

What the Baby Boomers Have to Say About Fitness

The number of seniors aged 55 and older is increasing dramatically. Many of these seniors can remain active in their "golden years" and need not resign themselves to a lifestyle of inactivity. Baby boomers already know they can take an active role in maintaining and improving their health through exercise. They have demanded that fitness facilities have special classes, instructors and programs designed to meet their needs.

From the year 2005-2025, the aging of the baby boomers will create the quickest rise in the American older population. The baby boomers have already looked into their health future and started their own changes. They support government programs that promote healthy lifestyles, enhanced fitness and safer living. They encourage incentives offered by the insurance industry regarding prevention and healthy living.

Baby boomers have different views regarding their advanced years than one would expect. They have forged an identity of youth. They have done this through effective use of the media, business community and government. Baby boomers are unwilling to accept a significant decline in their physical functioning and will try any reasonable means to slow the aging process. They have created a "fountain of youth" action plan and conveyed a message to the health and fitness industry saying "give us what we want"

The fitness focus for baby boomers is not one of "super athleticism". Rather, their fitness concept is one that maintains and improves the overall quality of life. They are looking for safe, low impact exercise programs that enhance flexibility, cardiorespiratory fitness, coordination, muscular strength and endurance, coordination and balance.

The classes must also be able to address arthritis, diabetes, osteoporosis, immune dysfunction, cardiorespiratory disease, cognitive disorders and other age related illnesses. Programs must emphasize functional ability versus body part training. Functional ability helps prepare the individual for daily living.

The baby boomers have stated their case and taken control of their bodies. They will not succumb to a life of inactivity and degeneration as they age. They will make all necessary contacts on the outside to help achieve their health and fitness goals. Their demand for classes and activities specific to a senior's needs is already at an all time high. New classes like chair aerobics, aqua exercise, mind body classes, low impact, and walking classes are currently being offered. Fitness centers- get ready! Your clients are already at your door.

About the Author

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