

INTERNATIONAL COUNCIL ON ACTIVE AGING  
**ACTIVE AGING Week**  
 2008

*Active Aging Week*

**Hilltop Estates**  
 Gracious Retirement Living  
 451 Hilltop Road • Redding, CA 96003  
 530-241-4444

SEPTEMBER 25<sup>TH</sup> - OCTOBER 1<sup>ST</sup>

**Tuesday 9/25**  
 6:30 am Walk the Track at Shasta College  
 2:00 pm Treasure Walk at Hilltop Estates

**Wednesday 9/26**  
 10:30 am Walk the Downtown Mall

**Thursday 9/27**  
 6:30 am Walk the Anderson River Trail  
 10:00 am Walk the Mt. Shasta Mall

**Friday 9/28**  
 6:30 am Walk the Redding River Trail

**Saturday 9/29**  
 10:00 am Wellness Walk and Senior Fitness Fair in Mt. Shasta Mall

**Monday 10/1**  
 8:00 pm Walk the Sun Dial Bridge

**Holiday RETIREMENT**

**ACTIVE AGING Week 2007**  
 September 24<sup>th</sup> - October 1<sup>st</sup>

Free use of the Wellness Center for all residents, staff and community members.

**Monday, September 24<sup>th</sup>**  
 9a.m.-1p.m. Pedicures by F. Wellner  
 \$20- toe nails cut, polish  
 \$10- soak, cut toe nails  
 \*Call 574-38

2:00p.m. New Walking F...

**Tuesday, September 25<sup>th</sup>**  
 10:00 a.m. Easy 20 minute VMRC Pa...

"It's Never too Late to Walk"  
 Session 1 - 7:00 am - 8:00 am

**Wednesday, September 26<sup>th</sup>**  
 2:00p.m. Oak Lea walk out...

*"If the weather is cold or raining the walks will take place inside on Main Street."*

**Thursday, September 27<sup>th</sup>**  
 10:00a.m. RMH Foot Health & Shoe Selection, Wellness Center Activity Room

5:30-6:45p.m. Refreshments & tours of VMRC Wellness Center  
 7:00p.m. Keynote Speaker, Dr. Christopher Womack, Speaks on Active Aging, Detwiler Auditorium

**Friday, September 28<sup>th</sup>**  
 10:00a.m. Easy 20 minute Walk leaving from Park Gables front desk

**Monday, October 1<sup>st</sup>**  
**Trip to Ivy Creek Natural Area near Charlottesville.** Leisurely walks or hikes on 7 miles of trail including a ¾ paved trail for those with special needs. \$3 for transportation. Lunch on your own at the Blue Ridge Café in Ruckersville. Depart Park Gables 9:00 a.m. return by 2:30 p.m. Sign up at the Wellness Center.

**ICAA**

**ACTIVE AGING Week 2007**  
 September 24 - October 1

*i can't  
 i should  
 i will  
 i am...*

changing the way we live by being active 30 minutes a day

**Be Active, Start Now!**

**ACTIVE AGING Week 2007**  
 September 24-October 1

Appalachian beactive partnership  
 HomeTrust Bank  
 CarPartners  
 MISSION

Active Aging Week 2007 host sites created posters, flyers and brochures to promote participation. Here's a sample of their approaches.

1. Hilltop Estates, a Holiday Retirement community in Redding, California, used the ICAA poster as a base for the week's schedule.
2. Holiday Retirement's Creekside Terrace community in Winston-Salem, North Carolina, added the company's logo to ICAA's poster for a simple statement.
3. Virginia Mennonite Retirement Community in Harrisonburg, Virginia, built this flyer from scratch in Microsoft Word, using ICAA logos to enhance a schedule of events.
4. This brochure from the Council on Aging in Asheville, North Carolina, uses the Active Aging Week logo with the headline and image to position its health promotion messages.

# Plan for Active Aging Week 2008

**Spearheaded by the International Council on Active Aging® (ICAA), this health promotion event takes place September 22–28. Now is the time to start planning the week’s activities**

Thanks to the efforts of many professionals in the ICAA community, Active Aging Week has expanded in vision and in reach. The myriad of activities offered to older adults testifies to your understanding that wellness is found in walks and painting classes, strength training and lectures, dances and brain games. Coupled with the steadily increasing number of organizations that celebrate the week, more older adults each year experience the fun and value of becoming actively engaged in life.

ICAA’s annual health promotion event, now in its sixth year, is held in the last full week of September. During that week, host sites offer experiences for older adults based on the theme “Choose an active life.” Active Aging Week events are:

- free to participants, so cost is not a barrier
- representative of all the dimensions of wellness, with a focus on physical activity
- delivered in a fun, no-pressure atmosphere
- educational

The organizers at each host site decide what they wish to do. At some locations, it may be a single activity, such as a health fair or a walk. Other hosts plan an activity every day, or on several days during the week. The number and type of activities is up to each host.

The last week of September was chosen for Active Aging Week because it precedes October 1, the International Day

of Older Persons, a World Health Organization observance and, coincidentally, the anniversary of ICAA’s launch. In many countries around the world, September features good weather and a return from summer vacations, while the changing seasons make this month the right time for new beginnings. Active Aging Week in the autumn also provides a balance against the spring calendar, which often features events during May (Older Americans Month) or June (Canada’s Seniors Month).

In the months leading up to Active Aging Week, ICAA sends out press releases to media in North America and forges alliances with other organizations to create publicity for the week. ICAA also builds the library of tools to support your event planning and implementation. In addition, as host sites register, their names and locations are posted on the consumer section of the ICAA website ([www.icaa.cc](http://www.icaa.cc)), where older adults and media who are seeking Active Aging Week locations can find them.

Now is the time to mark September 22–28 on your calendar and start the planning process, so you can make the most of the Active Aging Week opportunity. Experienced hosts offer the following advice.

**Announce the dates immediately.** By asking your residents, clients and colleagues to reserve the last week in September for Active Aging Week, you give them plenty of time to schedule their own activities. As the organizer at one host site said, you have to inform participants early because they need time to reschedule family visits, volunteer work, doctors’ appointments, and so forth.

**Start planning early.** With an earlier start, you can spend more time creating a vision of the week, preparing the materials, and forming alliances with your

colleagues and other organizations. If you plan to invite guest speakers, plenty of advance warning also helps them.

**Don’t do it alone—build a team.** Work with colleagues in other departments to develop activities that cross departments. Form a planning group of residents/clients who can vision the week, plus serve as word-of-mouth marketers and volunteers during the events. Then, start collaborating with other organizations to schedule speakers, donations and other resources.

**Using ICAA resources**

ICAA starts the ball rolling by providing Active Aging Week resources for your use. The Active Aging Week logo, posters, press releases and certificates are available on the ICAA website, as are articles and worksheets on planning and marketing the event. New additions are made each year to help you.

One of the best resources for event ideas and logistics is the *Journal on Active Aging*® article that summarizes what host sites did in a prior year. You’ll find the most recent overview (“Active Aging Week 2007: Choose an active life”) in the November/December 2007 issue. This article is also posted on ICAA’s website, along with the report from 2006.

Here is an overview of other resources currently on the ICAA website. To access these resources, go to ICAA’s home page, look under “Professional,” then click on “Active Aging Week” and navigate to free campaign support materials.

**Host registration form.** Please complete this form and send it to ICAA. We will place the program and contact information you provide on the consumer section of the website. This consumer site is included in press releases announcing Active Aging Week. Before and after the

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week, we will email you to find out how your event went and gather your input for future promotions.

**Fact sheets.** The one-page Active Aging Week fact sheet lists the key details of the week. Print out the fact sheet for your colleagues to explain the week, and to send with invitations to speakers, donors and sponsors. In addition, it's often useful to include a fact sheet when you send press releases and other information to the media. You can also post the fact sheet on your website or include it in your newsletter.

There are additional versions of the Active Aging Week fact sheet that you can customize with your organization's name, location and specific activities. One version is geared to your colleagues and outside organizations, while the second version is adapted to send with requests to donors and sponsors. Both of these are in Microsoft Word format and begin with the name "Customize fact sheet."

**Planning guides and worksheets.** You'll find articles on the website on planning the week. There are two documents, also in Word format, that you can download. You can add or subtract the items on

these worksheets as you wish to meet your specific needs.

- The Active Aging Week marketing matrix can help you and your team target the audiences you will try to reach during the week.
- The planning checklist includes both marketing and operational items. (See the example on page 53.)

**Promotional materials.** You can place the Active Aging Week logo on the materials you use to publicize the event. The logo is saved as a JPEG, which you can place in a Word document as well as in many page layout software programs. Think beyond paper when you use the logo. Last year, one group placed the logo on T-shirts and another had large buttons made for participants. Several years ago, a retirement community produced a banner featuring the logo, which they have stored and used over the years.

Many organizations prefer to print materials on their own color printers to save costs, so Active Aging Week posters are provided in Portable Document Format (PDF), sized to print on 8.5 x 11 in. and 11 x 17 in. paper. You can make copies

on a typical printer with standard paper sizes to use as flyers or as wall posters. See how other host sites used the logo and posters in 2007 by looking at the examples on page 50.

If you wish to print a larger poster, take the original PDF (copy to a compact disc or memory stick) to a local quick-print shop and ask a staff member to explain the options for proportionately increasing the size while maintaining the integrity of the image. The representative can also explain the type of paper available.

You'll also find sample calendar announcements and press releases on the ICAA website. You can use these templates, or simply borrow the wording to place in your own versions.

Press releases will be most effective when you identify the individuals at newspapers, websites, and television and radio stations who have an interest in healthy lifestyles and local events. Look for the editors or producers of the lifestyle or health and fitness features, or of special sections on aging issues. Send your

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## Active Aging Week five-month plan

Planning stages	May	Jun	Jul	Aug	Sep
Contact people to plan events.					
Form vision of what your week will look like.					
Choose target audiences, activities.					
Reserve speakers, space, equipment.					
Plan marketing campaign, produce materials.					
Launch marketing program.					
Finalize work that allies, volunteers and others will perform.					
Post posters and other displays.					
Welcome your participants.					

## Active Aging Week planning checklist

Due dates	Planning actions	Additional action items
	<ul style="list-style-type: none"> <li>Organize a planning committee.</li> <li>Form your vision for the week.</li> <li>Establish budget.</li> <li>Inform key people in the organization about Active Aging Week.</li> </ul>	
	<ul style="list-style-type: none"> <li>Identify target audience: who will attend the event(s)?</li> <li>Finalize list of potential events.</li> <li>Invite speakers or organizations to participate.</li> <li>Reserve rooms and check for schedule conflicts.</li> </ul>	
	<ul style="list-style-type: none"> <li>Inform managers and staff of the event activities.</li> <li>Check on due dates to advertise the events in the organization's newsletters and other outside sources.</li> <li>Visit ICAA website for promotional and educational materials.</li> </ul>	
	<ul style="list-style-type: none"> <li>Finalize negotiations with speakers or organizations that will present.</li> <li>Determine marketing pieces needed.</li> </ul>	
	<ul style="list-style-type: none"> <li>Register as host site on <a href="http://www.icaa.cc">www.icaa.cc</a></li> <li>Draft the flyers and notices for the website and newsletters.</li> <li>Mail press release to local papers, television and radio stations.</li> </ul>	
	<ul style="list-style-type: none"> <li>Give notices to Webmaster for posting.</li> <li>Finalize flyers.</li> <li>Confirm work schedules and tasks for allies, volunteers and staff who will help during the event.</li> </ul>	
	<ul style="list-style-type: none"> <li>Print out ICAA Active Aging Week posters.</li> <li>Organize the people who will hang posters and distribute flyers.</li> </ul>	
	<ul style="list-style-type: none"> <li>Confirm Active Aging Week activities with other departments.</li> <li>Inform maintenance and housekeeping staff.</li> <li>Send e-mail about events.</li> <li>Prepare talking points for exercise instructors, personal trainers and activities staff to announce the Week's activities.</li> </ul>	
	<ul style="list-style-type: none"> <li>Display the events on the bulletin board.</li> <li>Prepare posters and signs.</li> <li>Double check that events information is in newsletter.</li> <li>Double check room and space reservations.</li> <li>Confirm all speakers and room arrangements.</li> </ul>	
	<ul style="list-style-type: none"> <li>Update voice mail blurbs to remind callers of the events.</li> <li>Send out a second e-mail.</li> <li>Check that posters and flyers are in place; hang them in dining areas, multipurpose rooms and other nonfitness locations.</li> </ul>	
	<ul style="list-style-type: none"> <li>Print out certificates of participation from the ICAA website to distribute to participants.</li> <li>Review week's events with team.</li> <li>Answer questions.</li> </ul>	
	<ul style="list-style-type: none"> <li>Prepare and duplicate feedback forms to distribute to participants.</li> </ul>	
	<ul style="list-style-type: none"> <li>Tabulate feedback forms.</li> <li>Conduct a follow-up with the planning committee to discuss what worked well and what didn't for next year's events.</li> <li>Mail a thank you to your volunteer staff.</li> <li>Submit the results of your activities to ICAA.</li> </ul>	

You can download this checklist as a Microsoft Word document at ICAA's website ([www.icaa.cc](http://www.icaa.cc)). Look for "Active Aging Week" under the "Professional" heading on ICAA's home page, then navigate to free campaign support materials.

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release and fact sheet to each individual, using that person's name and email.

If you cannot find the name of the editor or producer in the outlet's contact information, then telephone and ask the receptionist for this information. The more personal your contact with the media person, the more likely you are to get coverage.

**Resources and themes.** The "Changing the Way We Age" PowerPoint can be used to promote the event, as well as serve as a presentation during the week. In addition, ICAA's articles can help you develop the theme for a walking or falls management program, and you are free to print these and share them with your planning committee.

## Key messages

For Active Aging Week 2008, ICAA will continue the theme "Choose an active life," because it embodies the message that active-aging professionals are putting into

action. During the week, repeat the following key messages during presentations, in handouts (look for Client Handouts on the ICAA website), and in materials promoting the week:

- Choose an active life to stay mentally and physically healthy as you age.
- Choose to be physically active for 30 minutes, five or more days a week. It takes only 10 minutes at a time to feel better and have more energy.
- Choose to exercise your mind through reading, hobbies, games and classes. You can stay alert and keep your mind sharp by being mentally active.
- Choose to be active with your friends, family, colleagues and neighbors. Staying connected to the people around you supports mental and physical health.

Part of the campaign's educational component is to let people know they can be active at any age, and there are major health benefits for many types of activity.

## Let's get started

The goal of Active Aging Week is to introduce older adults and their families to the concepts of active aging. What do these mean? Essentially, as we age, we can (and should) stay engaged in life through the multiple dimensions of wellness—physical, spiritual, intellectual, social, emotional and vocational. Your Active Aging Week events will give elders opportunities to take part in wellness activities and exercise in a safe, friendly atmosphere.

Free to older adults, Active Aging Week events emphasize fun and education. This no-pressure atmosphere allows individuals to become aware of activities they may have heard about but never seen, or to try something new. And the results can be powerful: An event you offer during Active Aging Week may inspire someone to become active for life. ☺

*ICAA hopes you will host an Active Aging Week event. In the coming months, look for more articles on planning the event in the Journal on Active Aging®, as well as new resources on the ICAA website ([www.icaa.cc](http://www.icaa.cc)).*

# get involved

## Active Aging Week

September 22 to 28, 2008

Team up with the ICAA to highlight the importance of wellness for older adults.

To get involved, call  
**866-335-9777**

or visit  
[www.icaa.cc](http://www.icaa.cc).



**PHILIPS**

