

# Building Wellness on Strong Foundations

The importance of strength in 'Successful Aging'

**Wayne T Phillips Ph.D. FACSM, Intrinsic Coach®**

**Co-Founder and Chair**

**The STRIVE Wellness Corporation**

Aging Services of Arizona

26<sup>th</sup> Annual Conference and Exposition

June 1-3 2009

strive

“What I want most of all is to stay independent as long as possible so I can enjoy life”

(Greatest ‘want’ as we move through our lifespan)

# Current Focus

- ***Independence & Quality of Life***
- ***‘Aging in Place’***
- ***‘Wellness’***
- ***Importance of strength training***
- ***Growth of ‘Fitness Centers’***

# The Reality

- **Strength training rarely performed**
- **Fitness centers**
  - poorly equipped
  - poorly attended
  - poorly supervised



*If you build it will they come???*

# Best Practice

- **Evidence-based**
- **Outcomes driven**
- **Meets unique wellness needs**
- **Conducted by trained leaders**
- **Systemically implemented**

(What usually happens?)

# Options

## Outside The Fitness Center

- **Make wellness & strength training a priority**
- **Raise its awareness, status & importance**
- **Form a Wellness committee**
- **Use outside (Behavioral) experts**
- **Make the fitness center part of your community**
- **Recruit influential residents & groups**

# Options

## Inside The Fitness Center

- **Ambience! (Nice to be in)**
- **Have your own staff trained to implement an evidence-based (licensed) program**
- **It has to be more than just a strength training program.**
- **This involves the teaching, the program and the facility itself**
- **Lead by example!**

Not  
“aging in place”  
but  
“aging in-tentionally”

# strive

## Activate Your Aging

Strong. Active. Energetic. Alive. STRIVE members use these words a lot. Why?

Because while aging is a fact of life - the way you approach getting older, says a lot about who you are. At STRIVE, we think getting older means, living better. Living stronger. Living independently. Expanding possibilities and beliefs. Improving your quality of life. Are you ready to activate your aging?

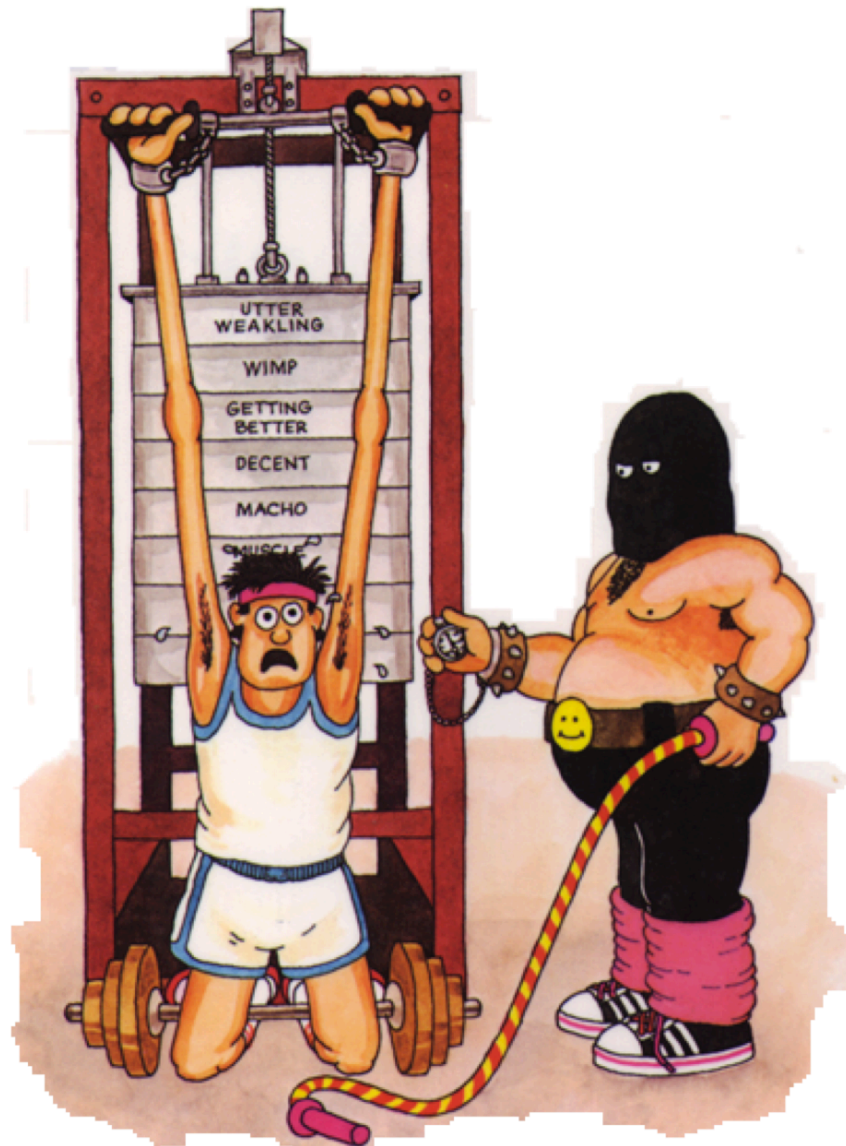


[www.strivealive.com/access](http://www.strivealive.com/access)

strive

# STRIVE

- **Fun, socially active - specifically designed for seniors**
- **Outcomes-based, proven, meaningful benefits in a short time frame**
- **The only evidence-based, licensed strength training and wellness program specifically designed for older adults**





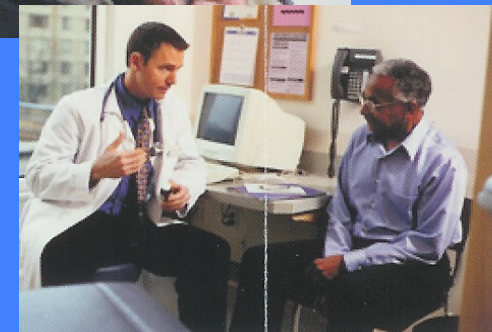






# Strong for Your Health

- ↓ Doctors visits
- ↓ Hospital days
- ↓ Insulin dosage
- ↓ Total Cholesterol & HDL
- ↑ Glucose utilization



strive

# Strong for Quality of Life

- **Better perception of health**
- **Increased life satisfaction**
- **Increased vitality**
- **Increased Self Esteem**

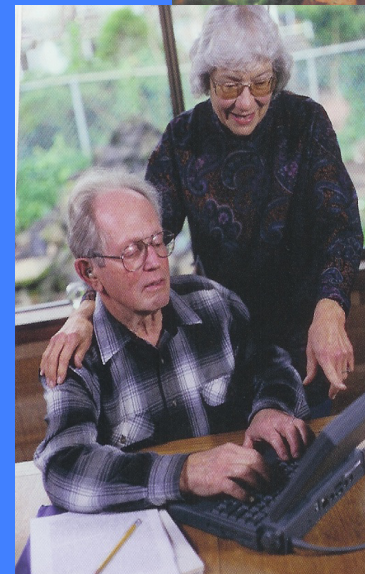


strive



# Strong For Reduction of..

- **FALLS & FRACTURES**
- **DEPRESSION & ANXIETY**
- **CHD SYMPTOMS**
- **DIABETES SYMPTOMS**
- **ARTHRITIS SYMPTOMS**
- **FATIGUE**



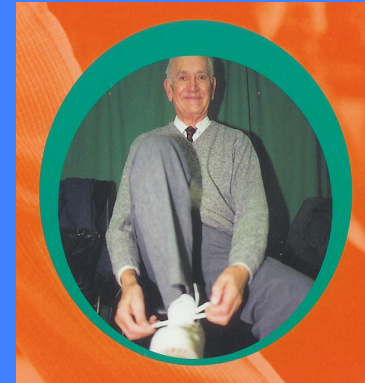
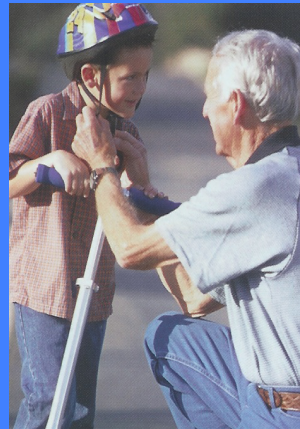
# Strong For Improvement of..

- **BALANCE**
- **BLOOD PRESSURE**
- **SELF EFFICACY**
- **BONE STRENGTH**
- **ENERGY**
- **BLOOD SUGAR**

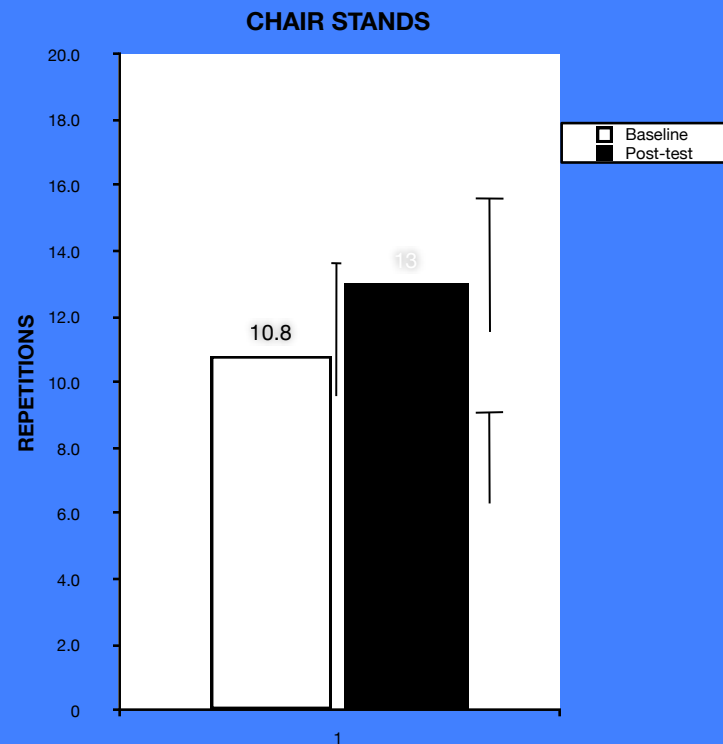


# Lifestyle benefits of STRIVE

- **Get up from a chair**
- **Climb stairs**
- **Mobility & Stamina**
- **Play with grandkids**
- **Tie shoelaces, twist off lids, etc**



# Chair Stands

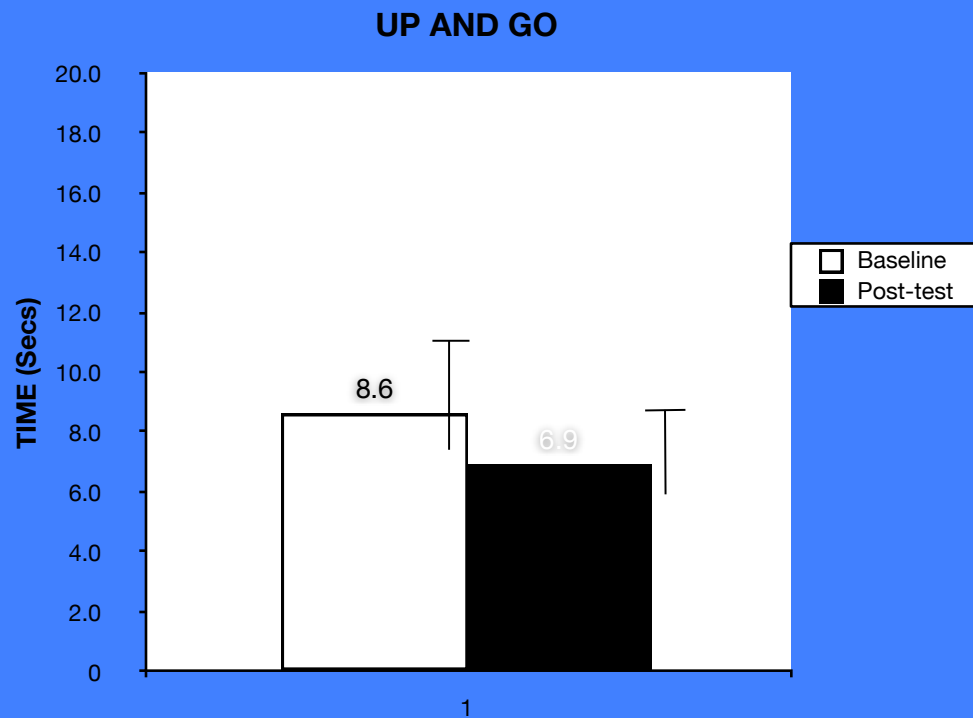


**Improvement of 21% After 12 weeks of STRIVE training**

**From the 25/30<sup>th</sup> percentile (men/women) to the 40/55<sup>th</sup> percentile**



# Up and Go



**Improvement of 20% After 12 weeks of STRIVE training**

**From the 10<sup>th</sup> percentile to the 30<sup>th</sup>/35<sup>th</sup> percentile (men/women)**

# Falls Prevention

- **In the scientific literature, strength and balance retraining programs are reported to have the greatest effect on falls reduction**

Gillespie et al. The Cochrane Library Review (2002)

# Final Comments

- **Strength is the foundation of independence and quality of life for seniors**
- **It can integrate effectively with a Model Wellness program**
- **It “Activates Aging”**
- **It reduces the risk of disabling diseases and health conditions**



# STRIVE licensing program

- Proven benefits, meets needs of seniors
- Group based, Behaviorally oriented
- Evidence based, Outcomes driven
- No longer than 30 minutes
- Lifestyle benefits
- Suitable for most types of equipment
- 'Best practice' teaching and training

*GIVE YOUR WELLNESS  
PROGRAM  
“A LIFT”  
INTO SUCCESSFUL AGING*

Activate Your Aging With

**strive**



The STRIVE Wellness Corporation

Corporate Offices

7702 E. Doubletree Ranch Road  
Suite 300  
Scottsdale, Arizona 85258

Phone: 480.607.2605  
[www.strivealive.com](http://www.strivealive.com)

strive