

Herbert Hartmann

The New Picture Of Aging

And its consequences for sport programs for senior citizens



The new phases of aging

- Childhood (up to 11 years)
- Youth age (12 to 17 years)
- Early adult age (18 to 29 years)
- Middle adult age (30 to 70 years)
- Third adult age (70 to 84 years)
- Fourth adult age (85 years and more)
- Extreme high age (100 years and more)

The new picture of aging:

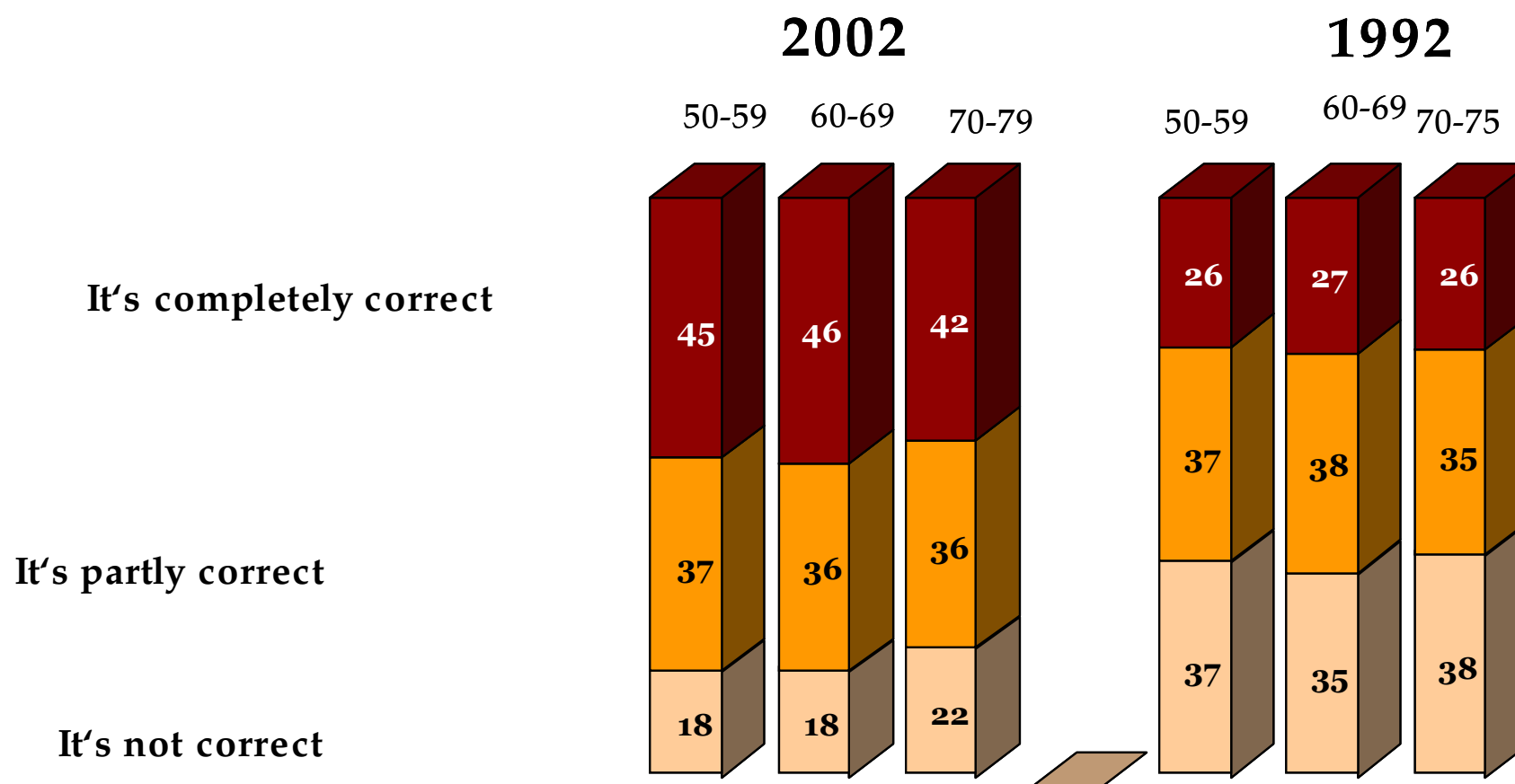


**„We feel
with 60
more
active than
with 40.
We are
cycling,
running
marathon
and
hiking!“**

People remain longer young!

- The today's generation of the 60 years old adults feels on the average 12 years younger than they really are!
- They want to be 25 years younger!
- Men want to be 7 years younger more than women!

Values changed:
„I make myself a beautiful life, instead
of saving always

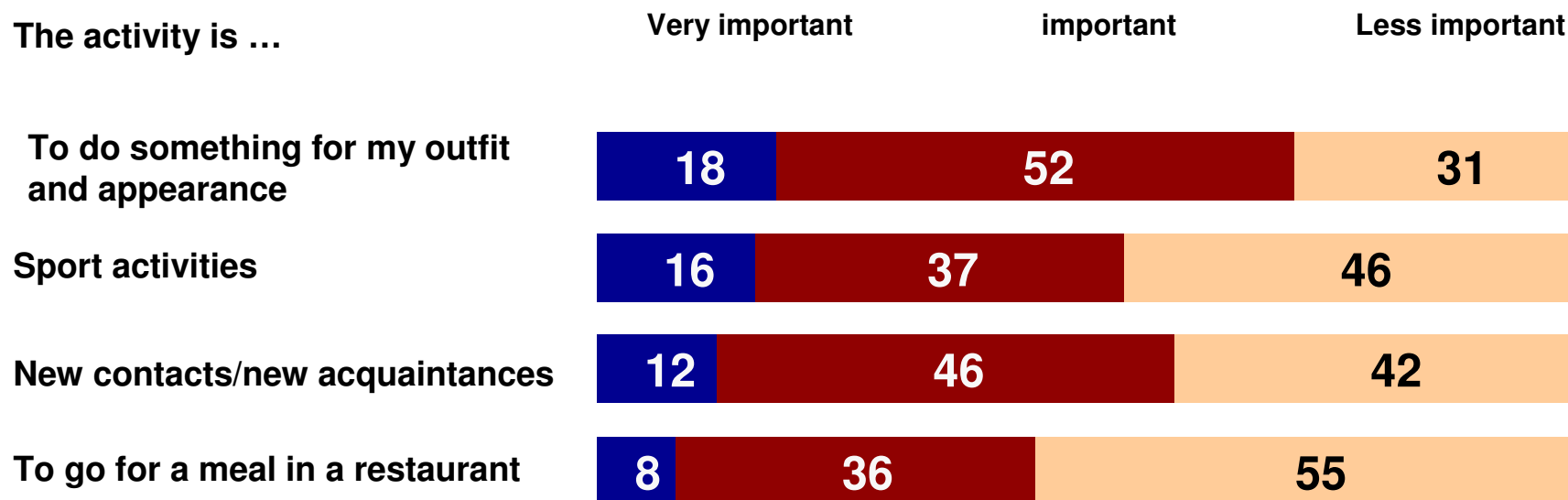




For longer
active, healthy
and fit!

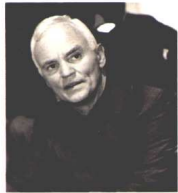
The importance of different activities

Rating of individual importance



Quelle: GfK Studie, 50plus 2002

Life has to be passionate
Das Leben muss
leidenschaftlich sein!



Ganz nach diesem Credo rief Werner Baldessarini einst die Luxuskollektion von Hugo Boss ins Leben. Sein Name steht für höchste

Ansprüche, Leidenschaft und Souveränität. Männer, die das Außergewöhnliche wollen und für die das Beste gerade gut genug ist, tragen jetzt auch seinen neuen, unvergleichlich maskulinen Duft.

BALDESSARINI von Hugo Boss vereint Erfahrung und Wagnis, wovon sich wohl jede Frau angezogen fühlt. Der zeitlose Prestige-Flakon verkörpert Raffinesse und Perfektion bis ins Detail. Frisch und würzig versprüht der Duft unbeschwertes Savoir-vivre und schürt das Verlangen nach exotischem Abenteuer. Ein Hauch von Luxus für den Mann von Welt, nach dem sich die Frauen umdrehen. Verwegen, provokativ und sinnlich.

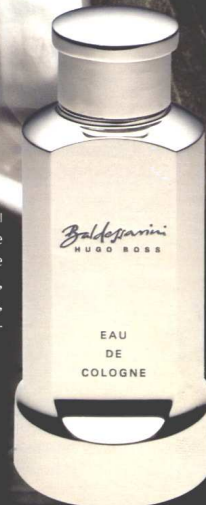
Ab Mitte September bei Douglas erhältlich.

BALDESSARINI
Eau de Cologne Spray
von Hugo Boss,
75 ml € 52,-



Separates the men
from the boys

BALDESSARINI
Eau de Cologne
Spray Prestige
von Hugo Boss,
nachfüllbar,
50 ml € 100,-



Baldessarini

jetzt im Internet erhältlich unter www.douglas.de



The
term<senior>
is
depreciated!



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**20 Jahre nach dem Schulabschluß könnten Sie sich
wieder mit der Kurvendiskussion befassen.**

Der 911 Carrera 4S.

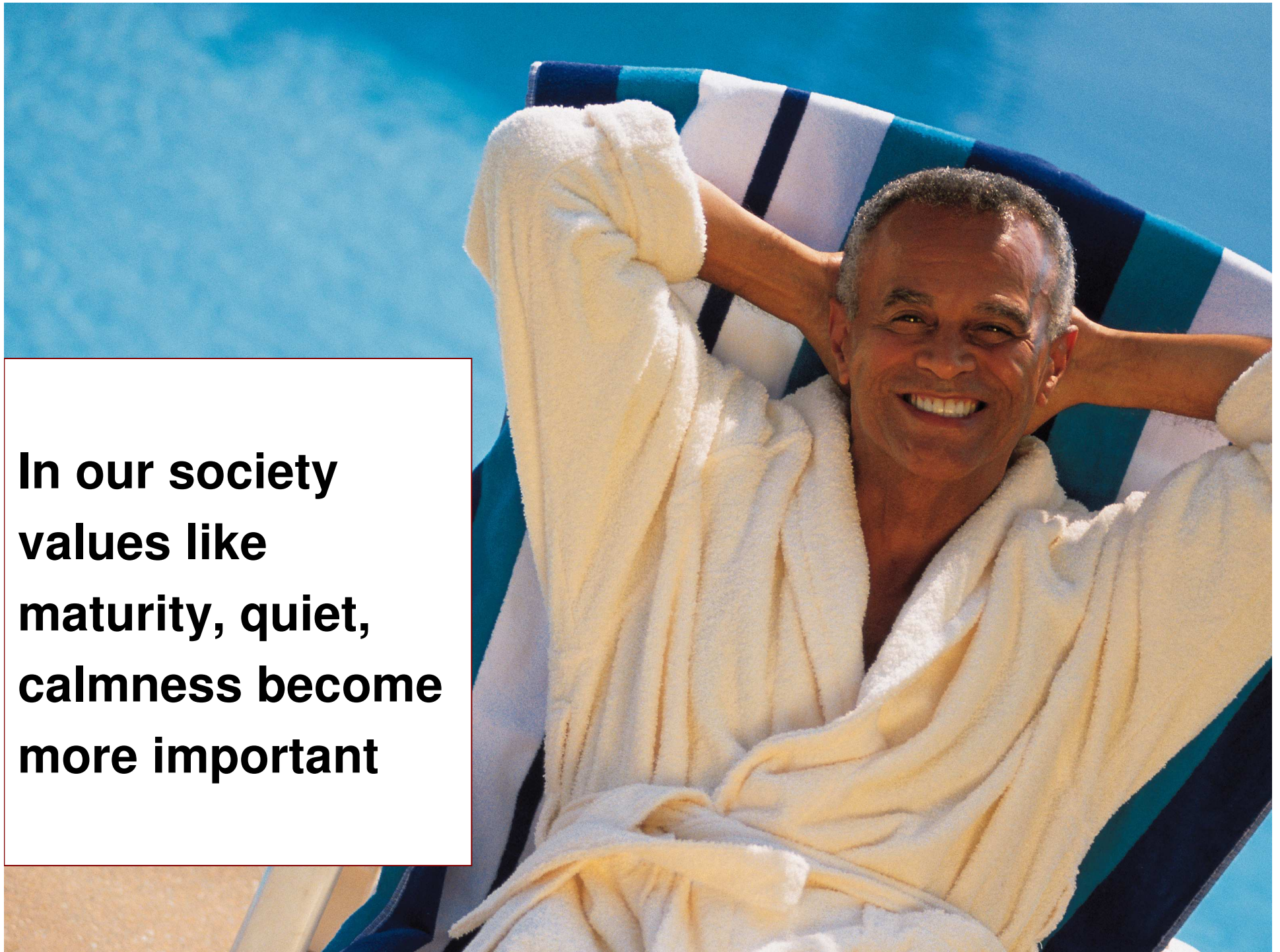


**20 years after
leaving school
you can again
be be
concerned
discussing
bends!**

Needs in the <middle adult age> (30/35-70)

- Improvement and preservation of fitness
- To be able to draw on reserves for future life
- Considered improvement of health
- Learning and performing of new things
- Well-being and enjoyment of life

**In our society
values like
maturity, quiet,
calmness become
more important**



Needs in the <third age> (70-84)

- Social and emotional well-being
- Compensation with slight restrictions
- Development of strategies in order to compensate profits and losses in later life

Changes in sport-concepts:

„In the forth decade of today's life people begin with reorientation regarding their sport-concept“ (Chr. Wopp)

Characteristics of a sport-concept at the <early adult age>

- Traditional sport-specific competition and performance sport orientation
- In leisure-sport high interest in trend-sport activities (particularly fun-sport and wilderness-sport activities)
- Women like rhythmic-aesthetic sport forms (gymnastic and dance)
- High impact activities within the fitness range are preferred

Requirements for sport activities for the <middle adult age> (30/35-70)

- Do not address these people by their age! The term **50+** is out!
- Modern and trendy activities, but certain age restrictions however should be considered!(Pilates; Yoga;Nordic Walking;Inline; Golf; ...).
- Women still like rhythmic-aesthetic forms of gymnastic and dance!
- Promise and provide well-being, health, fitness, enjoyment of life, sociability!

- Offer possibilities to discover new things and to make new experiences!(Mountain biking; Inline-Skating;Golf; ...)
- Be open, so that one can enter at any time (course-and meeting-offers)!
- Offer also exercises in the morning and holiday courses!
- Offer fitness-checks, consultations and knowledge tranfer!
- Provide wellness services (sauna, solarium, body care, massage, ...)!

Requirements on sport activities for the <third adult age> (70-84)

- People can be addressed now also via their age; they are partly even proud on it
- Moderate, simple activities which consider age impairments are welcome
- Individual impairments must be considered differentiated (small groups; specially trained instructors)
- Exercise facilities should be near to their residence and/or easily accessible with public transport

- Courses should be offered also in the morning and early afternoon
- Take care of sociability (e.g. hiking tours; common breakfast; discussion circles; lectures on age problems)
- Exercise offers also outside traditional sport facilities (community centres; small halls; church facilities;...)

Physical activity in the <forth adult age>

- We need generally a very special approach to this target group.
- We need particularly different organisational structures (facilities; equipment; small groups; transportation opportunities).
- We need differentiated, tailor-made exercise programs.
- We need specially educated instructors.
- We need close cooperation and networking with other organisations, taking care for senior citizens.

The traditional „Senior-Sport-Programs“
in organised sport seem to be too less
differentiated in regard to the
diverse needs of different sub-groups!

Recommendations

- If one considers that the age-group of 40 to 60 years old humans will become the most extensive next time and if we can observe at the same time a rather low level of physical activity and sport in the same age-group, it's obvious to take special care for this group, if you want to affiliate them to club sports!
- If one considers that today more than half of all sportsmen is older than 40 years and if one knows that during the forth decade of life the sport concept changes, then it's obvious to give special attention to the target group in the <middle adult age> in the future!

- The offers and programs for this target group should not be placed under the headline <senior sport> or <50Plus>! It must be considered a new cut line between <adult sport> and <senior sport> in regard to organisational aspects!
- It should be found a new, meaningful and motivating term for the activity programs at the <middle adult age> (e.g. Club Vital, Best Age, Active Living,...)!
- The term <senior sport> should be reserved for physical exercises in the <third age> and for <forth age>!

- In sport development altogether a more differentiated and clearer target group approach is necessary (more tailor-made programs); the respective life situations, values, needs and motivations of these sub-groups have to be taken into consideration!
- In sport federations, which have already a longer tradition in <senior sports> a reorientation is recommended; but substantial resistance should be considered; intelligent forms of cooperation should be preferred than rash structural changes!
- Open minded cooperation and networking with senior organisations from outside the sport system is strongly recommended.

- As senior citizens have become a very important social-political target group, the extraordinary social values of club sport activities for elderly people should be more extensively explained to politicians on all levels. The chance for more recognition and support is rather high.
- A clearly documented policy and strategy for “senior citizens club sport” should be the role-model for all internal and external activities in this field of action.

- The picture of aging has changed and need to be seen more differentiated!
- Make the new picture of aging the basis for reconsidering your programs and strategies in sport for senior citizens!

60 is not the same like 60!



Thank you for your attention!