

**PRESENTS:**

# **Empowering Women Over 40 Through Strength Training**



**JENNIFER SHAVER**  
**8/29/24**

# ABOUT ME



- Certified Health, Wellness, and Mental Well-being expert
- Host of the Fit News Podcast
- Creator of the Strong for Life Strength Program
- PFC3 Nutrition and Lifestyle Coach



# LEARNING OBJECTIVES

**01**

**Why is strength training essential for women over 40.**

**03**

**How to better serve this population**

**02**

**Common misconceptions/barriers**

**04**

**Practical advice to implement.**

(Harvard Health, 2021, Stanford Center for Longevity, 2023)



# IMPORTANCE OF STRENGTH TRAINING

01

**18% of women over 40 engage in strength training**

02

**Rate of Muscle Loss:** Starting around age 30, individuals lose approximately 3-8% of muscle mass every 10 years, with the rate increasing after age 60.

03

**Impact of Sarcopenia:**

Sarcopenia, the age-related loss of muscle mass and strength, affects 5-13% of people aged 60

04

**Muscle Strength Decline:**

Research indicates that the decline in muscle strength is even more dramatic than the loss of muscle mass. Individuals can lose 3-4% of muscle strength per decade in their 50s.

(Harvard Health, 2021, Stanford Center for Longevity, 2023)

# BONE LOSS AND FRACTURE RISK OVER 40

01

**Bone Density Decline:** Bone density typically peaks around age 30 and starts to decline thereafter. Postmenopausal women are particularly at risk, losing up to 20% of their bone density in the 5-7 years following menopause due to decreased estrogen levels.

(National Institutes of Health, 2021).

02

**Osteoporosis Prevalence:** Osteoporosis, a condition characterized by weakened bones and increased fracture risk, affects approximately 10 million Americans, with women over 50 being at the highest risk.

(International Osteoporosis Foundation, 2022)

03

**Fracture Risk:** Women over 50 have a 50% chance of experiencing an osteoporosis-related fracture in their lifetime. (American Academy of Orthopedic Surgeons, 2023)



(Journal of Bone and Mineral Research)



# MYTHS AND MISCONCEPTIONS

ACSM

01

**Strength Training  
Will Make  
Women Too  
Bulky**

02

**Strength Training  
is Dangerous for  
Older Adults**

03

**Cardio is More Important Than Strength  
Training**



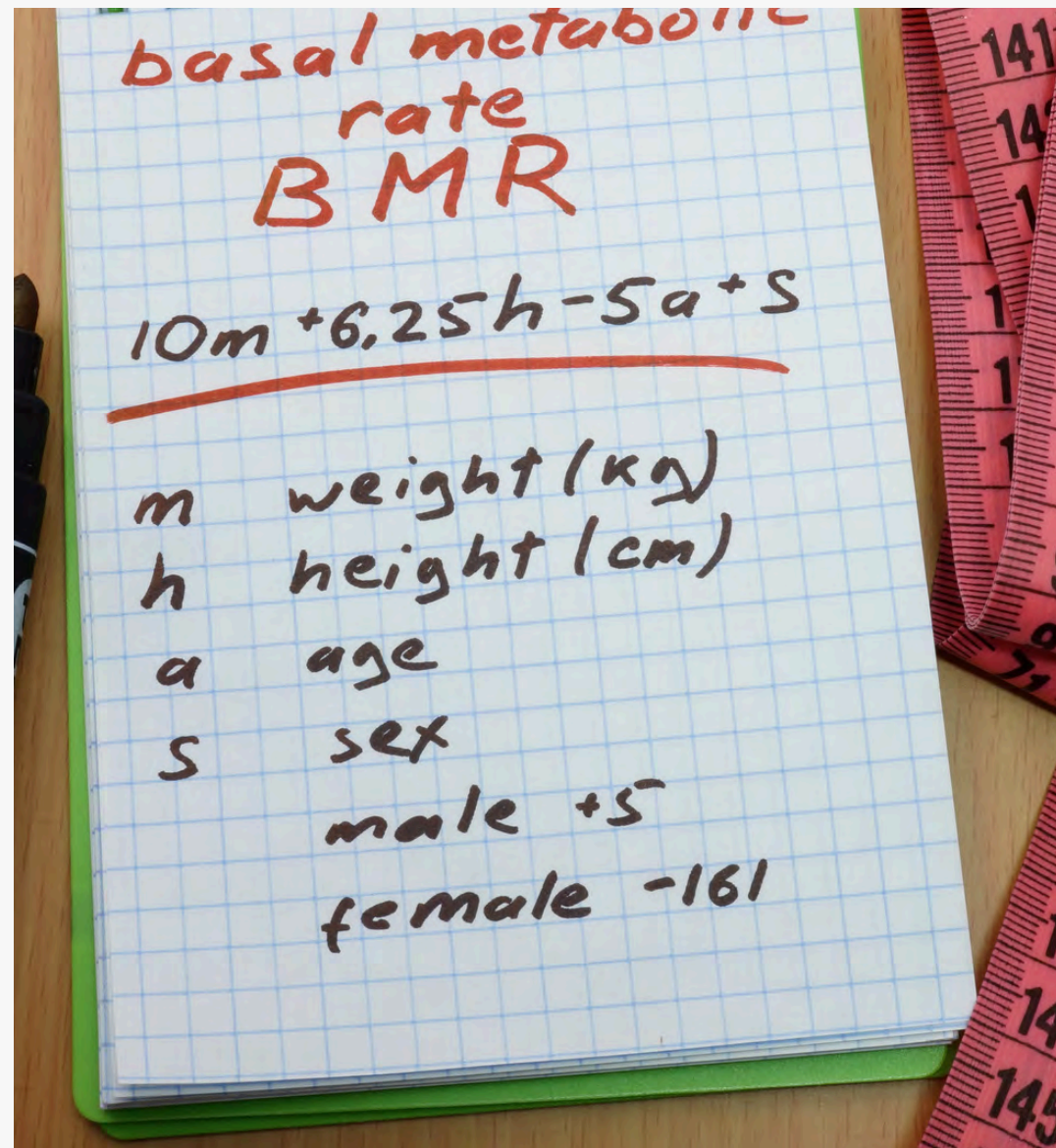
# BENEFITS BEYOND MUSCLE BUILDING

## METABOLIC BENEFITS

01

### Increased Basal Metabolic Rate (BMR)

Strength training helps increase muscle mass, which in turn elevates the basal metabolic rate (BMR).



02

### Enhanced Fat Oxidation and Energy Expenditure

Strength training not only burns calories during the workout but also increases the excess post-exercise oxygen consumption (EPOC).



# BENEFITS BEYOND MUSCLE BUILDING



01

## Reducing Symptoms of Anxiety and Depression

### HEALTH BENEFITS

- Strength training reduces anxiety and depression by releasing endorphins.
- It boosts self-efficacy and body image.
- Harvard Health and NIH confirm its mental health benefits.

(Harvard Health 2018,  
National Institute of Mental Health 2020)



# BENEFITS BEYOND MUSCLE BUILDING



02

## Improving Mood

### HEALTH BENEFITS

- Strength training boosts mood by increasing key neurotransmitters.
- It enhances self-esteem and positivity through a sense of accomplishment.
- Regular strength training leads to lasting mood improvements.

(American Psychological Association, 2019)

# BENEFITS BEYOND MUSCLE BUILDING



03

## Boosting Overall Mental Resilience

### HEALTH BENEFITS

- Strength training improves stress management and emotional regulation.
- It fosters control and stability through discipline and routine.
- Social interaction in strength training builds community and emotional support.

(Psychology Today, 2020)



# MANAGING MENOPAUSAL SYMPTOMS WITH STRENGTH TRAINING

**Menopause Definition:** Menopause is the permanent end of menstrual cycles, diagnosed after 12 months without a period, typically occurring between ages 45 and 55. It results from decreased ovarian hormone production.

## 01 Managing Symptoms

- Strength training reduces hot flashes and improves sleep quality during menopause.
- Exercise helps regulate body temperature and promotes restful sleep.



National American Menopause Society, 2019

# MANAGING MENOPAUSAL SYMPTOMS WITH STRENGTH TRAINING

## 02 Muscle Mass and fat reduction

- Strength training maintains and increases muscle mass, reducing overall body fat.
- It effectively targets abdominal fat and increases lean body mass in postmenopausal women.



National Institute on Aging. "Strength Training and Menopause" 2021)



# MANAGING MENOPAUSAL SYMPTOMS WITH STRENGTH TRAINING

## 03 Hormonal Balance

- Strength training reduces cortisol and increases endorphins, supporting hormonal balance.
- It helps maintain estrogen levels, mitigating adverse effects of hormonal imbalance during menopause.



(Harvard Health, 2021)

# PSYCHOLOGICAL EMPOWERMENT



## 01 Confidence building

- Strength training boosts self-confidence by improving physical strength and body composition.
- Women report higher self-efficacy and body image satisfaction through regular strength training.

(Journal of Strength and Conditioning Research. "The Impact of Strength Training on Self Esteem and Body Image")



# PSYCHOLOGICAL EMPOWERMENT



## 02 Mental Resilience

- Strength training enhances mental resilience, aiding in stress management and emotional stability.
- It reduces anxiety and depression, improving overall mental health and mood.

(Journal of Sports Science and Medicine, 2018)

# WHY CATER TO WOMEN OVER 40?

## THE 3 BENEFITS FOR YOUR WELLNESS CENTER

### 01 Expanding your Membership Base

Tailored programs for women over 40 tap into an underserved market.

Specialized fitness solutions attract this demographic, boosting membership.

Strength training's health benefits encourage long-term commitment.



# WHY CATER TO WOMEN OVER 40?

## THE 3 BENEFITS FOR YOUR WELLNESS CENTER

### 02 Enhancing Member Retention and Loyalty

Targeted fitness programs for women over 40 enhance retention and loyalty.

Personalized attention and support groups increase adherence to routines.

A welcoming, inclusive atmosphere builds a loyal and valued customer base.

# WHY CATER TO WOMEN OVER 40?

## THE 3 BENEFITS FOR YOUR WELLNESS CENTER

### 03 Differentiating Your Center in the Market

Specialized programs for women over 40 set your gym apart from competitors.

Addressing needs like osteoporosis and menopause creates a unique selling proposition.

Enhances your gym's reputation for inclusivity and comprehensive health support.



# STRONG FOR LIFE WELLNESS PROGRAM

## IT'S NOT ABOUT COMPLICATING THINGS




### Creating Beginner-Friendly Resources


To help women over 40 get started with strength training, trainers can create a simple PDF guide featuring key exercises such as squats, push-ups, and bicep curls.

*Strong For Life*  
*Full BodyWorkout: Option Two*  
*Monday/Tuesday*

DAY 1: EXERCISES	SETS & REPS	WEIGHT
SQUAT	3x 10-12	<input type="text"/>
STATIC LUNGE (L)	3x 10-12	<input type="text"/>
STATIC LUNGE (R)	3x 10-12	<input type="text"/>

 [WATCH DEMO VIDEO HERE!](#)

DAY 2: EXERCISES	SETS & REPS	WEIGHT
BICEP CURL	3x 10-12	<input type="text"/>
FRONT RAISE/LAT RAISE	3x 10-12	<input type="text"/>
BENT OVER ROW	3x 10-12	<input type="text"/>

 [WATCH DEMO VIDEO HERE!](#)

# HOW CAN FACILITIES HELP?

## 01 Welcoming Environment

- Create an inclusive, supportive environment to encourage women.
- Ensure user-friendly gym layouts with clear signage and clean equipment.



IDEA Health & Fitness Association, 2020



# HOW CAN FACILITIES HELP?

## 02 Introductory Classes/Exercises

- Introductory classes for beginners boost confidence and encourage participation.
- They teach basics, proper form, and safety while providing a social platform for connection.





# HOW CAN FACILITIES HELP?

## 03 Knowledgeable Staff

- Knowledgeable staff provide personalized fitness plans for midlife women.
- Ongoing training ensures staff offer current, effective support and advice.





# KEY ELEMENTS OF SUCCESSFUL PROGRAMS



01

## Accessibility

- Adaptable to varying fitness levels
- Hybrid options (in person or via Zoom)
- On-demand options



# KEY ELEMENTS OF SUCCESSFUL PROGRAMS



02

## Community Support

- Community support enhances motivation and adherence to fitness routines.
- Group classes, social events, and online forums build a sense of community.
- A strong support network reduces isolation and enhances well-being.


(Psychology Today, 2020; Mayo Clinic, 2021)



# KEY ELEMENTS OF SUCCESSFUL PROGRAMS

*Full BodyWorkout: Option Two  
Monday/Tuesday*

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03

## Progress Tracking

- Consistency
- Exercises, reps, weights

# ENGAGING WOMEN IN STRENGTH TRAINING

01

## **Effective marketing**

Strategies that emphasize health benefits and personal empowerment.

02

## **Educational workshops**

Special events to introduce women to strength training

03

## **Trial sessions**

Encourage women to take the first step and experience the benefits firsthand.



(ACSM, 2021)



# TESTIMONIAL

## Jennifer

I absolutely appreciate the flexibility that Jen's workouts offer. Being able to choose when and where I do them, and fitting them into my busy schedule of family and work commitments, has been a game-changer for me. What sets Jen's program apart is the 'why' behind it. She truly wants to help women be Strong for Life and not just a short challenge. She is not only a fantastic motivator but also genuinely cares about the well-being of the people she's helping.



# TESTIMONIAL

**Paula**

As a working mom with two busy teenagers, I find that Strong for Life workouts seamlessly integrate into my daily routine. The on-demand feature allows me to exercise whenever it suits my schedule, and their short yet efficient nature ensures that I get an effective workout in less time. Truly, less is more! I'm thrilled not only with the additional strength and energy I've acquired but also with the pounds I've shed. It's been a fantastic journey!





# KEY TAKEAWAYS

- **Facilities should assess and adapt**
- **Highlight Health and wellbeing**
- **Importance of Social Wellness**





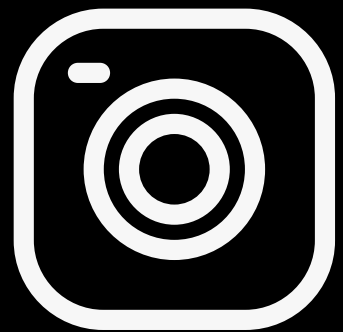
# SUMMARY



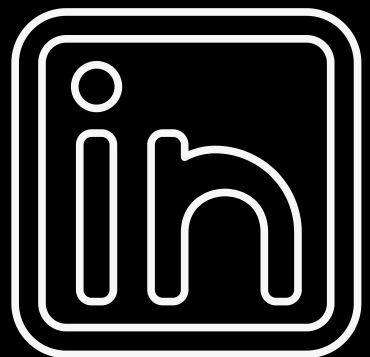
**Strength training is vital for women over 40 to maintain muscle mass, bone density, and overall health. Addressing barriers and providing targeted programs can significantly increase engagement.**



# KEEP IN TOUCH



[@fitwithshaver](https://www.instagram.com/fitwithshaver)



Jennifer Shaver



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Scan code for more info  
on programs I offer.

**THANK YOU!**