

## Building Your Longevity Practice





the long game  
Jim Loblely, MA, CPT



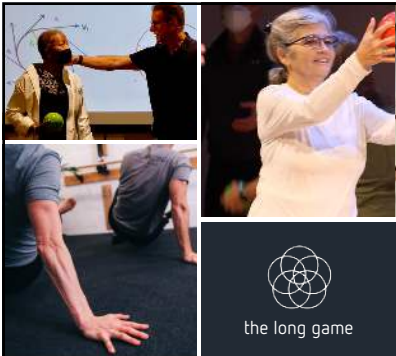
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## My background and training...


- MA in Dance/Movement Therapy, NYU
- Certified Personal Trainer, National Academy of Sports Medicine (NASM)
- Certified Brain Health Trainer, Functional Aging Institute
- Corrective Exercise Specialist (NASM)
- Athletic Performance Training Specialist (NASM)
- High School Science Teacher (Physics and Chemistry)
- Precision Nutrition, Level 1

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## What I do...



- Teach movement classes
- 1:1 training
- Lectures
- Direct a live, online learning and training center for longevity



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## What we'll cover today...

1.  
How to think about longevity.

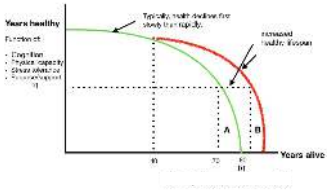
2.  
Your longevity practice.

3.  
How to adopt or change a habit.

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## What is longevity?

Extending our healthspan.



Peter Attia, MD

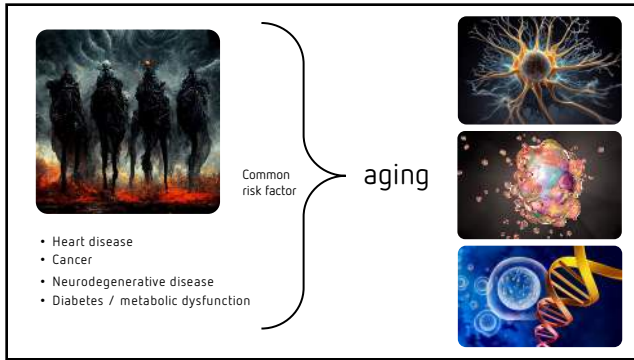
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## What kills us? Fast death vs. slow death

1. Heart disease: 695,547
2. Cancer: 605,213
3. COVID-19: 416,893
4. Accidents (unintentional injuries): 224,935
5. Stroke (cerebrovascular diseases): 162,890
6. Chronic lower respiratory diseases: 142,342
7. Alzheimer's disease: 119,399
8. Diabetes: 103,294
9. Chronic liver disease and cirrhosis: 56,585
10. Nephritis, nephrotic syndrome, and nephrosis: 54,358

Source: CDC, Mortality in the US, 2021

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Common risk factor

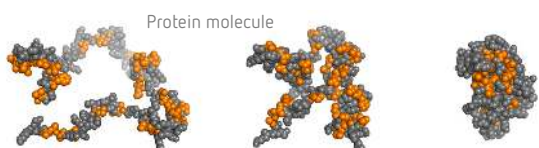
aging

- Heart disease
- Cancer
- Neurodegenerative disease
- Diabetes / metabolic dysfunction

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The key to slowing or reversing aging is to improve the chemistry in the cell.

Protein molecule



1. There are 42 million protein molecules in the average human cell.
2. Other types of molecules in the cell include carbohydrates, lipids, and nucleic acids.
3. By rough estimate, about a billion chemical reactions take place in the cell every second.




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Autophagy: recycling of old proteins


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The vectors of decline

Cognitive decline	Physical decline	Emotional decline
		
<a href="#">Caregiving for a Person with Alzheimer's Disease</a>	<a href="#">Keep on Your Feet—Preventing Older Adult Falls</a>	<a href="#">Loneliness and Social Isolation Linked to Serious Health Conditions</a>
Alzheimer's disease, involves parts of the brain that control thought, memory, and language.	Falls are the leading cause of injury and death by injury in the 65 and older age group.	Social isolation is associated with about a 50% increased risk of dementia and other serious medical conditions.


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The key to a long, healthy life...



70-80% Lifestyle (our habits and choices)

20-30% Genetics

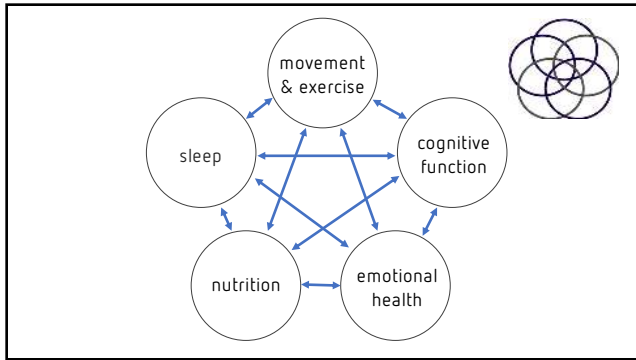


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A strategy for longevity

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**What is a longevity practice?**

The things we do on a regular basis (habits) to support both our present, and long-term health and well-being.

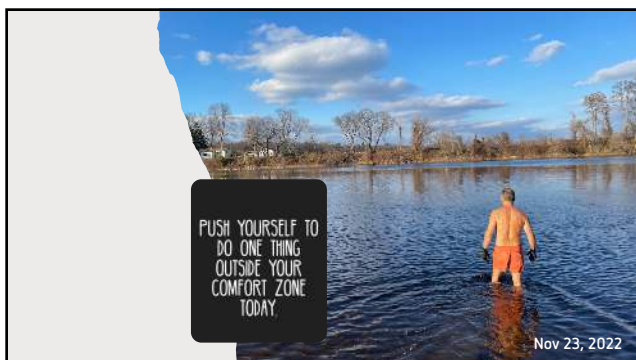
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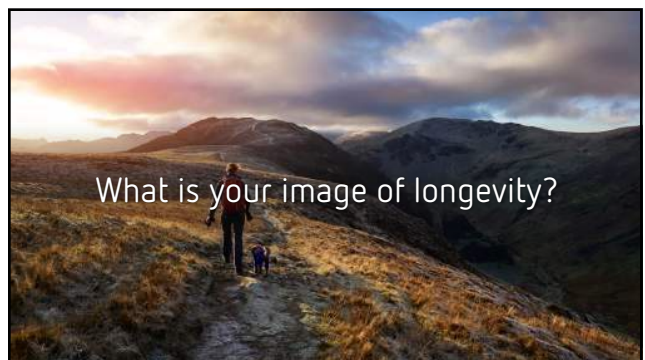
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The intensity continuum

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Nutritional habits

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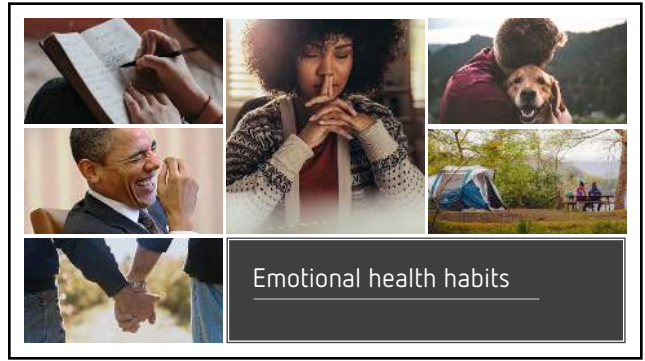
Movement & exercise habits

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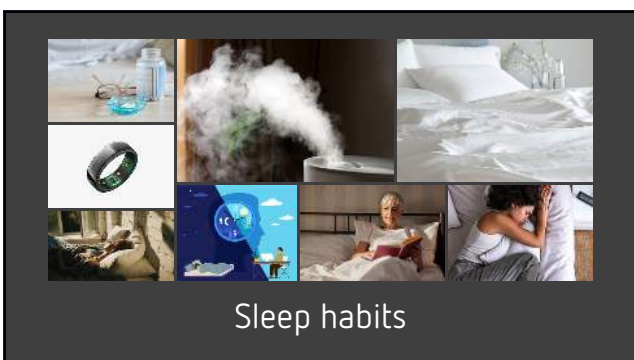
Brain health habits

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Emotional health habits

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Sleep habits

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Other self-care & longevity habits

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Atomic Habits  
by James Clear

The Habit Loop

CUE      CRAVING

REWARD      RESPONSE

1 2  
4 3

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The Habit Loop

CUE      CRAVING

REWARD      RESPONSE

1 2  
4 3

"a neurological feedback loop"

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### Creating new habits

	How to create a good habit
1 <sup>st</sup> law (Cue)	Make it obvious
2 <sup>nd</sup> law (Craving)	Make it attractive
3 <sup>rd</sup> law (Response/Behavior)	Make it easy
4 <sup>th</sup> law (Reward)	Make it satisfying

Inversions / Opposite:	How to break a bad habit
1 <sup>st</sup> law (Cue)	Make it invisible
2 <sup>nd</sup> law (Craving)	Make it unattractive
3 <sup>rd</sup> law (Response/Behavior)	Make it difficult
4 <sup>th</sup> law (Reward)	Make it unsatisfying

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### 3 layers of behavior change

- Outcomes: changing your results (most goals)
- Processes: changing your habits and systems
- Identity: changing your beliefs (about yourself)

"With outcome-based habits, the focus is on what you want to achieve. With identity-based habits, the focus is on who you want to become."

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### My brother Murray

**Problem:** I've been meaning to call Murray for the past 2 weeks and I still haven't.

**Outcome-based habit:** I will call Murray this weekend, and then once a month after that.

**Identity-based habit:** I am the type of person who has a close relationship with his brother.

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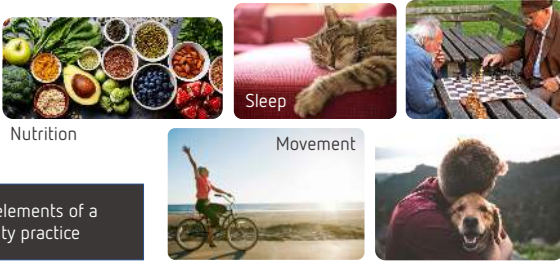
### 2-step process to changing your identity

1. Decide the type of person you want to be.
2. Prove it to yourself with small wins.

- James Clear

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And don't forget...



Nutrition

Sleep

Cognition

Movement

Purpose & Connection

The 5 elements of a longevity practice

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Get involved

Habits Change Group (online)  
Series of 4 weekly 1 hour sessions, focused on building a new habit or breaking an old one. Limited to 10 participants.

Online Movement Classes

- Daily Balance Practice
- Dynamic Flow
- Conditioning and Injury Prevention for Pickleball

More groups and classes starting this fall.

[thelonggame.coach](http://thelonggame.coach)

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