

Get Moving! Motivating the 50+ Community

People cite many barriers to physical activity and exercise: I don't have time. I don't know how to do it. I don't want to get hurt. It's boring.

Here are a few ways that your organization can help people 50 and older get over those barriers and get moving.

Help people fit physical activity into a busy life.

- Offer classes at a variety of times—some of your older members may be retired and keep a different schedule.
- Offer half-hour as well as hour-long classes or programs.
- Schedule exercise classes before or after other types of programs that are popular with the 50+ crowd.

Create an empowering atmosphere.

- Make sure that staff cultivate a supportive and encouraging atmosphere.
- Make sure that staff who teach exercise classes and lead programs are experienced and knowledgeable. Encourage them to offer options for those living with chronic conditions. It can help them exercise safely.

Make physical activity fun.

- People will want to be active if it's fun. Cultivate the social aspects of your physical activity programs. Offer group activities. Encourage people to bring a friend or family member.
- Have your exercise class teachers and trainers mix up their offerings so participants don't get bored.

Make yourself known as the active place to go.

- Promote what you offer; it doesn't have to cost a lot. Try community access cable television programming, flyers at the local library or area shops, articles in the community paper, or a booth at the county fair.
- Encourage word-of-mouth to friends and family.



National Institute on Aging

National Institutes of Health

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Quick Tip

Encourage your members to share their exercise success stories on the *Go4Life* website. It's a great way to brag about their successes and motivate others.

VISIT

www.nia.nih.gov/Go4Life

- Print useful tools.
- Order free exercise guides, DVDs, posters, and bookmarks.

"Remember to be creative. It's important to keep exercise fun. That way you keep doing it!"

— Sandy Magrath, trainer

