

# Active Aging Week: Theme days expand options



A 2014 WALK! with Aegis Therapies event brought smiles to everyone at Woodbury in Minnesota. Photo: Tom Dunn Photography. Image courtesy of Woodbury Senior Living

Living well in later life: It's this vision for older adults everywhere that inspires the International Council on Active Aging® and the ICAA community to strive to change the way we age. Active Aging Week® is a key avenue for outreach.

Led by ICAA and organized by local hosts, the annual health-promotion event celebrates the positivity of aging today and promotes the benefits of an active, healthier lifestyle. Host organizations amplify these messages, offering low-to-no-cost wellness activities and events for adults over 50 during the last full week of September. The goal: Inspire people to try something new—and perhaps adopt a wellness focus in all areas of life.

The 2015 theme, “Live your adventure,” encourages participants and hosts to bring an adventurous spirit to each day and embrace life's possibilities in a personally meaningful way. The campaign website offers support materials to assist host organizations as they plan and promote their participation. Local event organizers will find additional resources and tools with Active Aging Week theme days.

## Theme day topics

Developed by ICAA in conjunction with industry partners, Active Aging Week theme days debuted during last year's campaign. Theme days offer suggested topics that local hosts may want to use—any topic or all—to expand programming or focus activities and promotions within the week's overall theme.

Active Aging Week's sponsors support theme days with free resources for campaign hosts, as well as program opportunities. The 2015 theme days include:

### Sunday, September 27: foot health

*Foot health with the IPFH* (Institute for Preventive Foot Health)

An active lifestyle begins with the feet, which is why foot health is a foundation of physical activity. Programming aids from IPFH include educational videos, articles and handouts.

### Monday, September 28: walking

*The WALK! with Aegis Therapies Event* (EnerG® by Aegis)

Individuals and groups can join this five-day celebration of multidimensional wellness by logging miles and doing activities. WALK! resources include a Team Leader Guide, an activity guide, and games and puzzles.

### Tuesday, September 29: hearing

*“Say Hello!” with CaptionCall* (CaptionCall)

Hearing loss affects more than hearing: It also contributes to social isolation and cognitive decline. CaptionCall's “Say Hello!” program provides an on-site workshop, mini-expo, tip sheet and activity cards.

### Wednesday, September 30: aquatic exercise

*Take the plunge with SwimEx* (SwimEx, Inc.)

SwimEx's downloadable flyer outlines the benefits of water workouts. Also available are video examples of simple aquatic exercises, as well as a creative group-exercise option.

### Thursday, October 1: healthy eating

*Good Things Come from Sysco* (Sysco)

Sysco's “Good Things Thursday” explores

healthy phytochemicals in fruits and vegetables. Hosts can download educational materials, games and recipes, plus submit entries to a Chef Photo Contest.

### Friday, October 2: skin health

*Get Skin Health Smart* (Nestlé Skin Health)

Skin, which changes with age, is critical to overall health. Nestlé's “Get Skin Health Smart” program offers training guides and tools, fact sheets, videos about skin aging, and more.

What about Saturday? It's the perfect time for participants, planners and partners to give each other a “shout-out.” What better way is there to end Active Aging Week than by celebrating the week's adventures and accomplishments together?

Theme day resources and information are available to hosts on the Active Aging Week website. ICAA recommends registering as a host site to receive updates and referrals, highlight participation, and support the message of living well in later life. 🍷

*Active Aging Week 2015 is held in partnership with the President's Council on Fitness, Sports and Nutrition, and the National Institute on Aging's Go4Life® Campaign. This year's sponsors include Aegis Therapies/EnerG® by Aegis, CaptionCall, Institute for Preventive Foot Health (IPFH), Nestlé Skin Health, SwimEx, and Sysco.*

## Campaign snapshot

Active Aging Week 2015:  
Live Your Adventure  
September 27–October 3, 2015

Website: [www.activeagingweek.com](http://www.activeagingweek.com)

Facebook: [www.facebook.com/ActiveAgingWeek](http://www.facebook.com/ActiveAgingWeek)

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Webinar & PowerPoints: [www.activeagingweek.com/themedays/webinar.php](http://www.activeagingweek.com/themedays/webinar.php)