

# Make your Active Aging Week®

more visible and  
rewarding

## **Public recognition can reinforce value for your participants and organization**

How will you promote your Active Aging Week® participation this fall? If you haven't done so already, you might want to consider involving public officials in your event planning. The annual observance, presented by Humana and led by the International Council on Active Aging®, promotes healthier, more engaged living for older adults. It offers a valuable opportunity for both these officials and your organization to increase recognition and publicity.

Not only do you heighten visibility for your Active Aging Week events by inviting officials to attend, but you also enhance the impact of your activities and make them

more rewarding. When officials participate, your organization can highlight the importance of community outreach and bring local celebrities to your event. Officials and older adults also benefit from opportunities to meet, as this age group traditionally has a high voter turnout and holds significant political influence. All these elements can make your event the perfect time and place for community building.

## **Requesting official documents**

To involve officials, it's essential to contact those with jurisdiction over the area where your events will be held. Previous Active Aging Week host organizations have secured participation from local and state officials, with some of these officials issuing

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In Jefferson City, Missouri, Heisinger Bluffs supported the Walk to End Alzheimer's in mid-October 2022, holding its own walk and inviting an Alzheimer's Association speaker. The life-plan community celebrated Active Aging Week all month. Image courtesy of Heisinger Bluffs

proclamations or passing resolutions in support of the week.

A proclamation or letter from a public official will help to raise awareness about your event *and* add value to your activities. Officials may provide a letter of greeting, a letter of commendation or a proclamation, all of which recognize and support the week's philosophy and events.

Reach out to officials in your local area via telephone or email to ask about the steps for requesting a proclamation or letter. You may be directed to an office of protocols or public affairs, where someone can provide you with specific guidelines. Keep in mind that officials may have limitations on the number of documents they can provide to any organization in a year, so plan ahead and check the guidelines. Be sure to check the notice they require as well.

Bottom line, it's important to research which public officials to contact and to inquire about the available documents and required information and format. (See the sidebar examples of communications to request public recognition documents on pages 59, 60 and 62.) By following the proper steps and planning ahead, you can make your event shine and commend your

participants for their contributions to the community.

## Reinforcing value and community

Active Aging Week is a valuable opportunity to promote healthy and active lifestyles among older adults in the community, with all events being free and often various organizations and groups participating. For public officials, it can be advantageous to recognize this kind of worthy cause.

Public recognition is also a meaningful way for your organization to honor and reinforce the value of your participants' actions during Active Aging Week. This recognition can complement your event planning and pave the way for more publicity and, ultimately, more people participating in activities that build community and support living well at any age. 🍷

*The International Council on Active Aging® thanks Presenting Sponsor Humana and national sponsors Abbott Nutrition and Aegis Therapies/EnerG® by Aegis Therapies for their support of Active Aging Week®.*

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## Share the spirit

Active Aging Week  
October 2–8, 2023  
[www.activeagingweek.com](http://www.activeagingweek.com)

Active Aging Week® showcases older adults' ability to lead healthier, more engaged lives in all wellness dimensions. The campaign website offers tools, promotional materials and case studies to help you plan and publicize your activities and events. Sponsors also provide materials and information as resources for theme days, which you can use in presentations, workshops, mini-expos, health fairs and other activities. To support adults 50+ in living better longer, visit [www.activeagingweek.com](http://www.activeagingweek.com) to access these materials.

Plan, too, to share your Active Aging Week highlights online via your social media channels and by entering the Spirit Awards contest. To prepare, make sure to document events and photograph activities to capture your participants' experiences during the week, maximizing the impact of your participation. You can enter the awards contest between September 22 and November 15, 2023, on the campaign website.

## A. Example of communications to request public recognition documents

### Example fact sheet

Active Aging Week 2023

*Objective:* To promote the benefits of a healthy lifestyle among older adults nationwide, by providing a safe, enjoyable and friendly environment for them to engage in activities and exercises.

*Dates:* Monday, October 2, through Sunday, October 8, 2023

*Highlights:* Free admission for older adults. A unique opportunity to foster a sense of community and companionship, which are crucial factors in motivating older adults to become and remain active. The event will focus on making the experience fun and educational.

*Active aging:* The event is based on the concept of active aging, which encourages individuals of all ages, backgrounds and health conditions to actively participate in life across seven dimensions of wellness: emotional, environmental, intellectual/cognitive, physical, professional/vocational, social and spiritual.





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## B. Example of communications to request public recognition documents

### Example letter of greeting from a public official

To Whom It May Concern,

I am pleased to recognize and celebrate the importance of Active Aging Week, which will take place from Monday, October 2, to Sunday, October 8, 2023. This annual health promotion event offers older adults, their families and friends the opportunity to engage in free activities that promote physical, mental and social well-being, and build a sense of community.

The participants of Active Aging Week are making valuable contributions to our society by taking proactive steps to stay healthy, active and engaged. By attending classes, seminars, health fairs and community walks, they are learning how to maintain their physical and cognitive abilities, stay engaged and independent, and lead fulfilling lives. Their dedication and commitment to active aging serve as an inspiration to all of us.

As [public official], I am proud to commend and congratulate all of the participants and organizers of Active Aging Week for their efforts in promoting a culture of healthy aging in our community. I wish you all a successful and enjoyable week full of fun, education and camaraderie.

Sincerely,  
[Your Name and Title]

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### Photo key

1. For Active Aging Week 2022, residents at Holland Home in Grand Rapids, Michigan, decorated lunch bags for a nonprofit that increases access to healthy food for children. Image courtesy of Holland Home

2. At Youngstown State University, Ohio, a 90-year-old mother and her sixty-something son and daughter took part in a spinning class that the Exercise Science Program hosted for Active Aging Week. Image courtesy of Youngstown State University's Exercise Science Program

3. In Sacramento County, California, a resident of WellQuest of Elk Grove stayed active by boxing during Active Aging Week. The community offers independent living, assisted living, and memory care services. Image courtesy of WellQuest of Elk Grove



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## C. Example of communications to request public recognition documents

### Example letter to public official

Dear [Mayor/City Council Member],

I am writing to request a proclamation in recognition of Active Aging Week, which takes place from October 2 to October 8 this year. It is the 20<sup>th</sup> anniversary of this annual health promotion event, spearheaded by the International Council on Active Aging and sponsored by Humana, which introduces older adults and their families to options for increasing their independence and quality of life.

Active Aging Week offers a variety of free activities, such as classes, educational seminars, health fairs and community walks, in a safe, friendly and fun atmosphere. These activities support the mission of [city/district/county] to keep older citizens healthy and independent, which is a goal of federal, state and provincial governments, local health departments, and area agencies on aging.

Research has shown that being physically, socially and intellectually active reduces the risk of chronic diseases such as obesity, high blood pressure, diabetes, osteoporosis, stroke, depression, Alzheimer's disease, colon cancer, and the risk of premature death. Active Aging Week's availability for all older adults, regardless of income level, age or background, allows these individuals to participate as much or as little as they wish.

Our organization, [name of organization], has served older adults for over \_\_\_ years, providing \_\_\_\_\_ services to maintain our \_\_\_\_\_ health and quality of life. We support Active Aging Week and are hosting [name the activities] because we believe in providing opportunities for older adults to stay engaged in life as fully as possible. We agree with the week's philosophy of providing activities that are educational, free of cost to older adults, and set in a fun and friendly atmosphere.

We urge you to join us in recognizing this important event and proclaiming October 2 to October 8 this year as Active Aging Week in [city/district/county].

Thank you for your time and consideration.

Sincerely,

[Your name]

[Your organization's website]

[Active Aging Week website: [www.activeagingweek.com](http://www.activeagingweek.com)]

[Your contact information]