

## FIT BITS:

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## EnhanceFitness Tops List of Proven Programs

A recently published Report to Congress titled, “Centers for Medicare and Medicaid Services’ (CMS) Evaluation of Community-based Wellness and Prevention Programs” included findings on Enhance<sup>®</sup>Fitness. EnhanceFitness participants experienced statistically significant total medical savings compared to a cohort matched by age and gender. Specific findings included:

- EF program participants incurred an estimated total cost savings of \$945, the highest savings among programs studied.
- EF participants experienced decreases in unplanned hospitalizations, which implies

that one unplanned hospitalization was prevented for every 20-25 participants.

- EF participation was associated with reductions in the average number of occupational therapy visits.
- EF participants had a lower mortality rate (1.4%) compared to Medicare beneficiaries (2.9%) not participating in the program.

The report executive summary as well as full report is available on request with the EnhanceFitness analysis beginning on page 53 of the full report. Senior Services is also working with CMS to participate in an upcoming prospective study which will include an analysis of implementation costs.

The team at Senior Services would like to acknowledge the following for support of this work : University of Washington Health Promotion Research Center and dedicated trainers and

class instructors who have brought it to over 40,000 older adults through our affiliates around the country; the Centers for Disease Control and Prevention Arthritis Program, the National Council on Aging Center for Healthy Aging, the US Health and Human Services Administration for Community Living, and local partners including Seattle/King County Aging and Disability Services and United Way. The findings in this report speak to the power of self-efficacy, increased physical activity, and behavior change at any age.

I’m so pleased to share this report with you as it documents to a large audience and to potential funders the significant positive changes that participation in EnhanceFitness can bring to older adults. Thank you for your part in making this happen!!

Susan Snyder  
Director, Project Enhance  
Senior Services



**Energetic EF  
Exercisers at  
Broward County Y**

## Regional Spotlight: Broward County, Florida

The Y of Broward County is a place where over 1,300 EnhanceFitness participants share more than just exercise. With 36 classes across Broward County at YMCA Family Centers, senior centers, parks, churches, home owners associations and municipal community centers – participants find a sense of community and a special camaraderie in their classes. Over half of the Y’s instructors were themselves participants who took exercise to the next level by becoming instructors and leading others in the path to health improvement. Instructors use the program to build a sense of community with participants by motivating volunteerism in class and celebrating milestones. In any given class you can find instructors give out perfect attendance awards, hold quarterly birthday parties, give out get well cards and make calls to participants to check in. One instructor choreographs a dance routine with participants for the Halloween season to perform at the Y’s partner recognition event – this year’s theme was Thriller where participants wore costumes they made themselves and a 100 year old participant sang lyrics he wrote for the finale. The Y offers participants more than just physical and mental health improvement – the Y offers a safe space for participants to share and build a sense of community!



# Save the Date: Workshops/Trainings



posting at [projectenhance.org](http://projectenhance.org)

**January 18/19, 2014:** Seattle, WA

**July 27/28, 2014:** Seattle, WA

**EF New Instructor Trainings (NIT)**

**January 9/10, 2014:** Grand Rapids, MI

**January 20/21, 2014:** Seattle, WA

**April 29/30, 2014:** Seattle, WA

**July 29/30, 2014:** Seattle, WA

**EF Regional Workshops-**

*Is there a regional workshop coming up in your area? We'd love to know about it!*

Send info to

[paiged@seniorservices.org](mailto:paiged@seniorservices.org)

**June 2014:** Tukwila, WA

**Other :**

**January 30, 2014:** ACE Group Exercise Leadership Specialty Certification, Los Angeles, CA

**March 11 -15, 2014:** Aging in America Conference, San Diego, CA

**April 1-4, 2014:** ACSM Health & Fitness Summit, Atlanta, GA

**EF Master Trainer**

**Trainings (MTT)--**

*Affiliates recommend candidates upon having an organizational need. Qualified candidates need to meet certification and instructor requirements as noted in the job description*

TAKE CARE OF YOUR BODY. IT'S THE ONLY PLACE YOU HAVE TO LIVE IN.

## The Art of Motivation

**NEW YEAR. FULL CLASSES.** How do you motivate new participants and retain existing ones? In a nutshell, meet them where they are at - be it new-comer to class, returnee recovering from surgery or consistent attendee ready to move up in weight and slow down the squats. Here's how:

**EDUCATION:** Discuss the benefits of exercising and empower participants to take an active role in their health.

**SOCIALIZATION:** For isolated seniors, group exercise class may be a highlight of the week as new friendships are made, decreasing depression and improving motivation. Have fun!

**MODIFICATION:** Chronic conditions are prevalent in the older adult population. Share the scalable nature of EnhanceFitness, know your modifications and demonstrate them as appropriate.

**COST:** Discuss program cost, take advantage of the Silver and Fit benefit, disclose scholarship program details - be frank instead of sidestepping the money issue. Focus on the affordability of evidence based EnhanceFitness, including decreased medical costs and hospitalizations.

Welcome them back to class with a warm greeting of

**"HAPPY YOU YEAR!"**



## EF IdeaShare: Maintaining your MoJo

**TO DO LIST:**

- \* Take care of YOU—are you walking the talk?
- \* Self Review! That's right, grab the 7 page EF check list and evaluate yourself!
- \* Sign up for a continuing education class—learn

more to rekindle your passion for fitness!

- \* Gather with other local instructors for a choreography exchange!
- \* Join the EF Facebook Instructor's Group to visit with others who really understand the unique joys and challenges of working with older adults!

**January/February EF Poll:**

**What motivates you? How do you motivate others?**

*Respond to the poll at:*  
[www.facebook.com/groups/216915441752872/](http://www.facebook.com/groups/216915441752872/)

*And be entered in a drawing for a Power Music gift certificate! Congratulations to Nov/Dec winner: Jennifer Lee Zvirzdin, Utah*

# Participant's Corner



**We love to hear your participant's feedback! Here are some comments that have recently come across the desk:**

*"Thanks for the exciting fitness program in 2013. I love being there. Our*

*instructor makes it fun and gives us the push we need to feel good. She also shows how much she cares about everyone and keeps us connected to each other. It is a social fitness time!"* - EF Participant, WA

*"Our exercise class gives people like me, who live in a retirement community, something to get up for each day that makes us feel good."* - EF Participant, MI

*"Teaching participants is more than putting routines together. Your efforts impact their lives in such a positive*

*way and that in itself is priceless!"* - EF Instructor, FL

*"Thank you for providing the best workouts ever! I love coming to EnhanceFitness and being motivated by my instructor's warmth and professional instruction. I am looking forward to health and well being in the coming year."* - EF Participant, WA

*"My mother's hip surgeon was impressed with her strength going into surgery. Mom has been doing Enhance-Fitness three times a week and we know her recovery will be stronger because of it!"* - EF Participant's Daughter

## You just can't overcue it: Posture

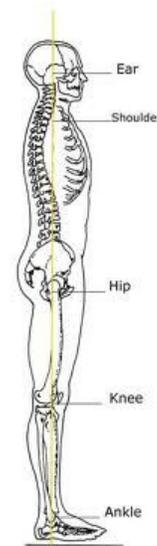
**To get the most out of the EnhanceFitness workout** and reduce the risk of injury, it is critical that participants maintain proper posture and use the correct form in all movements. As the instructor, one of your key responsibilities is to coach your participants to use good posture throughout the entire class. To maintain proper posture, the core muscles must be actively and constantly engaged, Maintaining proper posture works the core. **How to do:** Keep the navel pulled in toward the spine. Keep the shoulders back, down, and relaxed. Keep the neck as long as possible. Keep the head directly over the neck.

**Caution! Watch out for:** Forward spinal flexion. Also, when lifting, be sure the back isn't being used to lift the weight, but rather the targeted muscle groups.

**Great postural exercises include** scapular retractions, chin tucks and shoulder rotation.

**Remember:** If it hurts, don't do it. If the Doctor says don't do it, don't do it. 🐾

(Reference Section 7, EF Instructor's Manual— April 2012, Copyright by Senior Services, Project Enhance)



**"Keep the shoulders back, down and relaxed."**

## What they are saying on Facebook...

Instructors from all over the country are discussing challenges and success in the EnhanceFitness Instructor group on Facebook; let's listen in :

- At Central Area Senior Center in Seattle, EF participants are responsible for bringing their own water bottle and pay a penalty for not bringing it ( Dime? Quarter? They choose -) and that money is spent on their year end party. It is a source of good humor and a motivator too!
- Pinterest accounts are gaining traction with EnhanceFitness instructors as a way to organize and share ideas found on the web! Hats off to Jennifer in Utah for starting this trend and Colleen in Florida for sharing her senior fitness, balance and choreography sites too! Great inspiration!
- Barb in Michigan shared a photo of family joining in a class recently. Such a joy when family meets the fitness family they hear so much about!
- Striving for consistency during the pull of holiday activities was a rich discussion topic! Some folks hold contests, others do a little motivational interviewing after the weekend—what do you do to keep folks coming during busy times?
- We are up to 105 instructors in our discussion group now! Will you be 106?



More enthusiastic EF participants at Broward County Y in sunny Florida!

<https://www.facebook.com/groups/216915441752872/>  
<https://www.facebook.com/ProjectEnhance>





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“I get strong with a little help from my friends.”

Pacific Asian Empowerment Program’s Samoan American Pacific  
Organization class, Burien, WA



## A message from our CEO :

All,

As you know, a very poignant eulogy was made to memorialize the late Nelson Mandela. President Barack Obama delivered the message in Johannesburg and lauded the former President of South Africa in his past struggles and triumphs from which people today benefit world-wide.

I am asking that each of you think about the life of Nelson Mandela and the freedom he created for all people by “moving a nation toward justice.”

At Senior Services, we embrace the belief that cultural, social and other differences should be respected and celebrated. We are committed to building a team of staff, board members and volunteers

with extraordinary cultural competence and providing them with tools to positively address institutionalized racism. We want all members of our team to actively support a culturally competent work environment that will enrich our interactions with each other and our products and services. This provides the very foundation of our work so the needs of the elders and caregivers we serve are justly represented and their desires fulfilled.

Paula

Paula L. Houston, M.H.A.  
Chief Executive Officer  
Senior Services



Nelson Mandela 1918 –2013

**Senior Services: Promoting the emotional, social and  
physical well being of older adults**

**Engage. Empower. ENHANCE.**