

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 your 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, call 866-335-9777, or visit www.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.