

Changing the way we age




Presentation courtesy of
International Council on Active Aging

Today we are going to discuss...

- Why we need to change the way we age
- How we will create this change
- What this will mean to you now and into the future

Why we need to change the way we age

Increased life expectancy is one of the most significant **success** stories of our times




It is also considered one of the greatest global **challenges**

Why?


The accumulation effect

More years
+
More people
+
More disease
+
More costs
=
More challenges



Two out of three older adults have multiple chronic conditions

- Treatment for these individuals accounts for **66% of the US health care budget.**



▸ Source: The Medical Panel Survey from the Agency for Healthcare Research and Quality (AHRQ). 2011

The result: in the media,
population aging equals
apocalyptic times



Alarmist comments are generating attention,
which at least gets the issue of aging out there.

The challenge:
Our response to aging

Magic bullets filled with false hope

- ▶ Boomer-fueled consumer base "seeking to keep the signs of aging at bay" will push the U.S. market for anti-aging products from about **\$80 billion now to more than \$114 billion by 2015.**



▶ Source: Global Industry Analysts 2011

GRAYWASHING

"the act of misleading consumers regarding any purported age-associated benefits of a product or service"

-- ICAA CEO Colin Milner, July 2011

To avoid graywashing....

- ▶ Before enrolling in a fitness or seniors center, ask for a tour. Do you see people like yourself engaged in activities that interest you? If not, look for a club or group geared to your interest, not your age.
- ▶ Does a product claim—whether it's for energy, brain boosting, weight loss, getting rid of "age" spots, or some other purpose—sound too good to be true? If so, it probably is—why throw away your money?

To avoid graywashing....

- ▶ Understand that no pill or procedure will stop you from aging, no matter what anyone claims to the contrary.
- ▶ Ask yourself if an expensive anti-wrinkle cream or cosmetic surgery will make you feel better about the way you look, or if lifestyle changes such as getting more rest and eating a balanced diet can make you feel better—and look better, as well.

How will we create change?

What can we do to change the perception that aging is something that needs to be fought or fixed?

The accumulation effect

More research
 +
 More human potential
 +
 More wealth
 +
 More cost reductions
 +
 More options/solutions
 =
More opportunities



The 7 dimensions of wellness



Each dimension is an opportunity for engagement

Wellness dimensions

- ▶ **Physical wellness:** Stay active! As little as 10 minutes of physical activity 3x/day, 5 days a week can meet the guidelines
- ▶ **Intellectual wellness:** Keep your brain active! Learn a new activity, solve puzzles, play brain games online, etc.
- ▶ **Social wellness:** Stay connected! Volunteer in the community, take classes, visit with friends, join online social networks, etc.
- ▶ **Vocational wellness:** If you're not working, volunteer to help others, get involved in an avocation

Wellness dimensions continued...

- ▶ **Spiritual wellness:** Connect to your spirit in ways that are meaningful to you.
- ▶ **Emotional wellness:** Engage in mindfulness activities such as yoga and t'ai chi; talk with your doctor or a counselor if you're feeling low.
- ▶ **Environmental wellness:** Go green! Include nature in your life with a garden, visits to local parks and walking trails.

Physical dimension

Functional fitness

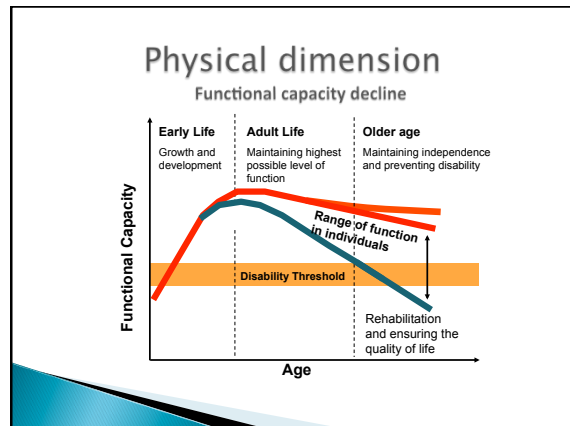


Fitness to function

Physical dimension

It's not about age
It's about **FUNCTION**

ELITE ATHLETE FIT INDEPENDENT FRAIL DEPENDENT



Physical dimension

Have difficulty lifting or carrying something that weighs **10 pounds**

- ▶ 22% 60 - 69
- ▶ 28% 70 - 79
- ▶ 46% 80 - 89

Source: CDC

Physical dimension

A basic strength training program will change this, improving your abilities to function and your quality of life.

Physical dimension

Training for the quarter mile..

Physical dimension

Have difficulty walking for a quarter of a mile

- 21% 60 - 69
- 30% 70 - 79
- 49% 80 - 89

Physical dimension

People in their 70s who were in good health were challenged to walk a quarter mile. **Those who completed the course were more likely to survive the next six years without disability.**

Those who walked slower were at higher risk of death and disability than the faster walkers, but still ahead of those who could not finish.

Source: May 2, 2006 American Journal of Medicine

Physical dimension

Stay active!

As little as 10 minutes of physical activity 3x/day, 5 days a week can meet the guidelines



Emotional dimension

Depression will be the second greatest cause of premature death and disability worldwide by 2020.

SOURCE: World Health Organization



Emotional dimension

- Adults with positive self-perceptions of aging engage in more health-promotion strategies and take better care of themselves than those with negative perceptions.
- Those with negative self-perceptions of aging **live 7.6 years less** than those who have a positive outlook.

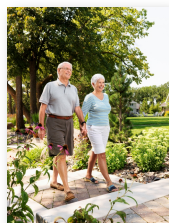


Environmental dimension

“Green exercise” is activity in the presence of nature

5 minutes of exercise in a park, working in a backyard garden, on a nature trail, or in another green space benefits mental health (i.e., self-esteem, mood).

Sources: American Chemical Society, May 1, 2010; Environmental Science and Technology, 44(10), 3947-3955, 2010



Emotional/spiritual dimensions

On your next walk...

- be in the moment
- listen to the sounds of nature
- smell the fragrance of the outdoors

Remind yourself that this time is yours and by taking part in **the experience** you are improving your health and well-being



Changing the way we age

What this means to you now
and in the future

Some of the many benefits

- **Greater confidence**
- **Better social connections**
- **Balanced lifestyle**
- **Fewer hospital visits**
- **Lower risk of falling**
- **Better quality of life**



Changing the way we age


What's NEXT for
you?

ICAA's ACTIVE AGING WEEK

Today we have discussed...

- ▶ Why we need to change the way we age
- ▶ What we can do to make change happen
- ▶ What this means to you now and into the future

Thank you!



For more information, visit
WWW.ICAA.CC