

From Perceptions to Behaviors

HELPING BABY BOOMERS
BE WELL FOR LIFESM

A recent survey conducted by
Liberty Life Assurance Company of Boston found that:

77% of baby boomers rate their physical health as **good or excellent**

Yet less than half

46% are exercising at least **three times a week**

The survey also found that:

72% of baby boomers surveyed think their age doesn't match how they feel

74% of those surveyed consider staying physically fit very important to them



50% of baby boomers surveyed feel as physically healthy as they did five years ago



But what should baby boomers do to make their perceptions a reality?

1 Be proactive.

Use self-monitoring tools to track your body weight, waist circumference, blood pressure, cholesterol, etc.



2 Be social.

Studies suggest that people who network and receive support are more likely to achieve sustained success.



3 Be attentive.

Tools such as NuVal[®] make it easier to gauge the nutritional value of packaged food by weighing the amount of "good" and "bad" ingredients and assigning each food a score.



4 Be realistic.

Make changes specific and accomplishable - start small and build up.



5 Be happy.

According to the *Journal of Aging*, people who reach 100 have several traits in common, including high conscientiousness, openness to experience and a positive outlook.¹



1. Chapman, Benjamin P, et al: Personality and longevity: knowns, unknowns, and implications for public health and personalized medicine. *Journal of Aging Research*; 2011: 1-24.