

ICAA's Nine Principles of Active Aging

The International Council on Active Aging® (ICAA) has created these Nine Principles of Active Aging, to guide you in how you respond to population aging. By implementing and operating by these guiding principles, your organization will be able to build a foundation for their efforts and encourage active, engaged living for people of all ages.

It is also essential, when implementing the nine principles, to incorporate the seven dimensions of wellness into each principle. This integration is the “spine,” or support structure, of the ICAA Model, and is crucial to meeting the needs, capabilities, expectations, dreams and desires of your older consumer.



For more information on ICAA's Nine Principles of Active Aging please call: 866-335-9777, or visit <http://icaa.cc/activeagingandwellness/activeaging.htm>

1. Populations.

The diverse population of older adults requires diverse solutions.

2. Perceptions.

Ageism and negative stereotypes of aging impede an inclusive society.

3. People.

Trained and committed individuals are needed to meet the needs of older adults.

4. Potential.

Population aging is creating new economies.

5. Products.

Products and services are needed that tailor to older adult needs.

6. Promotions.

Older adults are a key market to attract.

7. Places.

Environments must be constructed to enable multiple functional abilities.

8. Policies.

The human rights of older adults should be protected.

9. Programs.

The seven dimensions of wellness anchor the principles.