

Go4Life Month Backgrounder

We invite you to join us in September 2015 to celebrate **Go4Life Month**, in collaboration with the White House Conference on Aging.

Go4Life® is the 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 public and private organizations to empower older adults to become more physically active.

What is **Go4Life Month**?

Go4Life Month is an opportunity to focus attention on the health benefits of exercise and physical activity for older adults. The overarching goal of **Go4Life Month** is to entice, encourage, and enable older adults to incorporate physical activity into their everyday lives. The theme of the **Month** is *Be Active Every Day!*

Who can participate?

Everyone! **Go4Life Month** is for individuals, families, organizations, and communities. If you are a senior living residence, community center, fitness professional, health care provider, local business, corporate wellness program, faith-based organization, insurer, local government agency, library, or non-profit, please consider participating in **Go4Life Month**.

Why is your organization vital to **Go4Life Month**?

We recognize it's a big job to try to change behavior, and we can't do it alone. We also know we're not the only ones interested in older workers, clients, patients, family members, and friends being as healthy and active as possible. Working together, we can make it happen. Your organization can provide on-the-ground outreach vital to a sustained effort to get—and keep—older Americans moving.

What can participating organizations do?

The goal is for organizations across the country to host an exercise event or activity for older adults during the month of September and beyond. Your group could:

- Hold a **Go4Life**-themed exercise class, health fair, or wellness program
- Disseminate **Go4Life** materials to your members, employees, or customers



National Institute on Aging

- Incorporate physical activity messages in ongoing programming
- Sponsor an exercise challenge
- Link to the **Go4Life** website

For more **Go4Life Month** activity ideas, check out our tip sheet at <http://go4life.nia.nih.gov/tip-sheets/go4life-month-activity-ideas>.

How will we work with participating organizations?

The National Institute on Aging will work with you to help you plan your **Go4Life Month** activities. For example, we will:

- Provide evidence-based health messages for your specific audiences
- Provide an online toolkit of materials to use in planning and conducting your activity
- Send free print materials for your **Go4Life Month** event
- Highlight your organization and your **Go4Life Month** activities on the **Go4Life** website and in our outreach materials

What is Go4Life?

This Federal campaign is based on research showing that exercise can help prevent many of the chronic conditions and disability associated with aging. 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. We created **Go4Life** to try to make a difference, by providing information and motivational tools to help older adults increase their physical activity and by working with organizations to provide an environment that supports their efforts.

Go4Life has sample exercises, success stories, and free materials to motivate the growing numbers of Baby Boomers—and their parents—get ready, start exercising, and keep going to improve their health and achieve a better quality of life. The core of the campaign is the interactive **Go4Life** website Go4Life.nia.nih.gov.

What is the White House Conference on Aging?

The White House has held a Conference on Aging each decade since the 1960s to improve the quality of life of older Americans. The 2015 White House Conference on Aging is looking ahead to the issues that will help shape the landscape for older Americans for the next decade. Healthy aging is one of the cornerstones of the Conference and will be all the more important as America grows older.

If you're interested in participating in the Go4Life Month, contact Go4Life@nia.nih.gov.