



Altenheim Resource Services

Timely Resources DEEPER DIVE



Why Do It?

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This past fall, [Nike updated their slogan](#) after 35 years from “Just Do It” to “Why Do It?” While Nike may be repositioning to reach out to a younger generation of athletes, the new slogan is a direct question for older adults. Older adults may be asking themselves, why they should take a risk on something new, or why they should get involved in a new venture, or why try anything new when the path ahead is so uncertain.

The question to ask is really, “Why not?” The Baby Boomers have been one of the most significant groups to bring about change in our society. They have gained wisdom throughout the years. [In many cultures](#) the elderly are looked upon as the keepers of culture and tradition. This is especially true in Native American groups. Elders are respected for their wisdom and life experiences and they pass these on to younger members. This wisdom helps us answer the question “Why not?”

Baby Boomers are redefining what it means to age. As the oldest Boomers begin to reach 80 years old in 2026, they continue to hold to many of the values they had in their younger years. [Lawrence R. Samuel, Ph.D.](#), writes in *Psychology Today* that Boomers will always be young at heart. Being one of the best educated generations, they continue to learn and try new things. They are open to new experiences and are adaptable to change. Boomers have always been creative and this creativity serves as a way for them to remain optimistic and excited about life. This generation is interested in forming new connections, friendships and alliances to strengthen the communities in which they live. Giving back and volunteerism have always been valued by the Baby Boomers. As they age, they continue to give back to add to the meaning and purpose in their lives. They have tremendous wisdom, leadership skills and knowledge to offer to the grass-roots organizations in every community.

Perhaps the answer to the question, “Why Do It?” is that as we age, we continue to search for a reason for being. In “doing it” we find human connections where we can build trust and share common interests to reinforce that reason for being. We identify our life skills and find ways to use these to build up our communities and make life better for others. And, we realize that “purpose often emerges in interactions with others and the world, not sitting in isolation,” according to [Ali Mostashari, Ph.D.](#) in *Psychology Today*.

Research from the [National Institute on Aging](#) has shown that older adults who are active and engaged (who know the answer to “Why Do It?”) are less likely to develop some diseases, have a longer lifespan, are happier and less depressed, are able to bounce back and recover from difficult situations, and are able to improve their thinking abilities. Perhaps, T.S. Eliot summed up the answer when he wrote, “Only those who will risk going too far can possibly find out how far one can go.”