Help seniors overcome common challenges to exercise

We all know exercise is good for us. It helps us live longer, healthier lives. This is especially true for seniors. In fact, it is one of the most important things seniors can do for their health. It can help prevent or delay many chronic conditions, help improve balance and prevent falls and so much more.[1] But how can we best help our senior patients?

Seniors face many challenges when trying to get and stay active. It is our job to help them overcome objections and challenges they may face to help them live their best lives.

Challenges to exercise
Some seniors may be hesitant to exercise, but there are ways you can help them overcome these common challenges.

- **Pain and discomfort.** It's no secret age brings new aches and pains, not to mention some chronic conditions that create their own level of discomfort. But many chronic conditions can benefit from low exertion exercise and flexibility training.[2] The good news is that you're there to help facilitate them getting active.
- **Fear of injury.** Many seniors don't want to exercise because they are afraid they will fall and hurt themselves. What they don't realize is how much physical activity can help them prevent falls.[3] There are many exercises seniors can do to improve their balance. They can even try this 7-Day Better Balance Challenge with SilverSneakers®.
- **Can't afford a gym membership.** Gyms can be expensive, but 1 in 4 seniors are eligible for SilverSneakers.

Get active with SilverSneakers.
SilverSneakers is more than a traditional fitness program – it's a way of life. Designed specifically for seniors, there's something to help them get started and achieve their health and fitness goals. And it may be included with their Medicare Advantage plan at no additional cost.
With SilverSneakers, members get access to:

- A nationwide network of participating locations,[4] with group fitness classes[5] at select locations
- SilverSneakers Community classes offered in neighborhood locations outside of the gym
- SilverSneakers LIVE online classes and workshops taught 7 days a week by instructors trained in senior fitness
- SilverSneakers On-Demand library with 200+ online workout videos
- SilverSneakers GO mobile app with digital workout programs

- Burnalong®, a supportive virtual community and thousands of classes for all interests and abilities

Have members go to **SilverSneakers.com/GetStarted** to get their SilverSneakers Member ID number today.

1. https://www.cdc.gov/physicalactivity/basics/older_adults/index.htm
2. https://www.cdc.gov/physicalactivity/basics/chronic-health-conditions-and-disabilities.html
3. https://www.mayoclinic.org/healthy-lifestyle/healthy-aging/in-depth/fall-prevention/art-20047358
4. Participating locations ("PL") are not owned or operated by Tivity Health, Inc. or its affiliates. Use of PL facilities and amenities are limited to terms and conditions of PL basic membership. Facilities and amenities vary by PL.
5. Membership includes SilverSneakers instructor-led group fitness classes. Some locations offer members additional classes. Classes vary by location.

Burnalong is a registered trademark of Burnalong, Inc. SilverSneakers and the SilverSneakers shoe logotype are registered trademarks of Tivity Health, Inc. © 2024 Tivity Health, Inc. All rights reserved. SSFP5941_0124