



“An Evidence-Based Campaign to Promote Regular Exercise and Physical Activity among Older Adults”

Presented by:

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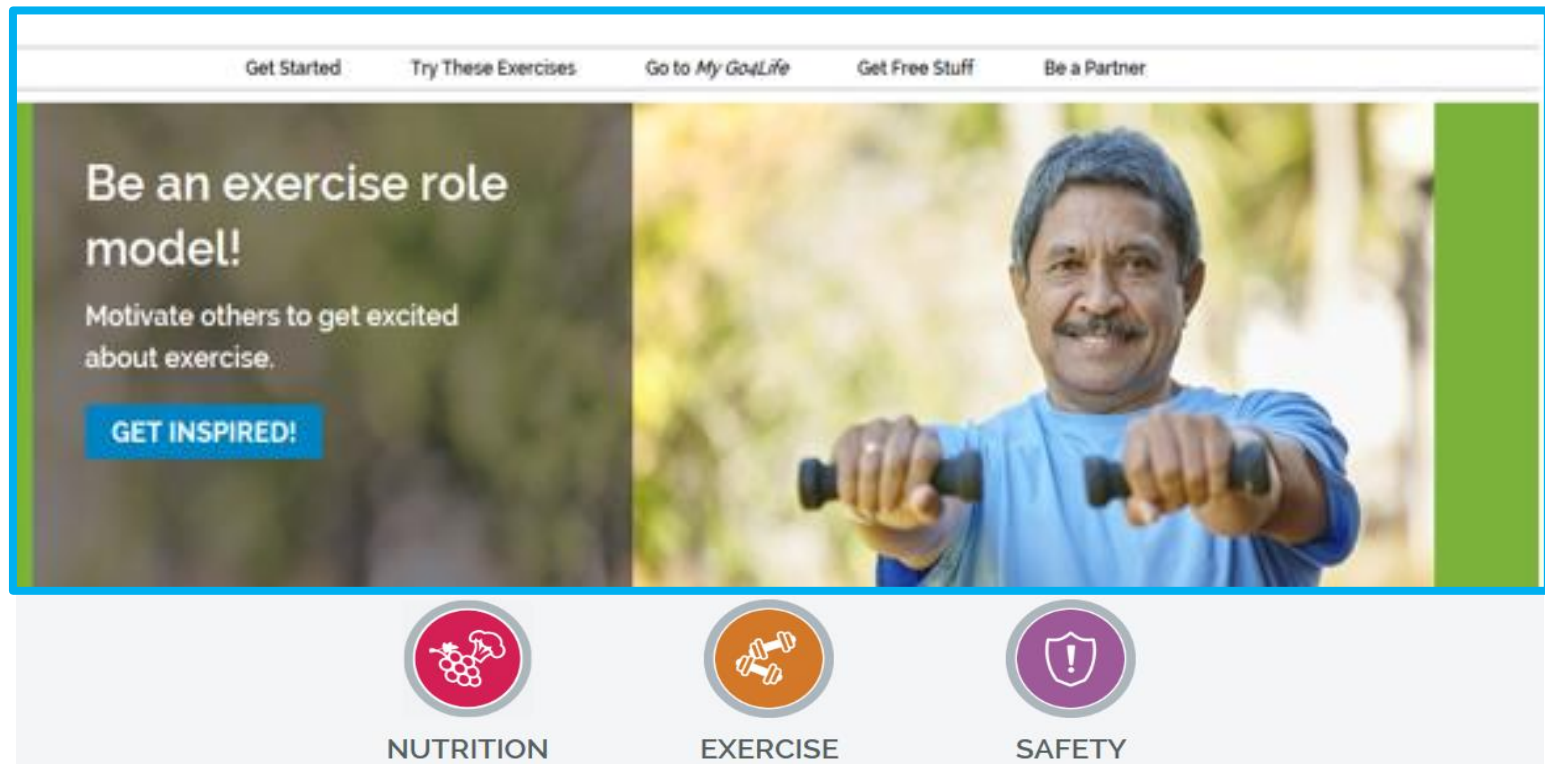


At today's webinar, we will...

- Learn about the evidence-based *Go4Life* campaign, including its educational, instructional and motivational components.
- Learn about the 4 types of recommended exercises for older adults
- Learn about recent *Go4Life* efforts to address older adults' barriers to exercise and strategies to overcome them.
- See how to access the range of free materials and information available from *Go4Life*.



An exercise and physical activity campaign from the National Institute on Aging at NIH

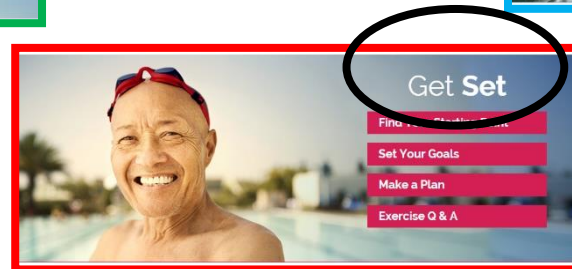
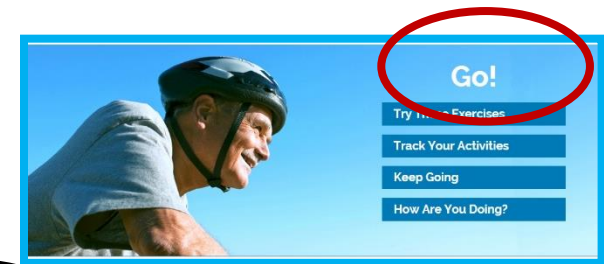


www.nia.nih.gov/Go4Life

Go4Life® is a registered trademark of the U.S. Department of Health and Human Services.



Go4Life[®] is evidence based and is designed to encourage older people to make exercise and physical activity a regular part of everyday life.



The **Go4Life**® Campaign...

- Emphasizes 4 types of exercise: endurance, strength, flexibility and balance.
- Stresses finding a variety of physical activities that work for YOU and doing them on a regular basis.
- Promotes safety first and activities that are appropriate for older adults.
- Stresses that it's never too late to start.

Go4Life[®] targets...

Adults, age 50+ -- especially those who are

- Sedentary/traditionally have not embraced exercise
- Returning to exercise after a break

The **Go4Life** Campaign *Background*

1998—1st printing of the Exercise Guide

2002 —1st Exercise video (VHS)

2009—Exercise Guide updated

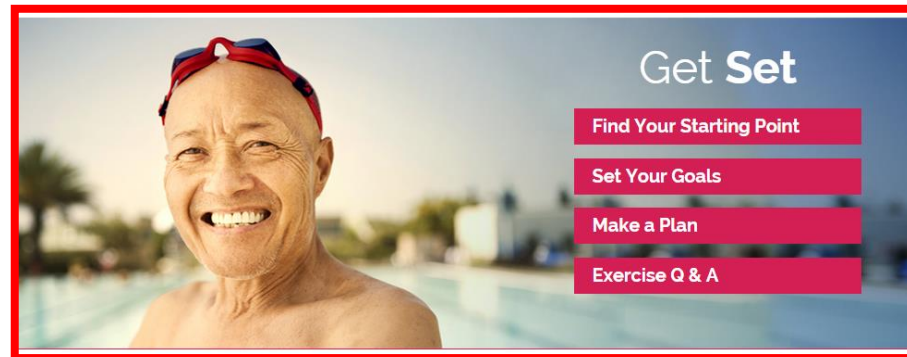
2010 — 2nd Exercise Video (DVD)

2011—Official **Go4Life** campaign launch on Capitol Hill

2015—**Go4Life Month** established in collaboration with the White House Conference on Aging

On the **Go4Life** website, you can...

Find tips and tools to get started and keep going!



www.nia.nih.gov/Go4Life

The *Go4Life*® Partners

500+ Community & National Organizations:

- Federal agencies
- Aging services organizations
- Fitness organizations
- Associations
- Retirement Communities
- Faith-based communities
- Extension Services
- Libraries
- Etc.

What does the  stand for in

Go4Life® ?

The 4 Types of Exercises Recommended for Older Adults

1. Endurance

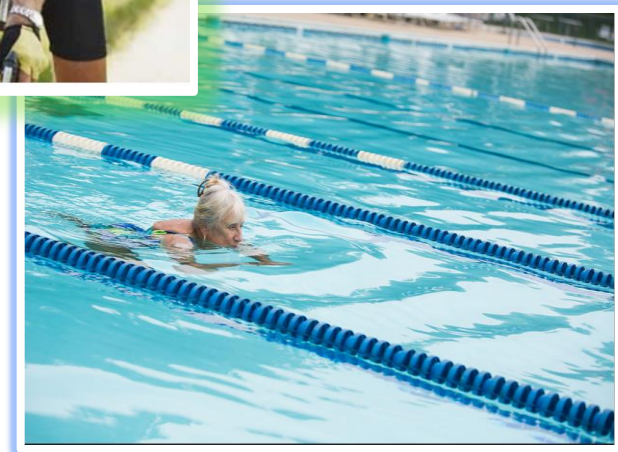
2. Strength

3. Balance

4. Flexibility

Endurance Exercises

- ✓ Increase your breathing and heart rate and improve the health of your lungs, heart and circulatory system.
- ✓ Examples: Swimming, running, brisk walking, biking, dancing, basketball.



Strength Exercises

- ✓ Use weight or resistance to increase muscle strength.
- ✓ Examples: lifting weights, using resistance bands, leg lifts, squats, arm curls.



Balance Exercises

- ✓ Improve your ability to control your body's position, whether moving or still.
- ✓ Help prevent falls.
- ✓ **Examples:** stand-on-one-foot, heel-to-toe walk, tai chi.



Flexibility Exercises

✓ Use stretching to help you stay flexible and limber.

✓ **Examples**: Thigh stretch, back of leg stretch, calf stretch, ankle stretch, yoga.



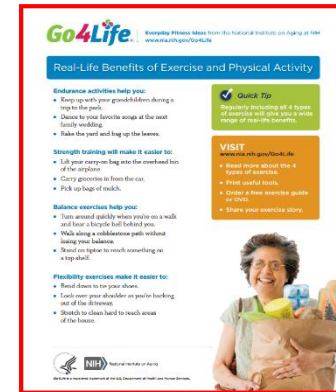
Poll Questions

- How many of you do endurance exercises on a regular basis?
- How many of you do strength exercises on a regular basis?
- How many of you do balance exercises on a regular basis?
- How many of you do flexibility exercises on a regular basis?



The Go4Life Campaign is...

✓ **Educational**: Provides evidence-based research about the benefits of physical activity and exercise (and good nutrition), even for those with chronic health conditions.



✓ **Instructional**: Provides step-by-step instructions on how to safely perform exercises appropriate for older adults, even for people with physical limitations.



✓ **Motivational**: Provides tools and tips to encourage older adults to make exercise a part of their daily lives.




Educational Tools --

80+ Easy-to-Print & Share *Tip Sheets*

Topics:

- Activities & general fitness
- Health benefits of exercise
- Safety
- Nutrition
- Tracking tools
- Motivation
- Spanish-language materials



Everyday Fitness Ideas from the National Institute on Aging at NIH
www.nia.nih.gov/Go4Life

Real-Life Benefits of Exercise and Physical Activity

Endurance activities help you:

- Keep up with your grandchildren during a trip to the park.
- Dance to your favorite songs at the next family wedding.
- Rake the yard and bag up the leaves.

Strength training will make it easier to:

- Lift your carry-on bag into the overhead bin of the airplane.
- Carry groceries in from the car.
- Pick up bags of mulch.

Balance exercises help you:

- Turn around quickly when you're on a walk and hear a bicycle bell behind you.
- Walk along a cobblestone path without losing your balance.
- Stand on tiptoe to reach something on a top shelf.


Flexibility exercises make it easier to:


- Bend down to tie your shoes.
- Look over your shoulder as you're backing out of the driveway.
- Stretch to clean hard to reach areas of the house.

Quick Tip
 Regularly including all 4 types of exercise will give you a wide range of real-life benefits.

VISIT
www.nia.nih.gov/Go4Life

- Read more about the 4 types of exercise.
- Print useful tools.
- Order a free exercise guide or DVD.
- Share your exercise story.





Go4Life is a registered trademark of the U.S. Department of Health and Human Services.

Educational Videos --

Stay Independent with Regular Exercise!

<https://www.youtube.com/watch?v=RpLzorlxxxU>

Improving your
endurance will make
these everyday
activities easier.



Educational Tools:

Infographics

<https://www.nia.nih.gov/health/infographics>



Instructional Tools -- Built around 4 types of exercises



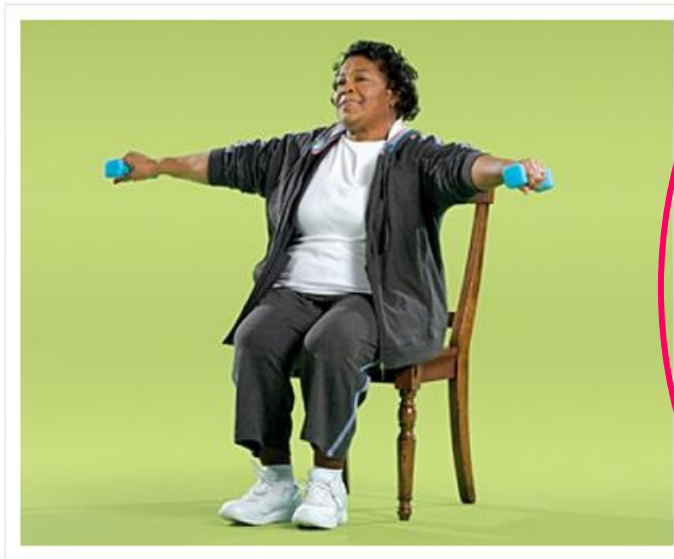
Instructional Tools – *Sample Exercises*

STRENGTH

Side Arm Raise

TARGETED MUSCLES: Shoulders

WHAT YOU NEED: Hand-held weights



TIP: As you progress, use a heavier weight and alternate arms until you can lift the weight comfortably with both arms.

This exercise will strengthen your shoulders and make lifting groceries easier.

1. You can do this exercise while standing or sitting in a sturdy, armless chair.
2. Keep your feet flat on the floor, shoulder-width apart.
3. Hold hand weights straight down at your sides with palms facing inward. Breathe in slowly.
4. Slowly breathe out as you raise both arms to the side, shoulder height.
5. Hold the position for 1 second.
6. Breathe in as you slowly lower your arms.
7. Repeat 10-15 times.
8. Rest; then repeat 10-15 more times.

Instructional Tools -- *Exercise Videos*

Overhead Arm Raise



Hand Grip



Stand on one foot



Back of leg stretch

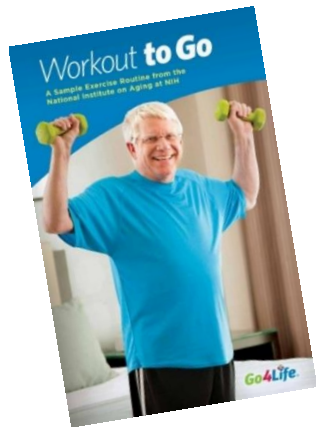


Instructional Tools -- Go4Life Sample Workouts

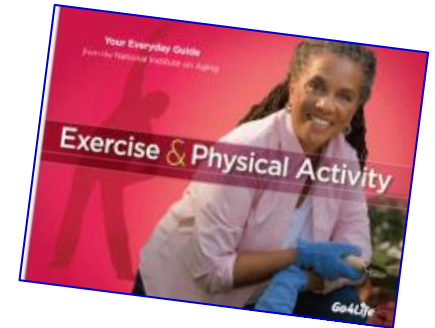


Instructional Tools --

“Workout To Go”, Exercise Guide, Resources in Spanish



“Exercise & Physical Activity Guide”



“Workout to Go”—A sample exercise routine to do anywhere!



Go4Life Spanish guide and Tips Sheets



Go4Life Bookmarks

Motivational Tools

☐ **Go4Life virtual coaches, Max & Tina**

- Motivational messages sent (via email or text) weekly (monthly)



☐ **E-alerts** with tips on exercises, nutrition, safety and more

☐ **@NIAGo4Life** on Twitter

☐ **Printable worksheets** to track progress



- Finding your starting point
- Goal-setting
- Making an exercise plan
- Progress test


Weekly Exercise and Physical Activity Plan

Use this form to make your own exercise and physical activity plan—one you think you really can manage. Update your plan as you progress. Aim for moderate-intensity endurance activities on most or all days of the week. **Try to do strength exercises for all of your major muscle groups on 2 or more days a week, but don't exercise the same muscle group 2 days in a row.** For example, do upper-body strength exercises on Monday, Wednesday, and Friday and lower-body strength exercises on Tuesday, Thursday, and Saturday. Or, you can do strength exercises of all of your muscle groups every other day. Don't forget to include balance and flexibility exercises.


Week of _____

ACTIVITY TYPE	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Endurance							
Upper-Body Strength							
Lower-Body Strength							
Balance							
Flexibility							



National Institute on Aging


www.nia.nih.gov/Go4Life

Motivational Tools – *E-alerts, Texts, Twitter, and Facebook*



Go4Life
Fitness News from the National Institute on Aging at NIH

Drinking fluids—especially water—is important to help you digest food and absorb nutrients. There are easy ways to sneak more liquids into your day, including:

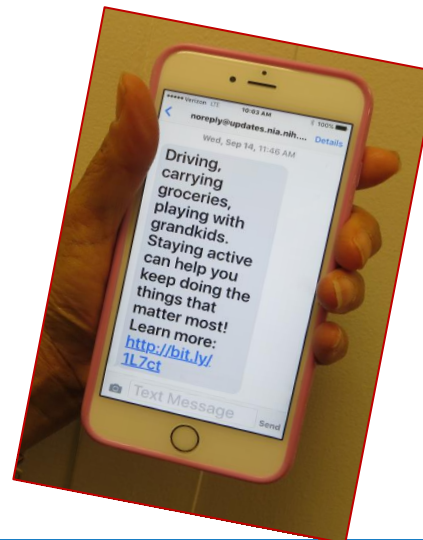
- Drink a full glass of water if you need to take a pill.
- Have a glass of water before you exercise, garden, or walk.
- Take sips from a glass of water, milk, or juice between bites during meals.

[Get more tips on how to stay hydrated.](#)

[Visit Go4Life to learn more about nutrition and healthy eating.](#)

Share this information on social media:

Drink up! Get tips to help you stay hydrated throughout the day:
<http://1.usa.gov/1WvGWoS> #NNM #Fit4Function





Tweets by @NIAGo4Life

 **Go4Life®** 
@NIAGo4Life

You're never too old to play with your grandchildren! Try catch, kickball, basketball, or soccer
go.usa.gov/cuhrY #Fit4Function

 **Have Fun. Be Act...**
Learn how to stay...
go4life.nia.nih.gov



National Institute on Aging - NIH
September 21 at 7:31am · 

Exercise and physical activity can help keep people moving on their feet and behind the wheel. This week's Go4Life theme is "Fit4Independence." Try a few balance exercises, which can help you go up & down stairs and walk safely uneven ground. #Fit4Function <http://go.usa.gov/cuhrYx>

Good balance helps you walk safely and avoid tripping and falling over objects in your way.

Balance Exercises
<https://nia.nih.gov/Go4Life>

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[Create a Page](#)

Motivational Tools –

Success Stories

First Timers



Betsy M.



Members of the First Baptist Church



Diane P.



Penny

See more First Timers success stories [➔](#)

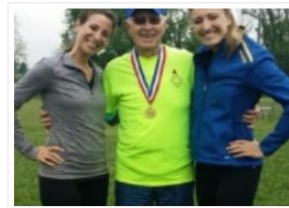
Just for Fun



Pocket Fitness Group
Exercise Class



Park Place Senior Living at
the St. Louis Senior
Olympics



George A.



Karate for Seniors, Ashby
Ponds Retirement
Community

See more Just for Fun success stories [➔](#)

Motivational Tools –

Free Motivational Posters



Motivational Tools – *Motivational Flyers*



Motivational Tool:

The Free Fit4Function Community Workshop



Pilot
testing just
completed

Get tips, exercises and MOTIVATION at the

Fit4Function Workshop!

From **Go4Life** the exercise and physical activity campaign from the
National Institute on Aging at NIH.

NEW!

- Designed for adults 50+ who do not exercise or who exercise infrequently
- Connects the 4 exercise types to staying fit enough to function independently
- Addresses personal barriers to exercise and how to overcome them
- Helps participants craft a personal approach to exercise that keeps them going

Flyers Used to Publicize the Workshops

Do you want to move more,
but find it hard to start (or stick with) exercise?



Get tips, exercises and MOTIVATION at the
Fit4Function Workshop!

From **Go4Life** the exercise and physical activity campaign from the
National Institute on Aging at NIH.

Fit4Function is for adults 50+ who:

- Do **NOT** currently exercise on a regular basis
- Only exercise infrequently

<p>When: Wednesday, May 3rd 1:00 to 2:30</p>	<p>Where:</p>	<p>To Register:</p>	<p>Attire: Casual. Sneakers are fine, but not necessary.</p>
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NIA may take photos and videos of the workshop.
If so, you will be asked to sign a consent form allowing use of your image and likeness.

Workshop Features

What

Workshop content:

- **Focuses on the 4 types of exercises** recommended for older adults: endurance, strength, balance, flexibility
- **Helps participants make personal** the connection between regularly engaging in the 4 types of exercises and maintaining their ability to carry out daily activities
- **Helps participants address their own barriers** to engaging in regular exercise
- **Helps participants identify strategies** to overcome their barriers to exercise
- **Helps participants define a successful approach** to starting and maintaining a regular physical activity program that works for them

How

Workshop methods:

- Viewing of short **Go4Life** educational and exercise videos
- Performance of seated **Go4Life** exercises
- Large and small group discussions
- Exercise self-assessment & planning activities
- Worksheets, personal
- Introduction to the **Go4Life** website and seeing how to sign up for **Go4Life** motivational texts and email alerts
- Distribution of free **Go4Life** materials, including an exercise DVD, exercise tracking worksheets and Tip Sheets
- Workshop evaluation

What everyday activities do you want to make sure you can continue doing as you age?

Endurance

1. Push my grandchild on the swing
2. Walk uphill or upstairs and not get out of breath
3. Have enough energy to go out with friends
4. Rake leaves
5. Shovel snow
6. Take a walk without having to stop and rest
7. Vacuum the house
8. Improve my overall mood
9. Play a sport like tennis
10. Dance

Strength

11. Carry groceries
12. Carry a laundry basket full of clothes
13. Get up out of a chair with ease
14. Climb stairs
15. Open a jar
16. Open a package encased in plastic
17. Lift a carry-on bag into the overhead
18. Get out of the tub safely
19. Get in and out of the car easily

Balance

20. Walk on an uneven sidewalk without falling
21. Avoid falling if I happen to stumble
22. Stand on tiptoe to reach a top shelf
23. Avoid falling when I step aside for a bike coming behind me
24. Avoid falling if I'm jostled
25. Go down the stairs
26. Avoid tripping over objects on the ground

Flexibility

27. Put on a pullover sweater
28. Bend down to pick up what I dropped
29. Look over my shoulder when I park
30. Reach from front to back seat of car
31. Make the bed
32. Put on a coat
33. Bend over to put on stockings or tie shoes
34. Feel less stiff when I get out of bed
35. Get down on the floor with my grandkids
36. Button a shirt or blouse
37. Get on my knees to do gardening

Poll Question:

For each category, which everyday activity was most frequently selected by workshop participants?

Endurance

1. Push my grandchild on the swing
2. Walk uphill or upstairs and not get out of breath
3. Have enough energy to go out with friends
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Answers:
These are the everyday activities which many participants chose.

Endurance

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What's keeping you from exercising, or exercising more?

1. I don't really enjoy exercise.
2. I don't have the time to exercise.
3. I don't have the willpower to exercise.
4. I don't feel like exerting myself that much.
5. Exercise is boring. It costs too much money to join a gym.
6. It's physically difficult for me to exercise due to pain, injuries, or health issues.
7. I don't have a safe or convenient place to exercise.
8. I'm afraid of getting hurt.
9. The results I would get might not be worth the effort.
10. I've tried exercising before, but didn't like it.
11. The people I live with aren't into exercise.

Address Your Obstacles!

- | | |
|---|--|
| <ol style="list-style-type: none">1. I don't really enjoy exercise.2. I don't have the time to exercise.3. I don't have the willpower to exercise.4. I don't feel like exerting myself that much.5. Exercise is sooooo boring. (snooze)6. It costs too much money to join a gym.7. It's physically difficult for me to exercise.8. I don't have a safe or convenient place to exercise.9. I'm afraid of getting hurt.10. The results I'd get might not be worth the effort.11. I've tried exercising before, but didn't like it.12. The people I live with aren't into exercise. | <ol style="list-style-type: none">1. Identify exactly what you don't enjoy and address it.2. Choose activities involving minimal time.3. Blend exercise into something you're already doing.4. Do low energy exercise when your energy is lowest and higher energy ones when your energy is higher.5. Redefine what exercise can be for you.6. Get DVDs for home exercise.7. Try exercise involving no new skills. Consult your doctor about appropriate exercises for your condition.8. Exercise at home in a place you often sit.9. Choose a low intensity activity involving minimum risk.10. Match your exercise to an everyday function you want to improve.11. Examine what happened before and try a different approach.12. Find "alone" time to exercise. As you get healthier, you may inspire the others. |
|---|--|

Workshop Trainings:

How many, what places, and who?

- Workshops held = **12**
- Older adults trained = **155**
- Average age of participants = **71**
- Types of organizations:

Senior Centers = 5

Senior Villages = 4

Meal Sites/Residences = 2

Hospital (VA) = 1

- Type of exercisers:

- 1. Infrequent exerciser*
- 2. Regular exerciser*
- 3. Non-exerciser*

Data from Workshop Evaluations

- As a result of attending this workshop, I am more motivated to increase my level of physical activity.

1 2 3 4 5

- WHEN** will you start increasing your level of physical activity?

- Today? = 64%
- Tomorrow? = 26%
- The date after tomorrow? = >4%
- Next week? = >4%

How Exercise Types Ranked

- Strength
- Flexibility
- Endurance
- Balance

What Participants Liked Most

- Identifying the 4 exercise types
- Relating exercise to everyday functions
- Identifying obstacles
- Addressing obstacles
- Examining ways to stay motivated
- Learning about *Go4Life* and its free materials

Some of their Strategies to Start and/or Stick with Exercise

- Have a buddy to exercise with
- Start slow
- Start with easy exercises
- Do exercise while watching TV
- Chart my activities
- Put a picture of myself as I used to look a few years ago on my refrigerator
- Workout with others, in classes
- Make it a priority
- Do exercise to videos
- Do it every day
- Walk faster
- Do more exercises at home
- Use housework as a way to exercise

Possible Next Steps...

- **Develop 3 video-based training modules** (with accompanying guide, worksheets, and discussion questions) which organizations can access from the website and YouTube and use on their own.
- **Perhaps consider ways to** interest a researcher in using the workshop curriculum as a basis for a study for which evidence-based data could be developed.
- **These 3 video workshop modules** would be based on the 3 pillars of the current workshop:
 - a) **Linking the 4 exercise types to everyday functions**
 - b) **Addressing and overcoming barriers to exercise**
 - c) **Crafting a personal approach to exercise that helps a person stick with it.**
- **Structure the *Go4Life* *Fit4Function* workshop** along the lines of other ACL healthy aging workshops -- with certified trainers and a curriculum that organizations can sign up to have delivered.

Go4Life Month

Move More with Go4Life®! September 2017

Move More in Go4Life Month!
September 2017

Get the Go4Life Month Toolkit!



This year's Go4Life Month theme:
"Move More with Go4Life!"

Do a little more, push a little harder, and try all 4 types of exercise!

Get the Go4Life Month 2017 Toolkit!

Each week in September will be devoted to one exercise type:
Endurance, Strength, Balance, Flexibility



Activity Ideas for Endurance Week



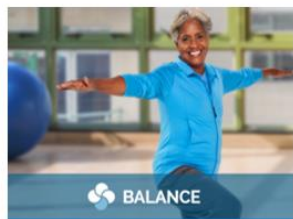
Activity Ideas for Strength Week



Tip Sheets for Each Week



Videos for Each Week



Activity Ideas for Balance Week



Activity Ideas for Flexibility Week



Motivate Others to Go4Life!



Spread the Word!

Go4Life[®] Month

Move More with Go4Life[®]! September 2017

Video: *Celebrate Go4Life Month 2017!*

Go4Life Month Flyer







September is Go4Life[®] Month!

Challenge yourself to *Move More with Go4Life[®]!*

Do a little more.

Work out a little harder.

Do all 4 types of exercise. Try 1 type per week.

Week One	Week Two	Week Three	Week Four
 ENDURANCE	 STRENGTH	 BALANCE	 FLEXIBILITY
<ul style="list-style-type: none">• Organize a mail walk.• Add 5 minutes to a walk you typically take.	<ul style="list-style-type: none">• Add more reps to your resistance exercise.• Work out to the Go4Life[®] strength videos.*	<ul style="list-style-type: none">• Try the heel-to-toe walk.• Work out to the Go4Life[®] balance video.*	<ul style="list-style-type: none">• Do ankle stretches.• Work out to the Go4Life[®] flexibility video.*

To see Go4Life[®] Month exercises and activity ideas and to download or order free Go4Life[®] print materials, visit the Go4Life[®] website at www.go4life.nia.nih.gov.

*Go4Life[®] workout videos are available on YouTube.

Go4Life[®] is an evidence-based exercise and physical activity campaign for older adults from the National Institute on Aging at the National Institutes of Health.

Easy ways to “move more” during *Go4Life Month 2017...*

For Endurance Week (week one)

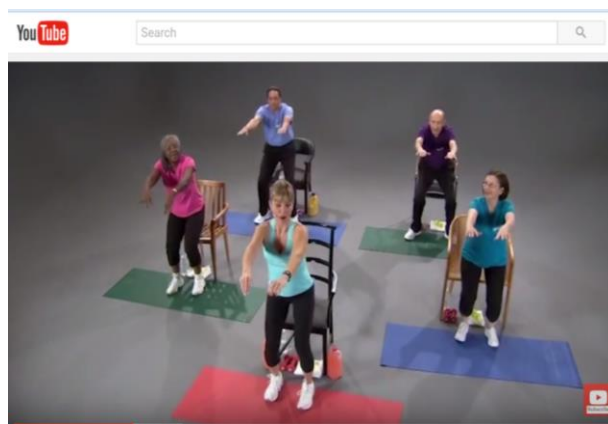
- ✓ organize a 10-minute **Go4Life** nature walk
mall walk, or community walk



Easy ways to “move more” during *Go4Life Month 2017...*

For Strength Week (week two)

- ✓ Add a few more repetitions to your weight lifting exercise.
- ✓ Try using a resistance band while watching TV from a straight backed chair.
- ✓ Work out to the **Go4Life** lower body strength video on YouTube.



Easy ways to “move more” during *Go4Life Month 2017...*

For Balance Week (week three)

- ✓ Print out the **Go4Life** Tip Sheet, “*Preventing Falls*” and have a discussion about falls prevention.
- ✓ Watch the **Go4Life** tai chi video on YouTube.
- ✓ Try the stand-on-one-foot balance exercise.



Easy ways to “move more” during *Go4Life Month 2017...*

For Flexibility Week (week four)

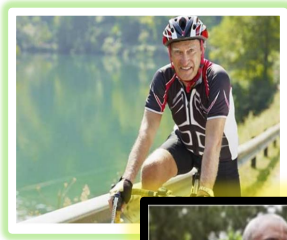
- ✓ Try the back of leg stretch.
- ✓ Try the shoulder stretch.
- ✓ Watch “*Yoga is a Wonderful Form of Exercise*” on YouTube.



Final Poll Question

- What is one exercise or activity might you try (from each exercise type) with the older adults you work with during *Go4Life Month*?

- Endurance



- Strength



- Balance



- Flexibility



How can you and the older adults you work with benefit from **Go4Life**® ?



1. Learn more

....about the 4 types of exercise recommended for older adults, the benefits of regular exercise, ways to stick with exercise, and more at the **Go4Life** website at <https://go4life.nia.nih.gov/>



2. Order free **Go4Life**® materials from the website *(under the “Get Free Stuff” tab)*

... and use them in the comfort of their homes.



3. Try some **Go4Life**® exercises

... by using the videos from the **Go4Life** website and the NIA YouTube channel.

How can you and the older adults you work with benefit from **Go4Life** ?



5. Sign up

...for daily and weekly texts or emails about exercise and how to do it safely.

6. Participate in Go4Life Month in September!

...Get the **Go4Life Month Toolkit** from the website and see activity ideas to **Move More with Go4Life!** this September. Remember to devote 1 week to each of the 4 types of exercise: **endurance, strength, balance & flexibility.**

Back 2

TARGETED MUSCLES: Back
WHAT YOU NEED: Sturdy chair with armrests
TALK TO YOUR DOCTOR: If you've had hip or back surgery, talk with your doctor.



TIP: As you progress, try lifting your left arm and resting it comfortably on the back of the chair. Hold on to the left armrest with your right arm. Repeat on right side.

Visit **Go4Life** !

And Get Involved in Go4Life Month!

[Get Started](#)[Try These Exercises](#)[Go to My Go4Life](#)[Get Free Stuff](#)[Be a Partner](#)

Move more for
Go4Life Month
September 2017

Challenge yourself to move more, work harder, and try all 4 types of exercise.

GET THE TOOLKIT!



PARTICIPATE

See ways to move more during *Go4Life Month*.

Check out these weekly activity ideas to get you moving. ➔



MOTIVATE

Get inspired - and inspire others - to move more!

Check out these tools to help you *Go4Life*. ➔



SHARE

Spread the word about *Go4Life Month*.

Share these messages and tell us how you are celebrating! ➔

www.nia.nih.gov/Go4Life

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Thank You!

Questions?

Contact us at Go4Life@nia.nih.gov

And/or

Contact me at daileys@nia.nih.gov