

* ACTIVE AGING... Boomers & Beyond



LISA MASTRACCHIO
Canfitpro Montréal 2019



CHANGE THE CONVERSATION

- * Define 'active aging'
- * Explore the needs of this unique client
- * Dialogue on changes needed in fitness industry
- * Experience a low-impact, high-energy workout
- * Helpful Tips -coaching language & motivation



* Session Objectives



- * Stereotypes & misconceptions of this client still exist
- * No longer viewed as 'old', 'senior', 'frail', 'injured', 'limited'
- * Baby boomers are active, have disposable income and time and are interested in health, wellness and longevity ☺
- * Need to change our view of this WIDE demographic

* Who is the older adult?



- * Attitude & Ability vs AGE
- * Muscles don't know age... use and disuse
- * Retirement at 65 yrs old - concept born in WWI when life expectancy was 47 yrs old
- * By 2020 73% of population between 55-64yr (USA)



* Age is just a NUMBER!

- * According to Active Aging Canada:
- * By 2021, 1 in 5 people will be over the age of 65 and 1 in 3 people over the age of 55
- * After the age of 40 we lose 0,5% to 1% of bone mass in our skeleton each year
- * Osteoporosis affects 1,4 million Canadians
- * As we age the capacity of the mitochondria to generate energy slowly decreases

*The facts



- * Cardiovascular Focus - heart health - HIIT*
- * Functional Training - longevity & ADL's
- * Balance Training
- * Core/Floor Work
- * Mobility
- * 'Based on everything we know, there's no substitute for these exercise programs when it comes to delaying the aging process. These things we are seeing cannot be done with any medicine'
- * Dr. Sreekumaran Nair

*Training Needs



- * **Compound Exercises** - Functional Fitness
- * **Weight Bearing Activities** - impact: muscles hug bones
- * **Posture**
- * **HIIT** - short intense bouts increase mitochondria
- * **Brain Gym** -crossing the midline integrates brain hemispheres. Cross lateral activities, increase blood flow in all parts of the brain. Jean Blaydes

*Training Objectives



- * Change the 'lens' - Illness & Disability OR Health & Vitality
- * Should not simply offer aqua, chair, stretching or 'softer' forms of fitness
- * Ensure they ENJOY the activity and community fostered through it - GROUP FITNESS ☺
- * Keeping their independence is a GOAL & motivating factor when coaching

*The Role of the Fitness Professional



- * Offer modifications - progressions and regressions
- * Coach benefits for both body and mind
- * Make it FUN!
- * Ensure this unique group is one you are passionate about - authenticity ☺
- * Change the dialogue - it starts with US!



THANK YOU

* Lisa's Fitness Inspired Living
@lisafitness