

INTERNATIONAL COUNCIL ON ACTIVE AGING®





INVENTING OUR

FUTURE

Active aging promotes the vision of all individuals, regardless of age, socioeconomic status or health, fully engaging in life within all seven dimensions of wellness: emotional, intellectual/cognitive, physical, professional/vocational, social, spiritual and environmental.

WHEN THE CONCEPT

of active-aging first emerged in the late 1990s, fitness industry executive Colin Milner immediately grasped its powerful implication: why shouldn't all our years be alive with purpose, and brimming with healthful activity?

What started as enthusiasm became a commitment, and the commitment became a life's mission. In 2001, Milner left his job as president of a leading industry association to create a new kind of organization. Thus was born the International Council on Active Aging® (ICAA).

Milner and his message have gone on to inspire health and wellness professionals, researchers and organizations around the world to come together with the common goal of changing the way society perceives and responds to its older population.

And his efforts have led to the creation of the active-aging industry, a thriving network of more than 10,200 organizations managing some 40,000 facilities serving older adults in 45 countries. Instead of working in silos, previously isolated organizations now connect with each other: retirement communities, for example, with fitness clubs; government agencies with for-profit organizations; wellness professionals with university scholars. Groups that might never have had the opportunity of reaching out to other like-minded bodies now function as part of the powerful ICAA network.

The nine principles of active aging

Populations
Perceptions
People
Programs
Products
Promotions
Places
Policy
Potential

Source: International Council on Active Aging

Thinking years ahead

Without action behind them, even the best ideas are doomed to disappear. Around the time ICAA was founded and beginning to implement the concepts of active aging, the United Nations and World Health Organizations were developing policies to support active aging on a global scale. ICAA's unique ability to marshal disparate forces to produce real, tangible results quickly made us a go-to source for information on older-adult issues. For-profits, not-for-profits, even national governments – and from jurisdictions ranging from North America to the UK, Asia and Europe – have sought our counsel.

While other organizations were bounded by the constraints of geography, demographics, culture, politics or the status quo, ICAA

continued to expand its knowledge and influence across multiple sectors, countries and organizations – to the point where we have become today an organization with the programs, the expertise, the facilities and the workforce to champion the causes of active aging. We are not a policymaker or a lobby group, but at ICAA we are nonetheless able to put concepts and policies into practice through our ever-expanding network.

Our educational platforms are as multi-faceted as they are effective in disseminating the active-aging message. We enroll world-renowned experts from various fields as members of our advisory boards.

Organizations ICAA has worked with

US Department of Health and Human Services

US Administration on Aging

National Institute on Aging

White House Conference on Aging

Canadian Special Senate Committee on Aging

2010 Vancouver Olympic Committee

European Commission

Informal meeting of the European Sport Ministers

National Health Services-Scotland

Shanghai Forum

We engage leading authors and presenters. We educate industries about how to make their products and services more appropriate for the older population, then guide their marketing efforts.

We are also one of the few organizations that conducts primary industry research focused on wellness – while our store of secondary research reports and white papers has become a prime source for those spreading the active-aging message.

With the collective power of our members – individuals, organizations and subject matter experts – our actions have improved the lives of millions and opened a vast market of opportunity for new business ventures.

Interested in adding to our strength and taking advantage of some of these opportunities?

The timing has never been better. And the first step has never been easier.

Join us.

Dimensions of Wellness

Emotional Intellectual/Cognitive Physical

Professional/Vocational Social

Spiritual Environmental

Colin Milner is founder and Chief Executive Officer of the International Council on Active Aging® (ICAA). A leading authority on older adults, he has served on the Network of Global Agenda Councils for the World Economic Forum, which recognizes him as “one of the most innovative and influential minds” in the world on aging-related topics. An award-winning writer, he has authored more than 250 articles.

Milner’s speeches have stimulated thousands of business and governmental leaders, industry professionals and older adults worldwide.

ICAA founder Colin Milner – author, entrepreneur, public speaker and industry leader





TRANSFORMING IDEAS

INTO ACTION

Big ideas call for big-picture thinking. As we continue to develop the active-aging industry, we at ICAA look first for the needs to be filled, then for ways to use our influence to fulfill them. Our efforts are not only changing the lives of older individuals, but changing the way society perceives aging. And they are unfolding on a number of fronts.

An illustration at the top of the page shows two hands in a stylized, painterly style. The hand on the left is holding a pen and writing on a document. The hand on the right is also holding a pen and appears to be writing or editing. The background is a mix of blue and green washes, suggesting a professional or creative setting.

SETTING A NEW STANDARD IN WELLNESS MANAGEMENT

Our online Leadership in *Wellness Management* courses focus on business management and leadership, with course participants undertaking self-discovery activities, building their knowledge of wellness as it applies to wellness business practices for older adults, and leaving with new strategies for enhancing their existing

programs or careers. Topics range from effective communication to creating and managing teams, performance evaluation and identifying key resources and technology. *Leadership in Wellness Management* is available in Classic Track (20-week) and Fast Track (10-week) versions.

ICAA annual conference and Executive leadership summit

Our annual ICAA Conference and Executive Leadership Summit unites educators, visionaries and industry professionals in a powerful three-day sharing of scientific discoveries, best practices, news and practical ideas. Delegates choose from educational sessions on a wide range of topics, presented by top experts and leaders in the field, and connect with colleagues across the active-aging spectrum to build their knowledge networks, making the ICAA Conference and Executive Leadership Summit the active-aging venues for professional development and informal learning. Most of the sessions at these annual events offer continuing education credits (CEUs).

Active Aging Week

Another ICAA creation, Active Aging Week is held during the last week of September every year to stage and promote the efforts of motivated organizations to reach older adults with the key message of staying active, healthy and engaged. Whether it's dances, tai chi, activities at health fairs or talks at seminar halls, where there is an opportunity to show that age is no impediment to life's full measure of enjoyment, ICAA supports it in any way we can. You can find out more at its dedicated website, www.activeagingweek.com.

Awards programs

One successful model can create a permanent practical solution. ICAA recognizes Individuals who have made particularly noteworthy contributions in industries serving the older adult market through its Innovator Awards program.

Business benchmarks of success

To help businesses identify successful strategies and measure the return on investment of their wellness programs, and to create a primary tool for retirement communities and the industry to define value, ICAA has partnered with its advisors to design the ICAA/ProMatura Wellness Benchmarks.

A deep well of information

Our main website alone – icaa.cc – has over 1,000 pages of information pertaining to the active-aging industry. And our efforts to promote networking and education in this field are evident on many other fronts as well, from the articles and commentary in our print publication *The Journal on Active Aging*® to the latest in reports in ICAA Research Review and our regular webinars.

All the news, in brief

As an ongoing media resource for news dealing solely with older adults and the industries serving them, ICAA distills the most relevant issues and discoveries, and delivers them through our print and online channels including our ICAA newsletter, press releases and even personal presentations.

A workforce at your disposal

A skilled and available wellness workforce is the key to transforming the ideas of active-aging into tangible services. Coming from many disciplines, the professionals gathered under ICAA's umbrella, both employer and employee, benefit from our multi-faceted approach to human resources education and research – from insights on job responsibilities to resources on training, development and recruitment. ICAA further works with industry

leaders to help identify career paths for wellness professionals, and the training platforms they need to build a productive workforce.

A brighter future for 50+

With the knowledge gained in more than 18 years of growth, the confidence of our strong membership and the wisdom of an international advisory board of widely respected individuals from health care, science and other fields, we are more focused than ever on accomplishing our mission. And while we are heartened by our collective early successes, we are confident that the years ahead will be even brighter.

STAY ON TOP OF YOUR GAME

As a professional, you need to keep abreast of ways to do your job better. ICAA puts a virtual library at your disposal – starting with our website that houses over 2,000 research studies, and 1,100 articles on everything from designing a community or facility to running and marketing a program. For breaking news, our newsletters, press releases and Journal on Active Aging are excellent ongoing sources of info to help you perform better in a fast-changing world.

Gain the confidence and skills to lead

Our Continuing Education tools and opportunities, including ICAA's Leadership in Wellness Management Certificate Course, regular webinars, virtual summits, and CEUs at our annual ICAA Conference and Executive Leadership Summit, can help you and your staff grow in expertise and in some cases meet the Continuing Education criteria mandated by your profession.

Expand your knowledge with live presentations

Our annual ICAA Conference and ICAA Executive Leadership Summit is a must-attend for connecting with the most influential people in older adult industries. And our social media network helps you stay in touch throughout the year.

Get the material support to win minds and sales

Why be hunting for info or struggling with a presentation? We offer marketing assistance, research reports, survey reports, articles and tools to give you a big head start in getting your message across.

Let us say what you don't have time to

You can't always address individual issues that could damage your business or service model. When necessary, ICAA speaks with authority for its members.

MEMBERSHIP OPTIONS



ORGANIZATIONAL MEMBERSHIP

Who qualifies: Organizations with a single location can provide multiple memberships to their staff. All company staff are eligible for the discounted membership rate for conferences, educational products and continuing education credit courses.

ICAA 100

Designed for large organizations with multiple locations and a desire to stay at the forefront of the industry, this selected group of members is entitled to all member benefits and, in addition, is entitled to take part twice a year in the ICAA Forum think tank.

INDIVIDUAL MEMBERSHIP

Who qualifies: For a single person who is self-employed and may provide services in multiple locations, this membership provides a constant source of inspiration and tools. Member discount rates are available solely to the single member.

ICAA100	Organizational	Individual	Member benefits
●			One free conference registration per membership term
●			Add unlimited number of locations at any time at no extra cost
●			ICAA Forum
●	●		Industry research and reports
●	●		Library of educational Webinars, Virtual Summits and videos
●	●		Links to research and reports in 63 key topic areas; links to resources
●	●	●	The Journal on Active Aging ® - 7 issues a year
●	●	●	ICAA Research Review - 24 issues a year
●	●	●	ICAA Corporate Partner Guide, ICAA Showroom, and Showroom Live
●	●	●	Password access to over 1200 articles, client handouts, plus category index
●	●	●	Discounted rates for ICAA Conference and ICAA Executive Leadership Summit
●	●	●	White papers and Forum Reports
●	●	●	Discounted rates for ICAA Leadership in Wellness Management Certificate Course
●	●	●	Listing on ICAA Facilities and Services Locator
●	●	●	Member toolkit: Logo, press releases, posters, PowerPoint presentations
●	●	●	ICAA/ProMatura Wellness Benchmarks
●	●	●	ICAA's Active Aging Week and ICAA's Changing the Way We Age Campaign
●	●	●	ICAA online network on Facebook and LinkedIn



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603-1112 West Pender Street
Vancouver, BC, V6E 2S1
Toll-free: 866-335-9777
Tel: 604-734-4466
info@icaa.ccc
www.icaa.cc