



Everyday Fitness Ideas from the National Institute on Aging at NIH
www.nia.nih.gov/Go4Life

Join the *Go4Life* Campaign Backgrounder for Participating Organizations www.nia.nih.gov/Go4Life

We invite you to join *Go4Life*, a national exercise and physical activity campaign for people 50+ from the National Institute on Aging at NIH, part of the U.S. Department of Health and Human Services. We're working with nonprofits, corporations, professional organizations, and other government agencies to empower older adults to become more physically active.

What is *Go4Life*?

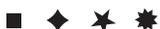
The overarching goal of *Go4Life* is to encourage adults to incorporate exercise and physical activity into their everyday lives. This Federal campaign is based on research showing that exercise and physical activity can help people stay healthy and independent, and prevent some of the chronic conditions associated with aging.

We offer exercises, success stories, and free materials to motivate the growing numbers of Baby Boomers and their parents to get ready, start exercising, and keep going to improve their health and achieve a better quality of life. The core of the program is our interactive *Go4Life* website (www.nia.nih.gov/Go4Life), which provides information for individuals, families and friends, participating organizations, and health care professionals.

Why did the National Institute on Aging (NIA) develop *Go4Life*?

Despite the growing list of benefits of exercise for people of all ages, adults in the U.S. tend to become less active as they age. According to recent data reported by the Federal Interagency Forum on Aging-Related Statistics, roughly 30 percent of people 45-64 say they engage in regular leisure-time physical activity, falling to 25 percent of those ages 65-74 and to 11 percent of people 85 and older.

We created *Go4Life* to try to make a difference, by providing information and motivational tools to help increase their physical activity and by working with organizations to provide an environment that supports their efforts. To develop *Go4Life*, we brought together some of the nation's leading experts on aging, exercise, and motivation. The project began with the development of the book *Exercise & Physical Activity: Your Everyday Guide from the National Institute on Aging*, which remains a central resource in print and online for the campaign. We've also created the interactive *Go4Life* website, an exercise DVD, tip sheets, posters, and more to reach out to the public.



National Institute on Aging

National Institutes of Health

U.S. Department of Health & Human Services

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Why are participating organizations vital to this campaign?

We recognize it's a big job to try to change behavior, and we can't do it alone. We also know that we're not the only ones interested in keeping older workers, clients, patients, family members, and friends as healthy and active as possible. Working together as a **Go4Life** community, we can make it happen. The National Institute on Aging offers up-to-date, evidence-based information, and your organization can provide on-the-ground outreach vital to a sustained effort to get older Americans moving.

If you are a community-based organization, medical or insurance provider, fitness organization, not-for-profit group, or corporation, please consider joining the **Go4Life** campaign.

How will the NIA work with participating organizations?

We will work with you in a number of ways to keep up campaign enthusiasm, exchange feedback, and provide messages and products. The National Institute on Aging will:

- Highlight participating organizations and their activities on the **Go4Life** website
- Provide an online community for participating organizations with updates on **Go4Life** campaign activities and resources
- Provide evidence-based health information and messages for your specific audiences
- Showcase new online resources and bring traffic to the **Go4Life** website

What can participating organizations do?

Your group could:

- Link to the **Go4Life** website
- Sponsor a one-time event or ongoing community activities aimed at engaging older adults in exercise and physical activity
- Disseminate **Go4Life** messages and materials to your members, employees, or customers
- Reprint **Go4Life** materials

Who can participate?

Everyone! We hope you will join with the National Institute on Aging at NIH to make a difference in the lives of older Americans. The **Go4Life** campaign is for individuals, family members, caregivers, senior centers, fitness professionals, health care providers, corporations, insurers, local government organizations, libraries, non-profits, and more.

If you are interested in participating in the **Go4Life campaign, contact Go4Life@nia.nih.gov.**