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The Lifetime Fitness Program® at a Glance.

What exactly is the Lifetime Fitness Program?

The *Lifetime Fitness Program* is a sequence of specially designed and tested exercises developed specifically for mature participants. These exercises have been packaged into a formal regimen focusing on four key areas critical to the health and fitness of mature participants: stretching and flexibility; low impact aerobics; strength training; and balance. The Program, of one-hour classes that meet three times a week, is designed to be supportive and socially stimulating. The Program is based on scientific research, which guides our continual program enhancements. The Program easily adapts to most facilities and has been successfully implemented in senior centers, health clubs, community centers and retirement communities. Many senior participants are drawn to the program as much for the social stimulation as the physical benefits.

What's more, we make it easy. Your license fee includes an instructor manual, instructor training, program guidelines, marketing support and perhaps most importantly, our pledge of on-going support and program improvements. This is a start-to-finish senior exercise program, ready for immediate implementation at your site with a low monetary investment.

How does this program differ from other senior fitness programs?

There are other exercise programs aimed at the mature market, but ours is different and here's why:

Based on Research Unlike many exercise programs, the *Lifetime Fitness Program* is based on measurable results and ongoing research. It was originally designed by researchers and specialists in aging and fitness at the University of Washington, long recognized for its research in healthy aging.

Designed for All Levels The *Lifetime Fitness Program* is designed to be safe for physically unfit seniors, including the 'near frail,' yet challenging enough for more active participants. While many current programs attract seniors who have always been physically active, our program allows you to attract individuals who may have never participated in an organized exercise program.

Special Adaptation for Frail Participants The *Lifetime Fitness Program* has been successfully adapted for frail participants allowing you to offer your services to a wider range of participants.

Lower Costs Unlike many specialized exercise programs that require expensive equipment and site modifications, the *Lifetime Fitness Program* has been designed to adapt to your current facility. All you need is a moderately sized room with a level, non-carpeted floor, sturdy chairs, and a simple set of soft weights for each participant.

Supported
with
professional
instructor
training and
certification.





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Brought to you by organizations with a mission.

The *Lifetime Fitness Program* is brought to you by three organizations representing over 85 years of combined community experience. Senior Services of Seattle/King County, Group Health Cooperative, and the Health Promotion Research Center at the University of Washington work in communities providing a wide range of essential programs and services for seniors, family members and their caregivers. The *Lifetime Fitness Program* is a continuation of their commitment to the health of seniors. They have priced the program at a level that is refreshingly affordable, allowing them to continue with the research and support required assuring a top quality program for you.

What are the benefits of offering the Lifetime Fitness Program?

Besides the ability to immediately establish a nationally recognized senior fitness program with surprisingly little effort, you may find the following additional benefits.

Low Set-up Cost, Low Maintenance Cost Our program is designed to adapt to your facility and has been successfully implemented in diverse settings. After the initial licensing fee, the only additional expenditure you can expect to make is for the low-cost soft weight sets and annual renewal fees. That's all there is to it.

A Program that Pays for Itself Our affordable start up means class fees easily and quickly offset the cost of the program.

Gain Repeat Clientele and Client Referrals Our studies confirm what we have always known—our program is fun, effective and very popular with participants. But don't take our word for it: 99.4% of our participants say they would recommend us to a friend. Perfect if growing your client base is important to you.

Build traffic during off-peak hours Most seniors have flexible schedules, enabling you to offer classes outside of peak hours.

What is included in my license fees?

Your license fee includes the Instructor Manual, Participant Guide, five-hours of instructor training, and annual instructor monitoring. We also include ongoing support including our e-mail discussion group, an annual workshop and annual instructor refresher training in Seattle. You also have access to specially designed marketing materials to help your program succeed from the start.

Backed by
research and
proven effective
with
consistent
measured
results.





Three Organizations. One Mission.

Brought to you by organizations with a Mission. The *Lifetime Fitness Program*[®] is sponsored by three organizations working together: Senior Services of Seattle/King County, Group Health Cooperative and the University of Washington's Health Promotion Research Center.



Senior Services of Seattle/King County

Since 1967, Senior Services has been working in the community as a non-profit, United Way partner agency to provide essential programs and services for older adults and their families. Senior Services is funded through private donations, local, state and federal governments, corporate, foundation grants and United Way.

www.seniorservices.org



Group Health Cooperative

Based in Seattle, WA, Group Health Cooperative is the nation's largest consumer-governed, nonprofit health care system. Established in 1947, Group Health delivers comprehensive health care through two hospitals and 30 primary care or family medical centers, and five specialty medical units. Group Health operates in all or part of 20 counties in Washington and is one of the three largest health care plans in the state.

www.ghc.org



Research



University of Washington Health Promotion Research Center

Part of the University of Washington's School of Public Health and Community Medicine, HPRC is funded by the Prevention Research Center Program of the Centers for Disease Control and Prevention. The center conducts community-based research projects aimed at promoting the health and well being of WA State residents, with a focus on older adults. The goal: develop and test interventions that reduce chronic disability for the health and independence of older adults.

<http://depts.washington.edu/hprc>

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