Welcoming
- FUN



# Facility Awareness

- More than just physical
- Engaging front desk staff
- Eye Contact
- Smile!
- Customer Service
- Appropriate Programming
- Comfortable Marketing
- Friendly music
- Convenient Time-slots (many still work!)
- Watch noise level of music & Grunting
- Accessible bathrooms





# Extra Curricular

- Lunches
- Pot Lucks
- Speaker Events
- Raffles
- Dances



# PROGRAM OPTIONS





# Planning your program

- Every session has a memory
- Every track has a memory
- Inspire & capture the influencer
- Set goals and tell them (reduces fear)
  - Start with ...
  - Move to ...
  - End with ... set a goal!
  - Offer VARIETY .....

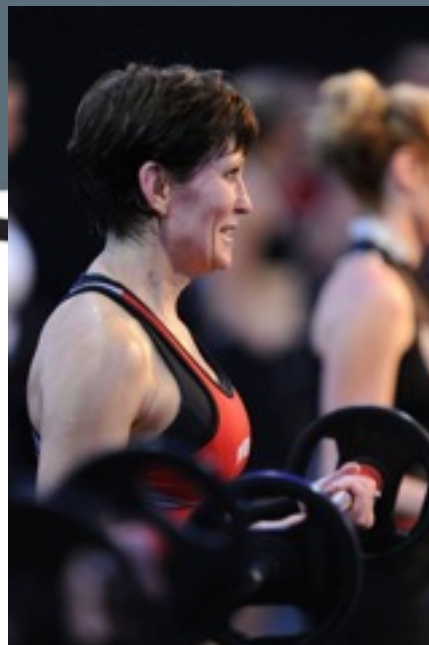


# Various Programming

- Cardio
- Strength
- Yoga
- Aqua
- Be Current
  - Tabata
- Be Relevant
  - Golf



# KRANKING®



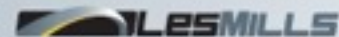
**water in motion**  
The new wave in aqua exercise

Silver&Fit.  
ENDORSED

Healthways  
**Silver Sneakers®**  
Fitness Program



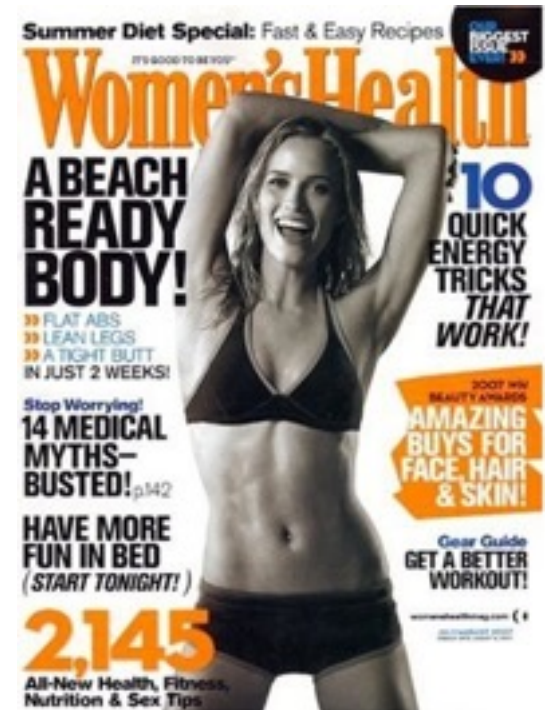
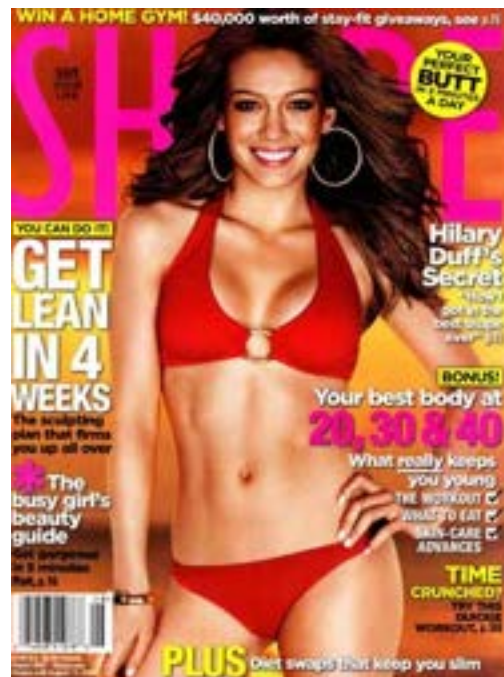
water in motion



SCW  
fitnesseducation.com



# Shop the Stand



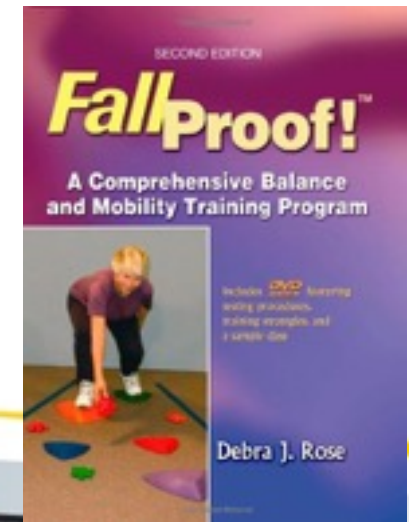
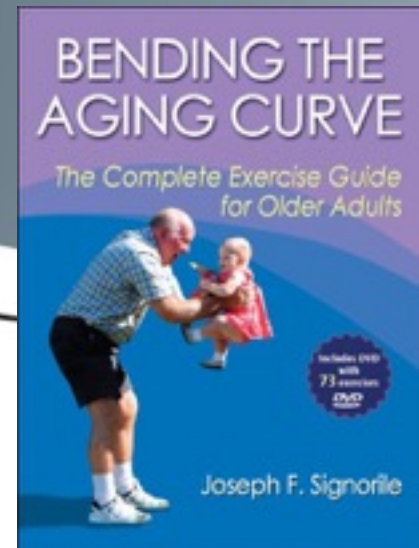
# Websites

- [www.silversneakers.com](http://www.silversneakers.com)
- [www.silverandfit.com](http://www.silverandfit.com)
- [www.icaa.cc](http://www.icaa.cc)
- [www.agelessgrace.com](http://www.agelessgrace.com)
- <http://projectenhance.org>
- [http://www.helpguide.org/life/senior\\_fitness\\_sports.htm](http://www.helpguide.org/life/senior_fitness_sports.htm)
- <http://www.seniorfitness.net/>
- [http://www.seniorfitness.net/sfaspt\\_2.htm](http://www.seniorfitness.net/sfaspt_2.htm)



# Books

- Bending the Aging Curve by Joe Signorile, Ph.D.
- Growth of the active-aging industry in the US and Canada (Active Aging in America, 2014, 3<sup>rd</sup> Edition)
- Fallproof by Debra Rose





# TRAINING & TEACHING TECHNIQUES



# Instructor/Trainer

- THE Most Important element!
- Be a champion!
- Competent
- Charming
- FUN!
- Certified
- “Bold not Old”



# Instructors/Trainers as Mentors

- Start a mentorship program
- Find a front row participant/client
- Represent the demographic
- Don't teach for \$\$\$
- Reward
  - Dinner/Manicure
  - Starbucks card
  - Trainer of the month



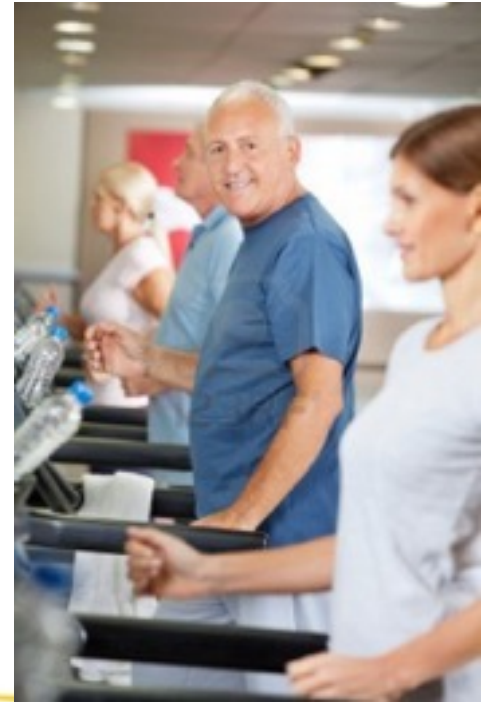
# Harder to Teach

- Focus is to get the fit fitter
- Harder to instruct a modified, yet progressive workout
- “That’s not for me .... Yet”
- Maintenance can be a Goal!



# Intergeneration Music

- Various Eras
  - 1950s, 60s, 70s
- Ageless
  - Recognizable by all generations
  - Popular interpretation (Remake)
- Hits of the times
  - Everyone knows the songs
  - Think about music piped in
- Memorable
  - Words and tunes are sing-able!





# Balance Challenge



- **Safe Environment**
  - Buoyant
  - Supported & Slow
- **Function**
  - Prepare for weather
  - Quality of life (carry grandchildren)
  - Regain youthful participation
- **Fear**
  - Move with purpose and without hesitation

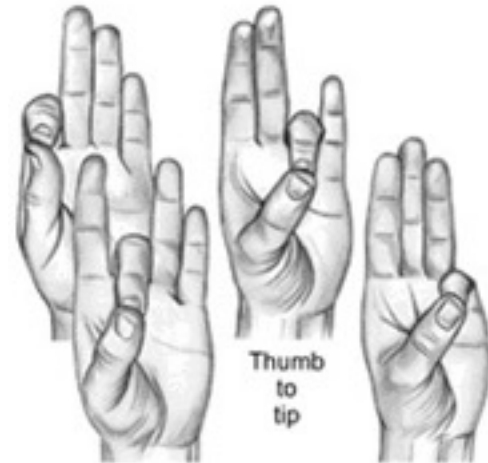


# Special Attention

- Flexibility
  - Plantar/Dorsi Flex Foot
- Midline of the body
  - Avoid crossing
  - Provide options
- Strengthen Adductors (inner thigh)
  - Adds integrity to knee joint



# Manual Dexterity



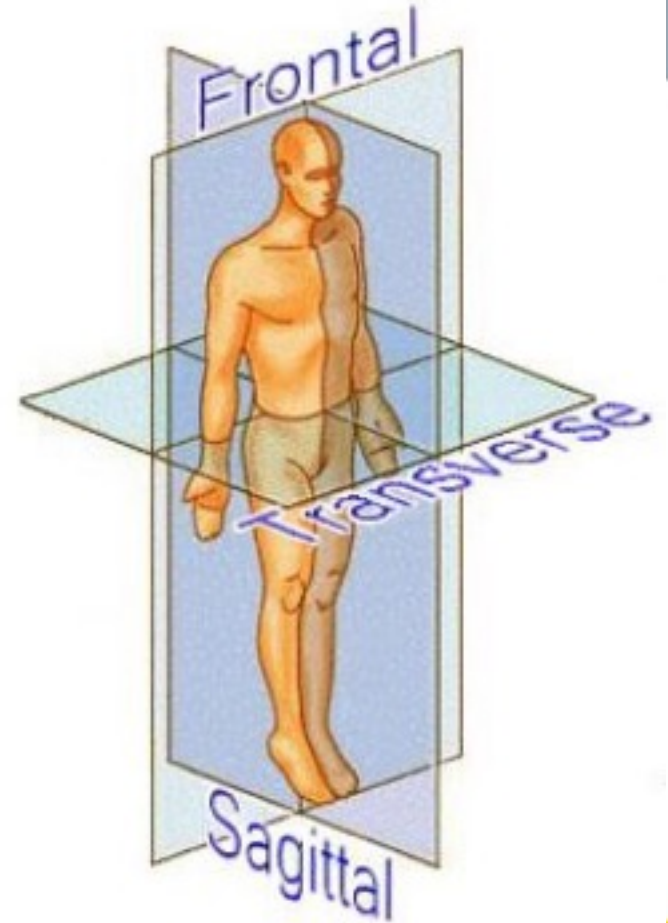
# Shoulder Girdle

- Shoulder girdle/scapular elevation due to time and gravitational pull
  - Round-shoulderness
  - Weak rhomboids
  - Tight pecs
  - Elevated shoulder girdle
- Work to depress shoulder girdle, the scapular & stretch the pecs



# Movement in this order

- Sagittal – right & left
- Frontal – front & back
- Transverse – side to side



# Cognitive Challenge

- Challenge the body and Mind
- Change every 3 months = 12 weeks
  - Summer, Spring, Winter, Fall
  - Choreography, music, marketing





# Visual Cuing

- Exaggerated
- Seated/Chair
- Supported
- Eye level





# Verbal Cuing

- Simple
- Clear/concise
- Tonal
- Early preview
- Repetitive
- Move, Muscle, Motivation cues
  - “Lift the arms”, “deltoids work”, “feel the energy”



# Suggestions

- Dress in bright clothing (happy)
- “Ladies & Gentlemen” vs “you guys”
- Be aware of discomfort
  - Remember Names
  - Show concern
  - Connect!



# Fast Twitch Focus

- Loss of fast twitch fibers
- Retention of slow twitch fibers
- Challenge = stimulation and hypertrophy
- No new growth – just improved development
- In water
  - land tempo moves
  - Less impact more power



# Longer Repetitions



- **Adaptable**
  - Comfortable now
  - 8 counts not 4, 16 counts not 8
- **Achievable**
  - future without fear
- **Accomplished**
  - self-esteem
  - success



# Practical Recommendations

- Longer warm-ups (up to 25% of class time)
- Barefoot = balance and foot awareness
- Hydration (fear of drinking)
- Memory games – phone numbers, choreography
- Increase intensity promotes sleep + enhances balance
- Reduced turning
- Visual and vestibular tracking exercises during routine
- Head above heart
- Slow changes of position (sit to stand, or floor to stand)
- Pelvic Floor Control
- Task-dependent (squatting/toilet – lifting/grandchildren)





# ADL – Activities of Daily Living

- Independence
- Strength
- Power and Control
- Mind stimulation
- Socialization
- Sense of well-being & belonging



- The time is **NOW** to prepare for the health, functional capacity, quality of life and independence in this incredibly important population.



- ACSM Current Comments  
Robert S. Mazzeo, PhD.,  
FACSM
- <http://www.acsm.org/docs/current-comments/exerciseandtheolderadult.pdf>

## Programming Options for the Older Adult

**Sara Kooperman, CEO**  
**[sjkooperman@gmail.com](mailto:sjkooperman@gmail.com)**

[www.scwfit.com](http://www.scwfit.com)

[www.WATERinMOTION.com](http://www.WATERinMOTION.com)

