Building the Foundation for Active Aging

Presented by:
Colin Milner, CEO,
International Council on Active Aging
Are we there yet?
Population aging is no longer a future event, it now a current global occurrence.

Welcome GenX
1 out of every 2 adults in the US will be over the age of 50, in 2017
How do we effectively respond to this opportunity?
Today we will discuss

How the 9 principles of active-aging can address the challenges and opportunities of population aging, making your club ageless.
The big questions

What_______________________

Why_______________________

Who_______________________

When_______________________

Where_______________________

How_______________________
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<th>Principles of Active Aging</th>
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Researchers have been investigating the issues and solutions
Potential

Potential generally refers to a currently unrealized ability
“Past stereotypes developed in past centuries no longer hold. When a 100-year-old man finishes a marathon, as happened last year, we know that conventional conceptions of old age must change.”

- WHO Director-General Margaret Chan, World Health Day 2012
Age be damned

Aspirations - Expectations - Wants - Needs - Capabilities
Change is afoot

“Our current models have fallen short in addressing both challenges and opportunities presented by this shift.

Governments and organizations need new implementable models to address the accompanying wave of change”.

Think beyond fitness:

ACTIVE AGING
Definition of active aging

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, environmental, intellectual/cognitive, physical, professional/vocational, social and spiritual.

Source: International Council on Active Aging
Why active aging?

Research shows that an active lifestyle can lessen the challenges and increase the opportunities associated with population aging.

Active aging provides environments, programs and places that support individuals in living well and taking charge of their health and wellness.

Source: Global Population Ageing: Peril or Promise. Geneva, Switzerland: World Economic
Populations
Diversity amongst generations and individuals is vast

Generations
Aging process
Functional abilities
Health status
Lifestyles & experiences
Attitudes and aspirations
Race, culture & more
Growth of the oldest old
Scientists confirm that people do actually age at different rates

It’s less about age, more about function

Functional capacity decline

Early Life
Growth and development

Adult Life
Maintaining highest possible level of function

Older age
Maintaining independence and preventing disability

Disability Threshold
Rehabilitation and ensuring the quality of life

Age

Functional capacity
Physical  
Athletic  
Fit  
Independent

Cognitive

Social  
Frail  
Dependent

Levels of function
Most people 65+ have at least one chronic health condition. Chronic disease is the leading cause of death and disability in the US. These chronic conditions respond individually, yet many are not singular.
Gone are the days of putting people all in the same “one size fits all” box.
A thought to ponder

Is the lack of diversity in your offerings limiting your success?
Perceptions
Perceptions

**Burden:** Frail, dependent on others

**Anti-aging:** aging is a disease

**Super Senior:** Unrealistic

**Invisible/Irrelevant:** Non customer

Source: World Economic Forum, Global Population aging: Peril or Promise?
What can we do to change perceptions of fitness and aging?

Perceptions become reality. The only way to change old perceptions is to create a new reality.
“Withered or Wonderful? Will society ever accept old can be beautiful?”

☐ withered?
☐ wonderful?

campaignforrealbeauty.ca | Dove
AARP's new print and online campaign emphasizes the purchasing power of the organization's audience of people over 50.

Why limit yourself to 25-44 when the numbers don't add up? Here's the deal. 30% of Americans over 50 have at least $250,000 in net worth. And the best S&P 500 stocks are from high-quality companies. So take a deeper dive into the facts because our audience is looking good.

Learn more: advertise.aarp.org

I MAY BE GRAY, BUT MY MONEY IS AS GREEN AS IT GETS.

Why is it all about 35-45, when they hardly have a dime of their own? The story is simple. AARP Media reaches the Real Boomers, and 80% of those over 50 give money in that solid demo. So take the time to get to know us, because our audience has what you need.

Learn more: advertise.aarp.org
Impact of positive and negative perceptions on your success
A thought to ponder

What is the societal cost of ageism and exclusion, versus self-empowerment and inclusion?
3 People
People shortage
Who will address the older population?
The US has 4 million direct care workers. It needs 1.6 million more between now and 2020.

Source: Paraprofessional Healthcare Institute, May 2012
Men are involved caregivers

Although the traditional stereotype of a family member taking care of an elderly relative is a wife, daughter or daughter-in-law, 45% of Americans in that role are men.


Lost wages from caring for parents will cost men who are 50-plus an average $89,107 in 2011 dollars over their lifetime.
One solution
Building connections
The health ministry wants at least 2 out of 3 Japanese citizens to feel connected with their community by 2022, compared with 46% reporting strong community ties in 2007, it said in July.

It also aims to have at least 80% of seniors participating in community activities within a decade. Four years ago, the participation rate was 64% for men and 55% for women.
A thought to ponder

How will this seismic demographic shift impact your organization’s staffing, both now and in the future?

Are you prepared?
4 Programs
Diversity drives programming

- Age
- Cultures/Race
- Function
- Lifestyle and Life experiences
- Health status
- Income and education
- Work and martial status
- Grand parents
- Sexual orientation
- Urban and rural
- Other
Fulfilling aspirations

Seven Dimensions of Wellness
International Council on Active Aging®
Physical activity provides the foundation for active-aging.

Source: International Council on Active Aging
Between 1998 and 2012

116% increase

in adults 65 plus that met the 2008 Physical Activity Guidelines for Americans

The issue

5.5% to 11.9%, respectively

Source: Center’s for Disease Control and Prevention, 2014
Abilities quiz?

Q1: By the age of 80, what % of the population can not lift a bowling ball?

46%

Q2: By the age of 80, what % of the population have difficulty walking around a 400m track?

49%

Q3: By the age of 80, what % of the population have difficulty stooping, crouching or kneeling to garden?

66%
The good news

Over 50% of 65+ met the aerobic portion of the guidelines

Source: Centers for Disease Control and Prevention, 2014
What’s Next?

AARP Life Reimagined
Intergenerational programs
Managing change

Independence
Mobility
Functional abilities
Strength
Power
Cardio capacity
Balance

Health
Bone
Height
Memory
Comprehension
Speech

Youth
Energy
Sleep
Virility
Hair
Appeal

Senses
Hearing
Vision
Taste

Community
Spouse
Children
Family
Friends

Finances
Job
Skills
Income
Pensions
Purpose
Importance

Time
Retirement
Dreams
Energy

Fatigue risk management
A thought to ponder

Would it take you further than you are today if you addressed the diverse abilities of your older consumers, physical and cognitive, through an engagement strategy for the wellness experience?

If so, what are you waiting for?
Active Aging is transforming industries

architects
developers
builders
consultants
program management
product and service suppliers
Evidence suggests there is limited availability of goods, products and services appropriate for people in older age groups.

Source: Future Age: The road map for aging research, October 2011
88% of survey respondents from the UK hospitality and leisure industries claimed to be highly engaged with the over-65 Crowd.

However, almost 62% did not offer any specific product or service for these consumers.

82% of survey respondents with no offering for the older consumer had no plans to introduce any.
The main reason why?

With decades of forewarning they simply had not considered it.

Source: Barclays Corporate, December 2011
In the Packaged Goods industry alone Boomers "dominate" 1,023 out of 1,083 categories of packaged goods.

Source: Hallmark/Nielsen and AARP
80% of Boomers believe healthy foods and beverages can be used to improve their quality of life.

Source: NMI 2011 Consumer Trends in Healthy Aging
Technology

Self assessments and management, sensors, automated messaging and reminders or Tele-health/wellness
Cognitive maintenance

Oldest college grad.

Nola Ochs, 95

LIVE LIFE
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Welcome to Home Health International

Home Health International is a leading provider of home health nursing, rehabilitation and personal care services. We are a family of companies whose main goal is to provide the best care and service to you and your loved one. For over fifty years, we have been providing skilled compassionate health care in our local communities. We bring our expertise into the home - the ideal setting to promote healing, comfort and support to cope with whatever challenges you or a loved one may be facing. Our clinical team looks beyond the obvious needs of the patient to become advocates in all dimensions of physical, mental and emotional well-being. Our goal is to promote independence, allowing seniors and those with permanent or short-term disabilities to remain in place for as long as possible.

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- Cardiac and pulmonary care
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Preparing for the future

What’s next
Age management
Longevity Clinic
A thought to ponder

What impact does the current lack of appropriate products and services have on the inclusion of older people in society?

As we all grow old, how will this affect you and your family, plus future generations, if left unchanged?
The 50+ consumer is virtually invisible to marketers.

95% of marketing dollars are spent on adults 35 and younger.

Source: Help Age and Pew
What do older consumer think about media/marketers portrayal of them?

46% often don’t feel that advertising or marketing is aimed at them.

71% say that advertising images largely do not reflect their lives.

55% of adults 50+ feel that businesses have little interest in their needs.

50% find advertising/marketing that is obviously targeting them to be patronizing and stereotypical.

3 in 4 adults feel dissatisfied with marketing aimed at them.
A German retirement community produced a calendar with residents dressed up as actors in iconic movies. Here Walter Loeser (98) and Kurt Neuhaus (90) recreate Easy Rider.
Promotions

The current message for physical activity

A desire to lose weight/improve your figure,

Keep heart disease, cancer or diabetes at bay,

To lower your blood pressure or cholesterol,

To protect your bones,

To live to a healthy old age,
"People who say they exercise for its benefits to quality of life exercise more over the course of a year than those who say they value exercise for its health benefits."

Source: Institute for Research on Women and Gender at the University of Michigan
Promotions: be relevant

Portray physical activity as a way to enhance current well-being and happiness. It’s how these activities make me feel:

Source: Institute for Research on Women and Gender at the University of Michigan
A thought to ponder

It all starts with your story and those of your customers, so think about how you can tap into this extensive reservoir of life experience to tell it.

Real people, real images and a real story, told in appropriate language, equal real results.
7
Places
The Summit, Grand Prairie, TX

$23 million dollar.  
56,541-square-foot 50-plus club.  
City created a 1/8 of a cent tax levy.  
They expect 100,000 visitors a year.

Source: Grand Prairie Parks and Recreation Department
Indoor and outdoor environments
March LifeCare Campus, Riverside, California

Source: March LifeCare Campus
Mayo Clinic
Source: Spa Finder Wellness: 2013 Top 10 Global Spa & Wellness Trends Forecast
Kaiser Permanente Center
for Total Health
Supportive working environment

Develop working environments – including technologies, facilities, equipment and services – conducive to access and contribution regardless of age.
A thought to ponder

Environments provide experiences, good and bad, and good experiences create memories that bring consumers back.

How will you make your environment(s) compelling?
New social contracts

Asking you to retire later, work longer
New, flexible models for careers and pensions can encourage working longer and planning better for the future. If coupled with life-long re-skilling, these labour force changes can lead to greater productivity in the work place, increased jobs and economic growth.

Source: The Silver Economy as a Pathway for Growth Insights from the OECD-GCOA Expert Consultation 26 June 2014
Public policy & aging report

Cross-national perspectives on age discrimination

Ageism doesn't work
Is age discrimination ever acceptable
Age discrimination, work, and retirement
Age discrimination legislation
Action against age discrimination

Source: The Gerontological Society of America
2014: 130+ Mayors Sign Milken Institute “Best Cities for Successful ageing” Mayor’s Pledge

The report measures, compares and ranks U.S. metropolitan areas for their capacity to enable successful ageing.
‘The resolution urges Member States to encourage the active participation of older people in society, increase healthy ageing and promote the highest standard of health and well-being for older persons by addressing their needs.’

Source: 26 May 2012 | Geneva -The Sixty-fifth World Health Assembly
Policies

In Europe, the European Commission and the United Nations Economic Commission for Europe launched the Active Ageing Index.
A thought to ponder

What policies can you influence to make a difference?
Potential
Thirty years ago, there were no “aged economies”, in which consumption by older people surpassed that of youth in 2010, there were 23 aged economies and by 2040 there will be 89.

The expectation economy
Boomers are seeking more personalization and customization.

Marketers need to put the "me" back into their messaging and media thinking. Authentic communications always begin with a genuine understanding of the consumer, but this bar is higher for Boomers.

*Source: Nielsen Wire 2012*
The $2 trillion-plus pan-wellness opportunity

(spanning fitness, alternative medicine, spa, etc.)
A thought to ponder

An aged economy will be driven by the expectations that older adults have formed from a lifetime of experiences. This will create major opportunities for businesses that can meet these expectations, and significant challenges for those that can’t.
Today we discussed...

…the 9 principles of active-aging, and, how they can help you build a solid foundation for active aging.

What now?
“The best way to meet the challenges of old age is to prepare for them now, before they arrive.”

— Reverend Billy Graham —
What impact will you have?

What can one person do?

Nelson Mandela

INSPIRATION
Thank you!

For more information, or a copy of the presentation, contact me at Colinmilner@icaa.cc
Olga Kotelko was considered one of the world's greatest athletes. Holds 17 world records in her category for the Masters competition, age 90-95.