

PROGRAMMING FOR ALL AGES

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THIS IS A time of challenge and change, of readiness and adaptability. Are we, the recreation programmers, going to be the leaders, the survivors, or the victims?

Are participants beating a path to the recreation programs offered by your agency? Or, has the changing scene left you and your department with less credibility toward meeting the leisure needs of your constituency? Perhaps we need to become more aware of the present for us to foresee the future trends that may have a vital impact on the types and kinds of leisure services your agency offers. Let's examine the highlights from Naisbitt's book, *Megatrends*, as well as his *Update '85*:

- *Demographic changes*—The "Baby Boomers" (born 1946-62) have reached maturity. They are mobile, want culture, personal growth, convenience, and are flexible, individualistic, and striving for the quality of life. The "baby boomers" are having "baby boomlets"—projected five million by the year 2000. The "graying" of Americans means people are living longer and more active lives (61 million are active economically and still want romance in their lives).
- *Changes in the family structure*—In only 34 percent of the households is the man the sole breadwinner; in 50 percent both parents work and one out of six children live in a single parent family; and the non-nuclear family unit has more in common with the resulting stepparents and stepchildren.
- *Shifting from either/or to multiple options*—With shifts in jobs, life-style, where to live, where to recreate, hours to work, and also a shift from mass to an individualized society, people need leisure experiences that they can do alone or with one or two others.
- *High tech/high touch*—The more technology is introduced, the more close involvement is needed to compensate for the impersonal nature of our lives.
- *Self-help*—We are learning to trust and rely on ourselves.

- *Participatory democracy*—Those who have a share in the planning and decision-making are discovering the political power to set their priorities. And as we stress our regional and geographic differences, instead of our similarities, we celebrate our roots and become decentralized.
- *A world economy is emerging*—There is a renaissance in the cultural arts (dance, music, drama); the necessity exists for being a communicator par excellence—competency in two other languages such as French, Spanish, German, Russian, or Chinese, as well as computer language.
- *Information society*—We need to create and value a different kind of labor—knowledge (mental and language arts); we are in the thinking business.
- *Long term vs. short term*—There is an awareness of the need to sacrifice now for the future—activities with carry-over value done alone or with others and programs that don't always require expensive equipment, supplies, or extensive space.
- *Networking*—Because hierarchies have failed to solve society's problems, this has forced people to talk to one another.

Now, keeping society's trends in mind, let's think about how they can affect the recreation programs and services offered in your community. First, let's examine program possibilities for the following:

PRE-SCHOOL AGE CHILD

Pre-school programming is one of those recreational programming areas that brings with it an equal amount of headaches and rewards. Luckily, the headaches fade with efficiency and patience, and the rewards shine in a lifetime of participation and a positive outlook from our young people regarding the value of recreation in their lives. When pre-school and childhood memories are full of positive feelings about the recreation center, those memories will continue with a lifetime of participation.

Babies, babies, babies! Thank goodness for the baby boom. Just as we began selling school buildings, becoming bored with programming, and concentrating on other programming areas—wham—a whole new ballgame! As we study the national trends, we find our traditional pre-school programming falling short of the needs of our participants. Where do we start?

First, let's break the traditional barrier of programming for children ages three and over. While doing that we include mom, dad, grandparents, babysitter, and whoever is now providing care to our infants and pre-schoolers. Infants? That's right. Let's get them started with a lifetime of activity. Infant fitness and exercise programs not only benefit our infants, but also those who accompany them to class.

Besides the fitness benefits to child and mom or dad, there comes a whole new outlet for networking. With our "yuppie" families in the suburbs, quite often their community interaction begins with the birth of a child. Women who have lived in a community for years, but who have worked full-time, find themselves home all day with a child but without friends in the neighborhood. Attending infant instructional programs, then, introduces mom to a new group of friends, all in her same situation. In our cities, apartment buildings become individual isolated homes once the doors close. In the "coldness of urban living, we miss that "networking."

Infant programming? What can infants do? Just about anything you are willing to try—exercise, swim, music, rhythmic, massage and body manipulation, to name a few. Infants need physical touch, and so do mom and dad. Throughout time, we always assumed mothering was inborn. Parenting in the 1980's and 1990's is an art form that needs instruction, direction, and guidance. And we are just the group willing and brave enough to try it.

Next, the timing for our infant and pre-school programming must begin to change. You can have the most innovative and attractive selection of pre-school activities ever offered, but if the times are inconvenient or designed for only those available in the daytime, success is problematic. Early evening, Saturday and Sunday mornings and afternoons are all becoming quality programming times for pre-school programs. Shorter sessions and short-term commitments are increasingly more attractive. Mini-courses in the more specific activities like "Infant Music Appreciation" or "Art of Infant Massage" are very suitable to the mini-series approach. Onetime Saturday morning special events for infants and parents fits all of the above needs as well as providing a terrific public relations gimmick. Moms, dads, siblings, and grandparents can all get involved—an inter-generational approach to an old idea.

So, programmers, go forth and create. Remain flexible, think positive, and the challenges of the 80's and 90's will pose no new threat to those of us in the people business. After all, the basic needs remain the same, our goals remain the same—it's only we who have to adapt. Our craft relies on our imagination. The possibilities are limitless; for example:

Adventure Programming and Special Events:

**Take a Hike*. A series of parent and child hikes at the local parks and environmental areas. Each day is a visit to a new site. Explore the plants, little creatures, and other wonders of nature from a pre-school point of view.

**Kiddie Canoe and Parent, too!* A mini-series to acclimate youngsters to canoe or boating experiences. First session: crafts, songs, stories, and film. Second session: canoe in pool and lifejacket drill. Third session: canoe trip.

**Family Camp-out*. Baby's first overnite in the local park—parents, a must; siblings, welcome. Great dry run for first-time camping parents. Tents are supplied; activities and meals baby-sized!

**Urban Picnic*. A special event held in two sessions. First session: meet other parents and pre-schoolers for picnic planning session, songs, stories, and menu planning. Second session: picnic in a local park with activities in pre-school fun and nature activities. Optional session: bus trip to another location.

**Tricycle Rodeo*. A full morning special event. Parent and child or pre-kindergarteners alone bring their "big wheel" or tricycle. The morning is spent with songs and stories about bikes, wheels, and safety. After snack of juice and grahams, tricycles are decorated and paraded in playground courtyard.

**My first Fish!* Small pool stocked with small carp. Small poles for small people provided. Small fee is okay, too!

**Kiddie Carnival*. The pre-schooler's chance to set up a Kool-Aid stand or carnival booth. Simple games, please! Tickets are given to play each booth. Pre-schoolers and parents man the booths and also play. Other pre-schoolers invited.

**Grandbaby Parade*. Celebrate Older Americans Month! Grandparents are invited to parade the grand kids down main street. Decorated carriages and babies in costume eligible for prizes. Souvenir photo to each family. Coffee, cake, and juice served at bragging brunch and award ceremony following parade.

**Infant Olympiad*. Baby's chance to go for gold! Events scheduled for infants through pre-schoolers. Simple but fun fitness activities. No betting allowed on the Diaper Derby! Cameras most welcome.

Cultural Arts:

**Kiddie Computer*. Games and manual skills development with computer.

**Craft and Kin*. The toddler's first craft experience. Cut, paste, and color very special projects. Moms and dads are guided on enhancing children's artistic interests.

**Kiddie Cooks*. Simple recipes for parents and kids. Make a mess in someone else's kitchen!

**Miniature Movie Festival*. Cartoons, nature, short subjects of interest to tots. Parents need not attend.

**Junior French*.

**Junior Spanish*.

**Junior Italian*.

**Kids and Kites*. Make and fly your first kites.

*Activities that can be adapted to include infants and children younger than three years of age.

Sports/Fitness/Dance:

**Parent/Tot.* Experiences in exercise and fitness. Infants work on motor coordination and manual dexterity skills. Toddler improves basic skills while being introduced to exercise and sports.

Tiny Tots' Gym. For ages 3-5, without parents.

Junior Soccer. Pre-schoolers' first experience with soccer.

Fun and Games. A games class for toddlers.

Infant Massage. For parents! Learn the art of massage to enhance your child's growth.

**Parent/Tot Swim.* Teach the parents to guide the children's water experiences!

**Kinder Tumbling.*

**Creative Movement and Dance.*

Creative Rhythms.

Tap Dance Kids. A tap dance introduction for pre-schoolers.

Junior Roller Derby. Parents and child's first roller-skating experience. Toddlers only makes the session slower and less intimidating.

**Games Babies Play.* Parents and babies learn songs, stories, and games.

SIX TO TWELVE-YEAR-OLDS

Although all children are basically alike, each is as unique as his or her fingerprints. Every individual has his own timetable and manner of development. Remember that characteristics are modified experiences—contributions of family, urban and rural living, national background, social and economic status, race and religion, community standards, and progress in personality development, to mention a few.

Be aware that even though other age groups seem to be obsessed with physical fitness, not so for this group! Over half of our six to twelve year-olds can't even pass the minimum standards of the President's Physical Fitness Program.

About one-third of elementary-age children are "Latch Key Kids" and have additional burdens of growing up with loneliness, fearfulness, vulnerability to danger, and lack of adequate social contacts. Is your agency, neighborhood, and community ready to face the Latch Key dilemma? Someone must!

When planning the recreation program with the six to twelve year-olds, keep in mind that the American child is changing:

- Some children are addicted to TV; very few are limited to programs designed for children, and many children's programs are filled with violence and anger.
- They are harder to deal with than they were ten years ago—most sophisticated, street-wise, and smarter.
- As a whole, they are more receptive to new ideas.
- Most are partial to the quick solution and the happy ending.
- This age group believes in magic and is often intolerant of rational explanations.
- The children are more excitable, sometimes more in touch with their feelings than they used to be, and they require more feedback.
- Dirty pictures are widely available now.
- They laugh more easily—love jokes and funny sayings.

- Their attention span is attenuated.
- A lot more children are angry and disturbed.
- They have been exposed to Women's Lib; specific differences in male and female roles are lessening.
- Race is a problem as are other differences such as language, religion, physique (including deformities).

As programmers, we need to keep our wits about us at all times for ideas for programs that can have a positive impact on our six to twelve year olds. Think about:

Music: music waterfalls (empty jugs of water down chutes of gutter pipe into long, skinny boxes); spirituals; spoon clacking; chants, talking songs; rounds; clapping games; blue grass; country/western.

Mental and Language Arts: sex education/discussion; consumers' clinic; map reading; manners, etiquette; computers; paper and pencil games; trivia; local history, customs; cryptography; horoscopes; conversational foreign language.

Service Activities: label cans for the blind, in braille; read to the blind; recycling center participation; take water to the animals at an airport; help at Special Olympics; learn to be a baby sitter or lawn cutter; gift wrap; community clean-up projects; rake leaves; help with ash and snow removal; polish silver; tutoring.

Dance: clogging; touch dancing; tap dancing; pom pom squad; baton twirling; Indian dancing; country/western dancing; ballet; folk dancing to contemporary music; Irish step dancing.

Drama: shake hands with Shakespeare; skits; dramatic games (adventures in imagination); shadow plays; audience participation stories; creative dramatics; Indian stories; mime; puppetry; spoonerism stories; children/youth theater; string figures (cat's cradle); pageants; ghost stories.

Clubs, Hobbies, Collecting: Little Homemakers; creative anachronism (mock battles, full dress); make ice cream; kids in the kitchen; collect—stickers, buttons, geodes, stamps, spoons, coins, thimbles, beer cans; pen pals; weight control classes; sour dough cookery; magic; coin tricks; handwriting analysis; palmistry; ethnic cooking; cake decorating; auto mechanics; clowning; bike repairs; dog obedience; "A More Beautiful You" for teens—modeling, grooming; rock hound.

Special Events: big feet contest; big toe decorating contest; knee decorating; sail paper bags with candles; swimming pool fishing rodeo; holiday celebrations—Chase's calendar, Cinco de Mayo, Kwanza, Halloween, Bastille, Clown Week; model train/car races; Paul Bunyan Day; "fun" house; circus; road rally; hypnotizing chickens; mock Olympics; night hike with flashlights; moon madness hike; whistling contest; Octoberfest; sightseeing—galleries, museums; bubble gum blowing contest; limbo contest; breakfast at the center; teen box supper; national Jello day; beat or pound cars with sledge hammers.

Arts and Crafts: patchwork painting; Williamsburg holiday decorations; beading; Indian crafts; candle making; ice sculpture; pomanders, fragrances, potpourri, basic carpentry; pine cone crafts; pressed flowers; dying fibers with native materials; soap making; duck decoy carving; origami; bone sculpture; silk screen; mask making; rubbings (brass); sand casting; bread dough ornaments; stained glass; macrame.

Camping, Nature, Interpretation: sundials (telling time by shadows); animal tracking; metal detecting; rock skip-

ping; beautification/clean-up; wilderness survival; kayaking; primitive camping; grass skiing; foraging for wild food; land navigation (without a compass); wind surfing; polo (horses, bicycles); boating safety and seamanship; private pilot ground school; bonsai or topiary arts; jousting (horse, bike, canoe); scuba diving; mudamania; Tarzan swing (over water); winter camping; caving; nature scavenger hunt; prospecting; build a tree house; preparing food by smoking, drying, cleaning, cooking game and fish.

Sports, Games, Aquatics: slow motion sports (no ball); wind surfing on skates; stunts; roller derby; water polo; wrestling; aerobics; self defense; weight lifting; fencing; water ballet; boomerangs; unicycle; juggling; drown-proof kids; par courses.

Social Recreation: cooperative games; balloon volleyball; mixers; theme pool parties; casino night; slumber parties.

Remember that each day comes bearing its gifts. All you have to do is untie the ribbons!

TEENS

Do you remember the last time you asked a teenager what he or she wanted to do for fun? If the answer startled you, don't be alarmed. Some of the most successful teen programs are those that appear to break established norms of behavior, but actually operate solidly within established policy parameters. Teens enjoy participating in any activity they perceive to be bending the rules. Unusual and daring programs are easier to sell to teens. Creatively titled activities promote interest through the most important advertising tool—word of mouth.

Getting teens interested enough to talk about the program or event is the first step toward creating a credibility level that will snowball with increased teen interest, media attention, and parental support. The following are some examples of programs that get kids talking. Some provide long-term benefits, some are just for the fun of it.

Hardware Wars. Using school computers, teens compete to develop the best program for solving a given problem.

Who Dunit? Develop program for computer game similar to "clue" using school or center staff as characters.

Date-A-Hunk. Computer dating for Sadie Hawkins Day.

The International Data Line. Computer pen pals, computer matching or other correspondence with a school in another country. Swappable software.

Teens on Screen. A weekly show on your local cable TV community channel, written, acted and produced by teens about their school or social functions. Selected video tape of Homecoming Dance.

Nerds are People, Too! Teachers or other staff dress like Nerds and video tape brief statement. These are played during a dance and voted on by the teens.

Video Disc Jockey. Hire a D.J. with video equipment and a projection-type TV screen. Show the latest rock videos. Tape dance contests and general activities for replay later in the night.

Animal House. Disgusting, but fun: Belch contests, ladder hops, speed eating with jello, pin the tail on the preppie, and, finally, a food fight.

School's Out Skate. Roller skating relays, races, dancing and party all in the hallways of school.

Triathlon Challenge. Use traditional competition or substitute your own events. Use teams of three or individuals.

Night Owl Trips. Combine activities like bowling, movies and miniature golf, but start at midnight and stay out all night.

Bathtub Races, Bed Races, etc. If you can make it float or roll, why not race it? Barstools, toilets, shopping carts—anything goes.

Walk-on-Water Splash Party. Teens make their own walk-on-water shoes. Provide a D.J. or show one of the "Jaws" movies or "Creature from the Black Lagoon" in 3-D.

Trash Bash. Collect old junk and trash from parks or schools and nail, tie or glue it all together for an ecology sculpture.

New Year's Eve Lock-in. Have an all-night party, locked in at your center or school.

Ghost Tours. Pick a dark and gloomy night to tour the area near your local ghost, or just make it all up. Make rubbings of headstones in the cemetery.

Foxy Ladies. Color analysis combined with make-up and hair style advice.

Body Sculpting. Look the way you want to through aerobics, diet and exercise.

Screaming Memeies. Stress management for teens.

Hot Dog Ski Clinics.

How to Use Your Girlfriend/Boyfriend for Fun and Profit. Seminar on interpersonal communication and sensitivity.

Workrecreation. This may be the most important program you could provide. Youths 12 to 17 years of age work various jobs such as office work, clean-up projects, and program assistants. Instead of being paid, they receive a credit of \$2.50-\$3.35 per hour. This is kept in a record book. Credit dollars may be used toward any teen class, trip, or other activity. Teens receive an early job reference, on-the-job training, and possibly some feel for a career. By "moving" some of your part-time personnel monies, you can get a multi-beneficial program that places the funding right back in your revenue accounts and permits many youths the opportunity to participate in higher cost activities such as many high adventure programs.

ADULTS

The adult community, ages 20-50 years, has become progressively more affluent, status-conscious, and mobile. The emergence of "yuppies" (young urban professionals) who are influencing the housing industry, travel and tourism, and the world of fashion, can be expected to impact on the leisure services profession to a great degree. Based on these trends, some new programs need to be developed and old programs need a new twist to accommodate this active age group.

The adults of today and tomorrow are a challenging group. They are increasingly more demanding, more politically active, and influential in your community. They want quality programs and quality leadership. Your job as a recreation professional is to motivate and maintain interest in new activities. Some of the activities and suggestions listed here should prompt new enthusiasm for innovative programs.

Arts and Crafts. In this hectic day of high technology, where work is calculated and computerized, people want to be the sole creator of an article. Look for growing interest in woodworking, painting (watercolor, oil), landscape themes, drawing, and individual crafts. With diminishing natural resources with which to create new projects and the desire of people to hold onto something from their past, anticipate an interest in heirloom restoration—furniture, jewelry, old appliances which may be of collectorship value. For the family, try sandcastle building at the beach or in the sandbox at the local playground. Parent/child teams could be formed for competition within a community.

Dance. The disco era has long faded and, yes, even breakdancing is out of the limelight. Appreciation for individual art forms has remained constant, however, and square dancing, folk dancing, and clogging have become popular in shopping mall exhibitions and at almost every spring festival. Use a ballroom or popular folk dance class as an opportunity to develop a single mingle program, a chance for people who like to dance, but who have no regular partner, to meet others who share the same interest.

Social Activities—Single Parent Family Nights. To meet the new family lifestyle, re-design the traditional Family Night program to provide activities for the youth and socialization for the adults.

Gourmet Food Nights/Ethnic Food Nights. "A Taste of Italy" (or France, China, Mexico, etc.). Sponsor a travel lecture from a local tour group with a social afterwards featuring fare native to that country. This program could be adapted for many income levels, from people bringing a "potluck" dish of the region, so that no cost is involved, to a catered reception with a fee paid by each registrant.

Taste of . . . (Your Town). (Often these are held in large cities in their convention centers.) Host an opportunity for local eating establishments and caterers to display their specialty foods. Charge a one-time fee for entrance and all-you-care-to-eat, or have coupon booklets designed with each item costing a certain number of coupons. For the promotional opportunity involved, vendors would probably be willing to pay to participate. (This can also be used as a fundraiser by getting 10% of the vendor's profits donated to a worthy cause.)

"Friday Freak-out." An evening sport activity (i.e., volleyball) for adults where everyone brings a snack or hors d'oeuvre, wine provided (and controlled) by host, for a "happy hour" with the activity concluding with a series of team games.

Music—"Community Spotlight" Program. With some of your outdoor concert series, have a "warm-up" of a very local talent. (Could be a musician, storyteller, or comedian.) Good for public relations and giving recognition to your local community citizens.

Drama. With many people now owning their own home video equipment, host a "Home Video Film Fest" with a holiday or significant local event as the theme. Judge the entries and have a local video store sponsor the contest or donate prizes. Use the winning entry as a promotional tool on your local cable network.

Sports. Golf, tennis and squash are the popular ones now for this age group, but look for the influence of England and European countries in the development of "Clubs" for all sports. Co-ed programs for all sports will remain popular, but with the increased emphasis on fitness for every-

one, women's organized sport programs will flourish. Try a *Family League* where at least one parent and one child from a family must play on a team with other parents and their children. Obviously, rules would need to be adapted for size, age and other factors influencing the safety of the activity. Good sports to attempt this with would be softball, volleyball, soccer and bowling. Multi-interest groups will form, i.e. *Sky and Slope Club* to cater to skiing, hang-gliding, skydiving, parasailing enthusiasts.

Outdoor Activities. Look for an increased interest in high-risk, high adventure programs as people try to counteract the highly predictable, programmable work world of high technology. Ballooning, wind-surf picnicking, sailing an island with a day's necessities packaged for entertainment, camping, horseback riding weekends, spelunking, snorkeling and scuba-diving should become even more popular in the coming years.

Special Events. "Music of Your Life" Concerts—featuring sounds from a specific decade to draw the attendance of those who were youth at that time in an effort to recapture, relive or reminisce about days gone by; "Destination Unknown"—Trips to undisclosed places via bus or van with darkened side windows. At the end, a surprise—a picnic by a waterfall, a view of a spectacular sunset, musical entertainment, games, or anything you can imagine to make come true! This program again contradicts the predictable lifestyle of most of these individuals; "Nostalgia Night"—An evening of popular items from the lifetime of this age group. Films like "Laurel and Hardy," "The Three Stooges," "The Marx Brothers," "The Honeymooners," "Leave It to Beaver" could be included. Re-introduces fads such as the hula hoop, marbles, tops, frisbee, and skateboarding.

SENIOR ADULTS

In order to meet the challenges and needs elderly participants will demand in the future, it will be necessary to go outside the realm of what was traditionally termed "recreation" and look toward other fields such as education and health. Cooperative efforts between all agencies serving seniors, networking, intergenerational programming, advocacy, senior involvement, and variety will be the keys to success. Tomorrow's seniors are not only those of today, but also the pre- and post-baby boomers, baby boomers themselves, and the new crop presently being born.

There are numerous agencies servicing seniors and recreation departments and private entrepreneurs cannot possibly continue to handle all the programming needs of this growing population. Networking with other agencies for programming, funding, facilities, and human resources will be necessary. Life expectancy at birth today is 71 years for males and 78 for females. Americans 85 years and older are currently the fastest growing segment of the population.

Agencies providing health care services, education boards, recreation departments, senior volunteer organizations, the President's Council on Aging, state and local agencies as well as private foundations must get together, share ideas and information and resources in order to provide the necessary leadership, training, and

multi-level programs for seniors.

Seniors can be classified as "young old age" (65-75), "middle/very old age" (75-85) and "old old age" (85+) and, although health and vitality may decline as age increases, the need to be as viable as possible and to live their lives to the fullest extent possible still exists. Some social issues that will effect the trends predicted, and thus the programming, include: providing adequate health, fitness, and nutritional services; preparing these persons for retirement or offering second careers; providing suitable leisure time opportunities; providing rehabilitation services; and increasing their involvement in program planning.

Changes in Family Structure:

Born in the U.S.A. Brainstorming groups on how to face the issues of the current population given the economic, cultural, and family situations that exist.

Living Legends. Perhaps get Kodak to sponsor album compilations of the life, times and people, and the family structure as it has evolved over the years.

Great American Heroes. Focus on the "average" person who deserves to be recognized for something he or she has done.

Memories. In conjunction with the school systems, have seniors take road tours to schools to act as surrogate grandparents and talk about the "good ole days."

Living without Electricity. Again, cooperate with the school system to have seniors do talks to students about what it was like pre-electronics (i.e. VCR, VHS, Cable, etc.)—what people did for fun.

Shift to Multiple Options:

House Swapping. Have co-op traveling groups who trade houses with other seniors who would like to travel but prefer the convenience of being at home.

Aquasize. Exercise in water.

Running in Deep Water. Exercise—tread water.

Rock With You. Design a rock garden.

Design Exercise or Walking Trails. This can be done in high rises, city streets, parks, etc.

Word Processing.

Computer Programming.

Shelling. Make your own peanut butter.

Thriller. Tubing, white water rafting for seniors.

High Tech-High Touch:

Romancing the Song. Choral group.

Swing Shift. Ballroom dancing, romantic dancing.

Bon Appetite. Gourmet pot luck dinners.

Stress Management.

Relaxation Training.

Experiential Training. (Dance, art, music)

Human League. Growth centers.

Night Shift. How to spend evenings alone and not get lonely.

Self Help:

Pre-retirement Training.

Nutrition Programs.

MSS. Marketing senior skills.

Experiential Training. (Dance, art, music)

Participatory Democracy:

Let's Make a Deal. Understanding the legislative process.

Video Making for Cable TV. Could include programming for men's and women's issues, health care, nutrition, skill development, etc.

Wellness Revolution. Exercise, nutrition, stress management, etc.

Design and Build Exercise/Walking Trails.

Silver Pages. Assist Bell Telephone (AT&T) in compiling services offered to seniors at discounts, etc.

Regional and Demographic Differences:

Rooting. Genealogy.

Memories.

Living Legends.

Head Games. Mental and linguistic games

Emerging World Economy:

Music Reviews, Plays.

And the Living Is Easy. Radio/cable TV programs for, about and by seniors.

Learning. French, German, Spanish, etc.

Computerese into Senior-ease. Learning and understanding computer language.

Information Society:

Pre-Retirement Training.

Second Chance. Career development.

Radio/Cable TV Programming.

Making Movies for Fun or Profit.

Sliding. Putting together an informative slide production.

Long vs. Short Term Activities:

Silver Streak. 10 K walk/jog; 5 K walk/jog.

Pre-Retirement Training.

Nutrition. Information, training, etc.

Seniorcise. Exercise for seniors.

Jogging/Walking Club.

Networking:

DFS. Discussions for seniors.

Retirement Organizations.

Volunteering.

You have been exposed to some of today's influences, tomorrow's trends, and many program suggestions to assist you and your department to plan a creative recreation program for all of the age groups you serve. But, in the final analysis, as a real professional *you* are the only one who knows the uniqueness, the special needs, the character of your neighborhood, town, or city. Nothing will ever replace your experience, your insight, your knowledge. Don't be afraid to "venture out," attempt new programs, but utilize your expertise to help you provide the recreation program par excellence! □