

# J. FISH FITNESS

## EXERCISE PROGRAMS FOR SENIORS

### WHO WE ARE

J. Fish Fitness Exercise Programs for Seniors is a Fitness Management Company specializing in Group Exercise Programs for Independent Living, Assisted Living and Memory Care Communities all over Massachusetts. We bring credentialed staff to your community to serve your residents and to help manage your fitness program.

- Our exercise programs are designed to be safe, non-intimidating, easy and fun.
- All of our exercises can be modified to either standing or seated positions.
- Participants work at their own pace and fitness level.

### BENEFITS TO YOUR RESIDENTS

- Increased upper and lower body strength and power.
- Improved range of motion
- Increased resident participation and socialization.
- Happier residents and Improved moods
- Improved ability to perform activities of daily living.
- Greater feeling of independence and dignity.

### BENEFITS TO YOUR FACILITY

- *Fall Prevention* - Our programs assist in containing liability related to falls as residents improve their strength and balance.
- *Minimize Empty Beds* - Fewer falls translate to longer residential stays.
- *Lower Staffing Requirements* – Your J. Fish Fitness program is 100% outsourced, which means less work for your staff.

**See one of our classes on YouTube at  
J Fish Fitness Worcester Senior Center**

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### S.A.I.L.

#### Stay Active and Independent for Life

*It Works*...You'll be stronger, have better balance, and feel better—this will help you stay independent, active and prevent falls.

*It's Safe*...the instructors are experienced and skilled, and exercises have been tested with seniors.

*It's Fun*...you'll meet other seniors & make new friends.

Classes are specifically designed for older adults to help improve balance and mobility; reducing the risk of falls and improving quality of life. Each class can be tailored to fit individual needs and are perfect for any fitness level – you can even participate sitting down!

#### What to expect

- 1 hour of fun exercise.
- Certified Falls Prevention instructors teach the classes.
- You can sit or stand. Exercises are adapted for all levels of physical ability.
- Exercises are specifically designed to help maintain and improve your balance and mobility.
- All participants receive a copy of: Stay Active and Independent for Life: An Information Guide for Older Adults.

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**UNIQUE PROGRAMS TO MEET ALL OF YOUR COMMUNITY'S FITNESS NEEDS**

### **SENIOR CHALLENGE:**

Our Mid-Intensity Interval Training is designed for Independent Living communities and Senior Centers. This program increases the participant's functional strength and improves their range of motion in order to help with activities of daily living.

### **S.A.I.L. EVIDENCE BASED FALLS PREVENTION PROGRAM**

Our Stay Active and Independent for Life, class, (SAIL) meets twice a week and meets the Massachusetts Assisted Living regulation requirement. We use Evidence Based Falls Prevention strategies to increase core and lower body strength and improve balance and cognitive abilities. We will provide you with the data and collaboration you need to be in compliance.

### **OTHER J.FISH SENIOR FITNESS PROGRAMS:**

- *MEMORY CARE AND DEMENTIA FITNESS*: Fun, fast paced seated exercise using inflated balls and other safe equipment.
- *YOGA FOR THE REST OF US*: Seated or standing Yoga class. Improves Balance and Range of Motion
- *IN HOME PERSONAL TRAINING*: One on One training.
- *FITNESS CENTER ASSISTANCE*: Small group training to explain how to safely set up and use your Fitness Center equipment.
- *AQUA FITNESS*: Fitness classes using water resistance to reduce joint pain.

**WE WILL BE HAPPY TO CREATE A SIGNATURE PROGRAM FOR YOU WITH A NAME THAT IS UNIQUE TO YOUR COMMUNITY.**

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## EXERCISE PROGRAMS FOR SENIORS

### **WE WOULD BE HAPPY TO HELP YOUR SALES STAFF**

We have 100's of senior fans that enjoy our classes at local Senior Centers. Many of them are on our Newsletter mailing list.

We would like to help promote your community by providing:

1. Free use of our logo in your advertising.
2. Free Lobby signage
3. Free promotion of your Community at our Senior Center classes and events.
4. We are happy to participate in your open houses. We will explain and demonstrate our fitness programs to prospective residents and their families.



# MASSACHUSETTS ASSISTED LIVING ASSOCIATION FALLS PREVENTION TOOLKIT



The Board of Directors and Staff of the Massachusetts Assisted Living Association (Mass-ALA) are proud to provide the Mass-ALA Falls Prevention Toolkit to support assisted living executive directors, nurses, activity directors and others in providing the best, evidence-informed falls prevention program suited to the needs of the assisted living community.

[WWW.MASS-ALA.ORG](http://WWW.MASS-ALA.ORG)

# STRETCH AND TONE



A 45-minute class of standing and seated stretching and strengthening exercises designed to

Increase flexibility and joint range of motion

Build muscle strength

Improve balance and reduce fall risk

Props include yoga blocks and bands.

This is a joint-friendly class of slow and gentle guided movement. It is not appropriate for people unable to stand without assistance.

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Contact: [Joe@jfishfitness.com](mailto:Joe@jfishfitness.com)

Phone: 978-944-5015

## Testimonials:

It is without hesitation that I recommend Joe Fish as Fitness Instructor for any organization looking for a skilled and compassionate fitness expert. When Joe came to Briarwood he literally needed no training. He quickly gained the approval and confidence of his class, comprised mostly of 80-something seniors.

Joe is responsible for writing safe exercise programs and leading group exercise classes for both the Independent and Assisted Living residents. He instructs both the Independent and Assisted Living residents on the safe use of equipment and makes sure that the equipment is in good working condition.

Joe has in-depth understanding of exercise and the functional training needs of older adults. All I can say is that the residents and staff think the world of Joe as a person, a skilled instructor, and a valued addition to our Fitness Staff.

**Anita Thomas**  
**PR/Community Outreach Director**  
**The Briarwood Community**

Joe Fish has become a cornerstone of our exercise program here at Whitney Place Assisted Living Northborough. As a Senior Fitness Specialist, Joe has brought innovative and effective programs to our residents with proven results. Our residents look forward to Joe's classes, often rearranging their schedules so as not to miss him.

As the Community Relations Director for Whitney Place, I can honestly say that, when touring our campus, prospective residents are impressed with the quality of our exercise program.

Joe has raised the bar here, bringing fitness front and center. His programs have become a real selling point for us, and we're awfully glad to have him!

**Jim Priest**  
**Community Relations Director**  
**Whitney Place Assisted Living Residences**

## Testimonials:

I am honored to write this letter on behalf of Joe Fish of J. Fish Fitness. Let me just get to the point... Joe Fish is FABULOUS! Hire him... he is a hit with the seniors and the staff!

Here is some background information as to why we added Joe Fish Fitness to our extensive exercise programming. After a chance encounter with Joe Fish at the DCU Elder Service Fair, my co-workers joined a Joe Fish class. We then brought Joe in for a trial class and were able to entice seniors to try his class.

Now Joe is here every Tuesday with an attendance of close to 40 pp. each class.

Joe's current role at the Worcester Senior Center is writing safe 1 hour exercise programs and leading group exercise classes. He instructs participants on balance and fall prevention. Joe has an in-depth understanding of exercise and the functional training needs of older adults

Joe Fish Fitness will be a welcome addition to your organizations exercise programs and will keep your seniors in tiptop shape!

**Suki Lapin**  
**Program Coordinator**  
**Worcester Senior Center**



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Price Schedule, January 1, 2020

### **COMMUNITY RATES:**

**Single Class:** Any one of our classes.

\$75.00 per class

**2-3 Classes per Week:** This is a great plan for CCRC's. Classes can be held on different days or one after the other for residents with different fitness levels and abilities.

\$70.00 per class

**4 or more Classes per Week:** A customized combination of our classes to meet all of your resident's weekly fitness needs and MA state regulations compliance. You can give these classes a signature name unique to your community.

\$65.00 per class