



SR CITIZEN SERVICES

CHANGING THE FACE OF FITNESS

GROUP C

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SR. CITIZEN SERVICES OF GREATER TARRANT COUNTY



Mission: To empower older adults to live with purpose, independence, and dignity by providing social, health, and nutritional supports and promoting volunteer opportunities.

Address: 1400 Circle Drive #300 Fort Worth, TX

Phone: 817-413-4949

www.scstc.org

33 Location throughout Tarrant County

CHAIR EXERCISE CLASS

NOVEMBER 19, 2014 @ 9AM



ANNE CRUTCHER'S CLASS

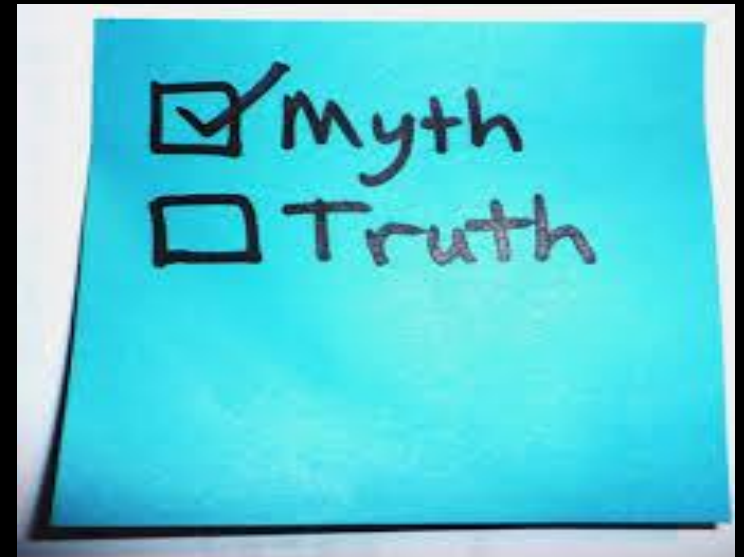
16 PARTICIPANTS

TESTIMONIALS

- “I love to come to class Monday, Wednesday and Friday”
- “This is the only time I exercise besides an occasional walk in my neighborhood”
- “This is a great time to fellowship with others”
- “Sometimes I feel like my bones are cracking while working out, but it’s worth it”
- “It can be difficult to keep up but I do my best”

COMMON MYTHS

1. There's no point in exercising, I'm going to get old anyway
2. Older people shouldn't exercise. They should save their strength and rest
3. Exercise puts me at risk of falling down
4. It's too late, I'm already too old to start exercising.
5. I'm disabled and I can't exercise sitting down



FACTS

- Exercise and strength training helps you look and feel younger
- Research shows that a sedentary lifestyle is unhealthy for adults over 50 years old
- Regular exercise by building strength and stamina prevents loss of bone mass and improves balance
- You're never too old to exercise
- Chair-bound people face special challenges but can lift light weights, stretch, and do chair aerobics



RETHINKING VIEWS ON AGING

Distorted views of aging is a major reason why we have limited success engaging older adults in physical activity.

We don't see enough portrayals of active older adults who are taking on new challenges, expanding their knowledge and skills base, or working tirelessly to help others.



MARKETING EFFORTS

- Become a student of the market before you start marketing to them. Be aware of their needs, desires, dreams and expectations
- Speak their language not yours
- Build a relationship
- Tell a story
- Keep it real by using peer role models

MARKETING RESOURCES

- Twitter
- Facebook
- Local newspaper
- Flyers at doctor offices, churches and restaurants
- Instagram
- Mail
- Word of mouth
- Radio



CREATING A SUCCESSFUL PROGRAM

5 Components of Senior fitness:

Aerobic Fitness

Muscular fitness

Flexibility

Balance

Relaxation

Recommended Weekly Allowance:

Three times a week with a different class each day

CREATING A SUCCESSFUL PROGRAM CONT.

Preparation:

Identify fitness components in each class

Evaluation:

Create fitness evaluation worksheets and
make observations



HOW TO FIND MORE FUNDING FOR PROGRAMS

- Community partnerships
- Use evidence-based programs
- Find funder public or private
- Make sure your agency is eligible
- Look local first
- Search online
- Request for funding (proposal or letter of intent)
- List importance of measurable objectives
- Project narrative (who you serve and why)
- Budget
- Letter of support





SENIOR FITNESS ACTIVITIES

CHAIR WORKOUT, TAI CHI, AND DANCING

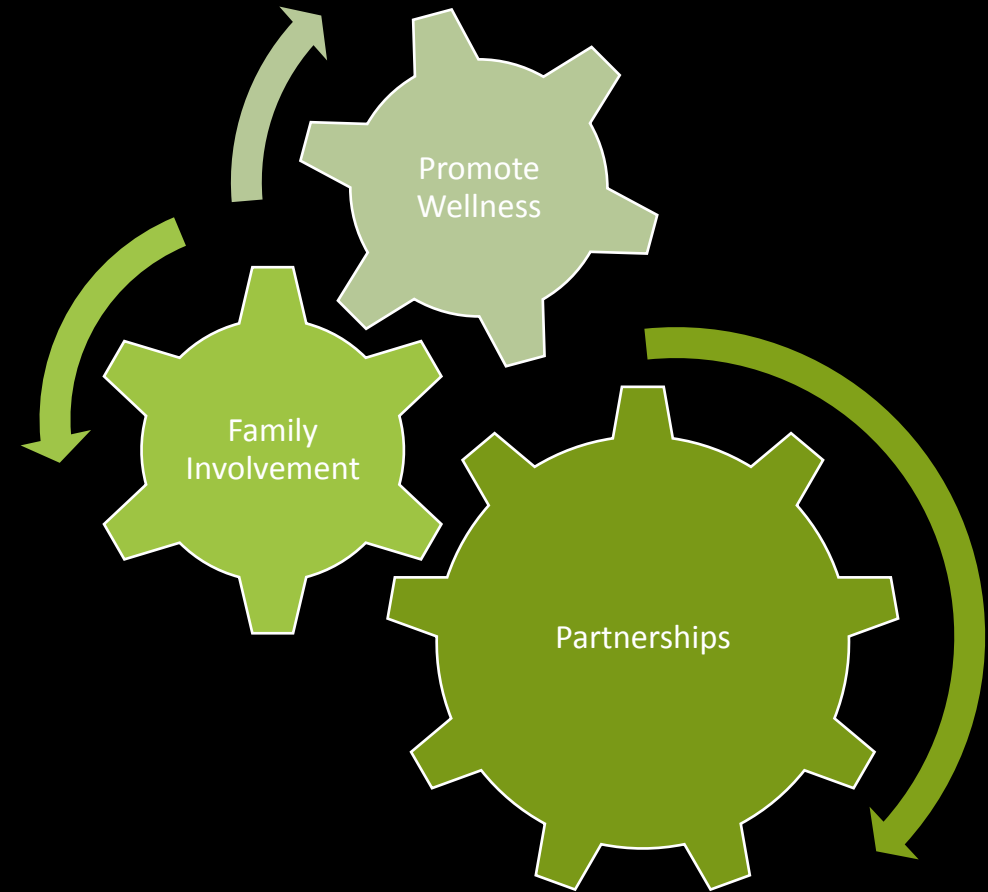
IN EFFORTS TO HELP PROMOTE
SENIOR FITNESS.....

ANNUAL SCAVENGER HUNT

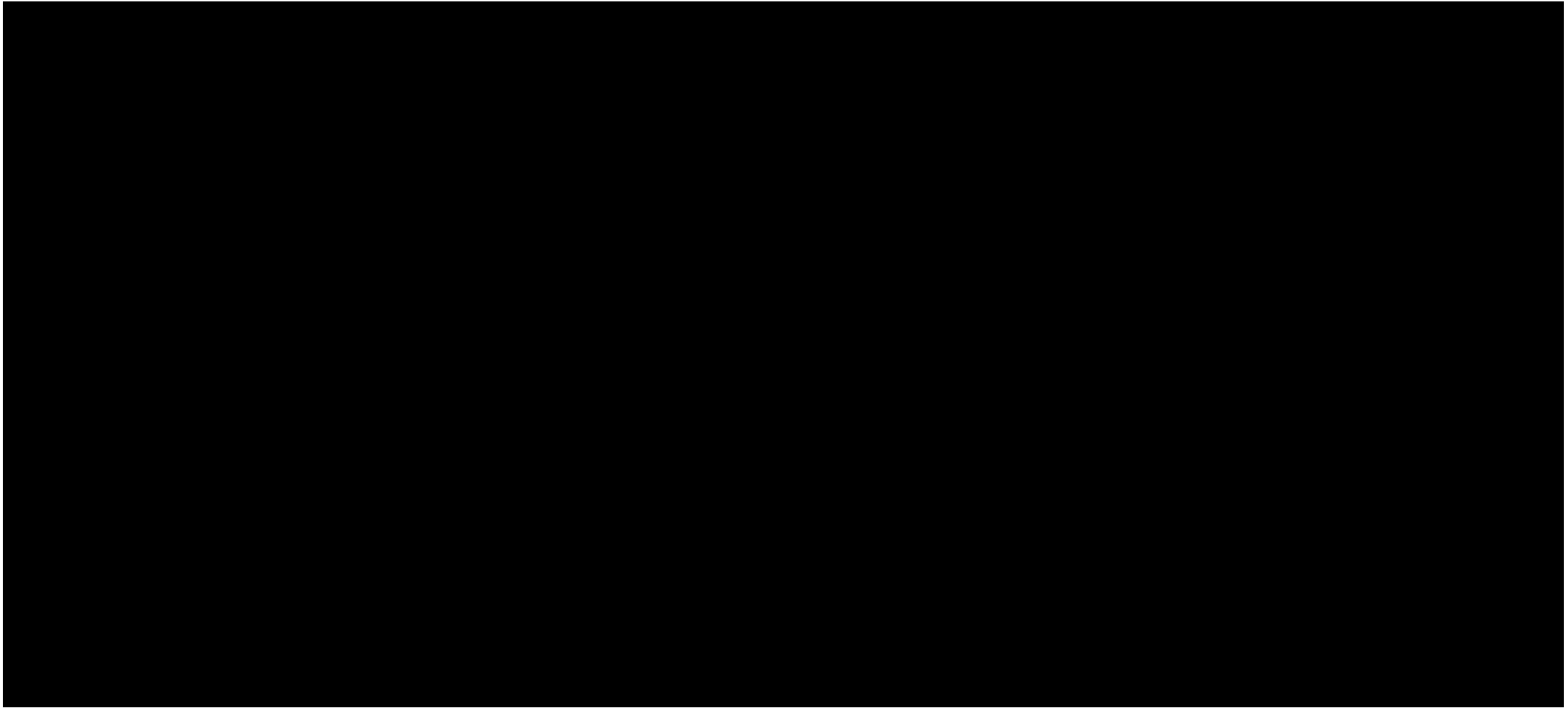


GOALS OF SCAVENGER HUNT

- Promote wellness
- Encourage family members to get involved
- Partner with local wellness agencies in the community



NEVER TOO OLD TO BE HAPPY & EXERCISE



References:

www.scstc.org

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THANK YOU!

