



# Active Aging Week 2015:

resources for running a  
successful campaign

**As organizations begin to plan their Active Aging Week celebrations, they can turn to the newly launched campaign website for an array of support materials**



*During Active Aging Week 2014, 'the adventure began' at Caledonia State Park in Pennsylvania for residents of two Lutheran Social Services communities. Image courtesy of Sodexo Senior Living*

The last week of September is one of the most exciting times of the year for the International Council on Active Aging® (ICAA) and the ICAA community. Thousands of organizations, members and nonmembers included, join together to participate in Active Aging Week®. Led by ICAA, this week-long health-promotion campaign calls attention to and wholeheartedly celebrates the positivity of aging.

Whether retirement communities, seniors centers, fitness clubs, hospitals or

YMCA's, host organizations harness the creativity of staff, residents/members, suppliers and partners to develop a local campaign with impact. Events of all kinds support Active Aging Week's mission to provide as many older adults as possible with the opportunity to experience wellness activities. Thanks to the outstanding efforts of all involved, Active Aging Week has touched the lives of millions of older adults since its 2003 launch.

With hosts in the United States, Canada and Australia starting to plan their 2015 Active Aging Week celebrations, ICAA recently ramped up its efforts with a new, dedicated Active Aging Week website ([www.activeagingweek.com](http://www.activeagingweek.com)). Both organizations and individuals will find plenty of campaign support materials on this new site.

ICAA developed the online resource to guide—and spark ideas for—local event organizers, who have great flexibility in how their individual organizations will participate. These organizers customize the Active Aging Week experience to their settings. For example, they choose what their schedule will be, what and how many events they will offer, who they will involve in their efforts, and how they will market their offerings. To help with these decisions, Active Aging Week features a theme each year. In 2015, “Live your adventure” encourages welcoming each day with an adventurous spirit that embraces life's possibilities (see “Mark your calendar” on this page for campaign dates).

### **Resources & ideas aplenty**

Past hosts have reported details of campaign planning and events over the years, and ICAA has shared these stories with readers of the *Journal on Active Aging*®. Posted on the Active Aging Week website, these articles are a treasure trove of programming ideas, advice and examples. Campaign resources also include everything from planning

### **Mark your calendar**

*Observance:* Active Aging Week 2015  
*Theme:* Live Your Adventure  
*Dates:* September 27–October 3

*Website:* [www.activeagingweek.com](http://www.activeagingweek.com)  
*Facebook:* [www.facebook.com/ActiveAgingWeek](http://www.facebook.com/ActiveAgingWeek)  
*Twitter:* #activeagingweek and @AAW\_ICAA

guides and worksheets, to promotional materials.

ICAA has created the two guides that follow to familiarize you with the Active Aging Week website and help you easily access the resources available there:

- **“Navigating ActiveAgingWeek.com”** maps out the new campaign website. This guide on pages 68–69 shows you what the site houses and where to find specific information and resources.
- **“Exploring the Active Aging Week toolkit”** looks at the tools provided to assist you with running a successful campaign. Presented on pages 70–71, it also mentions ways you may wish to use these tools.

No matter whether you are participating in your first Active Aging Week or your 13<sup>th</sup>, the most important thing to remember is to enjoy yourself. Live the adventure with your residents/members and colleagues. Positive life experiences are what this celebration is all about. ☺

*As you develop your Active Aging Week celebrations, drop us a note online to tell us how things are going. You can also post your stories to Active Aging Week's Facebook page or to Twitter (refer to “Mark your calendar” above for information). We would love to hear your stories.*

*Continued with the guides on pages 68–71*

# NAVIGATING ACTIVEAGINGWEEK.COM

**2015 ACTIVE AGING WEEK** September 27-October 3, 2015

866.335.9777 info@icaa.cc

Register host site Contact us

1 About 2 Impact 3 Resources 4 Theme days 5 Get involved 6 Sponsorship

**Live your adventure**

Led by the International Council on Active Aging, Active Aging Week celebrates aging and active living. Each year event organizers engage participants in wellness activities in a safe, friendly and fun atmosphere.

10 **Take the challenge:** Count your steps during Active Aging Week

11 **Resources for host organizations:** Develop and deliver a successful campaign

12 **Resources for participants:** Start your active-living adventure

4 **Theme days:** Add key topics to your campaign schedule of events

13 **Success stories:** Read about host organizations' events and experiences

14 **In the news:** See highlights from some of the 500+ articles generated in 2014

15 **Tweets:** Announced: Active Aging Week Theme for 2015 is "Live your adventure." Learn more at [http://activeagingweek.org](#) Connect on Facebook with Active Aging Week(AAW) community. Celebrate AAW Sep 27-Oct 3 [http://www.facebook.com/activeagingweek](#) [facebook.com/activeagingweek](#) **Active Aging Week** @AAW\_ICAA

**Sponsors:** aegis EnerG IPFH CaptionCall Thoro SwimEx Sysco

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Are you celebrating Active Aging Week® in 2015? If so, visit the newly launched Active Aging Week website for resources you can use to plan, promote and deliver your events. This guide is intended to help you navigate the website. It maps the site so you can easily find the information, materials and resources you seek, with details outlined in the key below.

## **1. About**

Gain an overview of the campaign, plus frequently asked questions and recent media releases. Also find contact information and future Active Aging Week dates.

## **2. Impact**

Learn about the impact of campaign hosts, along with their success stories and comments. Also view last year's media coverage. A downloadable infographic shows the impact that Active Aging Week and participating organizations achieved in 2014. It is a powerful tool to use when seeking local sponsors or media support.

## **3. Resources**

Find resources for your organization, as well as for individuals to participate on their own. The organizational resources will help you plan and implement your campaign, while the promotional tools will assist you with getting your message heard.

## **4. Theme days**

Build on your plans with Active Aging Week theme days, developed by ICAA in conjunction with industry partners. Gain tools and, in some instances, people to support topic areas such as walking, hearing, foot health, food and fun, or the power of water. View this section for details.

## **5. Get involved**

Find information to help you register your participation as a host site or your interest as an organization, individual, media outlet or sponsor.

## **6. Sponsorship**

Show your support for Active Aging Week. No matter how large or small, every campaign needs funders to

sustain it. Sponsors make possible the Active Aging Week website and the free campaign resources it provides.

## **7. Register host site**

Register your organization as a campaign host site here. Campaign updates go out to registered hosts as they occur. Also, ICAA sends host information to media outlets and to relevant incoming inquiries.

## **8. Facebook and Twitter**

Let others know you connect to the vision of Active Aging Week. Share your involvement, stories, events, media coverage, and other campaign news on Facebook and Twitter.

## **9. Contact**

Find contact information here to connect with ICAA regarding Active Aging Week, whether by telephone, mail, email or fax. And don't be shy. We like to hear from you.

## **10. Take the challenge**

Get involved in the still-to-be-named national "walk and roll" during Active Aging Week. Add this new campaign event to your schedule and raise funds for a worthy cause.

## **11. Resources for host organizations**

Gain a wide array of campaign resources, all designed to help you deliver a successful campaign. Also accessible through the top navigation bar, this section houses everything from planning guides to promotional materials.

## **12. Resources for participants**

Support individuals who wish to get involved in Active Aging Week on their own and/or boost their fitness ahead of the campaign. This section will grow as resources continue to be added.

## **13. Success stories**

Discover the unique stories of Active Aging Week—from setting a Guinness World Record to taking a balloon ride. Learn how others have celebrated the week and the results they achieved. Watch for new stories periodically. And contribute your own campaign

experiences, so your stories can also appear.

## **14. In the news**

Explore this section to see how each person, each event and each campaign has an Active Aging Week story to share. In 2014, along with 43 broadcast features, more than 500 articles appeared in the press in North America, driving 170-million media impressions, according to a media tracking service.

## **15. Tweets**

Share your story with everyone who follows Active Aging Week 2015 on Twitter at hashtag #activeagingweek or connect directly with the campaign at @AAW\_ICAA.

## **16. Media**

Highlight Active Aging Week news to your local media and partners by sharing press releases and other media resources housed in this section.

## **17. FAQs**

See the most frequently asked questions people have about Active Aging Week. If you have an unanswered question, you may find the answer here.

## **18. Site map**

Consult this site map if you have trouble locating information. This map outlines all the pages on the website for easy navigating.

## **19. Privacy policy**

Review the privacy policy on information collected on the Active Aging Week website.

## **20. Terms and conditions**

Read the terms and conditions for use of campaign materials and information on the Active Aging Week website.

## **21. Sponsors**

Learn about organizations that financially support Active Aging Week, helping to bring the campaign's free tools to you. Please visit sponsors' sites to learn about them, and when you can, show appreciation by supporting them in turn. 

# EXPLORING THE ACTIVE AGING WEEK TOOLKIT

This campaign guide describes the free Active Aging Week resources available to help you develop and deliver a successful September campaign.

Plan well and plan in advance—that’s the most common advice shared by veteran hosts of Active Aging Week®. ICAA has created three resource centers on the Active Aging Week website ([www.activeagingweek.com](http://www.activeagingweek.com)) to help you both plan and run your campaign. Outlined below, these sections focus on event planning, theme days, and campaign promotional materials. You’ll also find suggested ways to use these tools in your local Active Aging Week campaign.

## 1. Planning your events

Regardless of whether or not you regularly plan programs and events, it may seem daunting to pull together an Active Aging Week campaign, especially if it’s your first time as a host organization. To help with the planning process, turn to planning guides, worksheets and webinars that give practical guidance for hosting campaign events. You’ll also discover a wealth of ideas in articles highlighting the experiences of previous hosts.

### Guidance

“Set your goals for Active Aging Week.” This article discusses how to set your goals, so you ensure you remain focused on what you wish to achieve.

“Launch your planning cycle for Active Aging Week.” This in-depth article offers advice from past hosts for planning a successful event. It also describes elements to build into your Active Aging Week plan and when to implement them. [Ed. Introduced in 2007, two planning components from this article have been updated for Active Aging Week 2015. The “Active Aging Week five-month plan” and “Planning checklist for Active Aging Week host” are available for download from the Active Aging Week website.]

Additional guidance includes:

### The plan

- “Plan for Active Aging Week”
- “Active Aging Week: prepare your action plan” (theme and 12-week plan)
- “Active Aging Week: kicking off the planning stage”
- “Countdown to Active Aging Week”

### The promotion

- “Develop your marketing plan for Active Aging Week”
- “Start the publicity machine for Active Aging Week”
- “How to get the most out of your involvement in Active Aging Week”

### The partners

- “The value of partnerships for Active Aging Week”
- “How to solicit donations for Active Aging Week”
- “Promote Active Aging Week through public officials”
- “How to request a proclamation or a letter from a public official to recognize Active Aging Week”

## 2. Theme days

As you develop your plans for Active Aging Week, keep in mind that you have access to additional resources through campaign theme days. These theme days were developed by ICAA in conjunction with a variety of industry partners. Among these themes are:

- “Foot health with the IPFH” (Institute for Preventive Foot Health)
- “The WALK! with Aegis Therapies 2015 Event”
- “Say Hello! with CaptionCall”
- “Take the plunge with SwimEx”

Theme days are a simple way to add topics to your schedule and expand your Active Aging Week offerings.

## 3. Campaign promotional materials

Once you have made your initial campaign plans, you may want to take an early look at the tools available to support your Active Aging Week promotion and marketing. Remember, there are two campaigns to develop:

- *Internal:* staff, suppliers, partners, residents/members
- *External:* potential residents/members, family members, friends, and the community-at-large

The following tools are available to support your efforts:

**Campaign logo.** The Active Aging Week logo is a powerful tool that you can use to create a visual identity for your campaign. Consider using the logo wherever you can—for example, your flyers, posters, brochures and website.

**T-shirt designs.** Active Aging Week T-shirts are among the most popular promotional tools provided every year. In 2015, you may choose between two official T-shirt designs to heighten campaign spirit, visibility and participation.

**Posters.** Displaying colorful campaign posters is an eye-catching way to promote your Active Aging Week involvement. You may download any or all of the five Active Aging Week 2015 posters, which show a diversity of participants. Be sure to place your logo on the posters.

**Fact sheets.** Campaign fact sheets provide key points about the Active Aging Week campaign. You can hand these sheets to participants, media representatives and other parties at health fairs, shopping malls and additional locations within your community. You’ll find both general and customizable fact sheets on the campaign website.

