

Active Aging Week:

Share your experiences
for recognition and
promotion



The International Council on Active Aging® invites your organization to host activities this September and then share your experiences as part of the 15th annual campaign to celebrate healthy, active aging

What would it take to ignite passion among your staff, residents and/or members? What about their families and friends? How about your management team or ownership? And your neighborhood or community at large? The answer may be staring you in the mirror. By igniting your passion, you may spark the desire in others to embrace their own, inspiring them to “do” more and enhance quality of life through active aging—for themselves and for others.

Active aging is all about “being engaged in life.” As a host site for Active Aging Week®, the annual ICAA-led campaign highlighting people’s ability to live fully

at any age, you can inspire your community to come together and celebrate what it means to engage in life.

In past years, local organizations have led walks or talks, hosted health fairs, and offered events in their cities, towns, villages or communities. And they have done it all! From marching bands to dinner-dances, camel rides to zoo trips, skydiving to zip lining, health screenings to learning labs, hosts such as you have combined ingenuity and passion to inspire change, one person at a time.

For this reason, ICAA chose the theme “Ignite your passion” for Active Aging Week 2017—the 15th anniversary campaign. One goal is to help you motivate individuals to engage in positive life experiences that ignite their passion in the last full week of September. Another goal is to celebrate your participants *and* you. How? Recognition.

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At Highgate Senior Living in Bozeman, Montana, Active Aging Week 2016 included the Back to the Future Prom—and the crowning of a prom king and queen



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Get recognized: Share your story

ICAA is creating a special section on the Active Aging Week website (www.activeagingweek.com) to recognize your efforts this year. It's easy to participate. It's also simple to register your organization as an official host site prior to the week when you visit the campaign site. Please keep in mind that your registration supports ICAA's ability to interest national sponsors and promote media coverage of the campaign to create greater awareness.

On the campaign website, you can share highlights of your experiences during Active Aging Week 2017 with others who host, support and sponsor the week, whether they're across town or across the world. For example, what did you do, and how did you do it? How many people participated? Was your week successful? Would you change anything? You might want to enlist your marketing or public relations team to help you craft a compelling story of your organization's experiences.

First, be sure to visit the Active Aging Week website and click on the "Submit your story" section on the home page. You'll see an online form that can guide you on what to submit, how to submit

Caption key

1. *Members and guests of Gold's Gym Linglestown undertook a rainy 5K walk in Wildwood Park, Harrisburg, Pennsylvania, for Active Aging Week 2016*
2. *Players celebrated winning the pickleball tournament held at Paradise Valley Estates in Fairfield, California, during 2016's weeklong active-aging campaign*
3. *Residents of Sunnyside in Harrisonburg, Virginia, feasted on red potatoes, corn, sausage and shrimp, plus listened to live folk-bluegrass music, at a 2016 Low Country Boil*

it, and when. While there, you can download a Word template for you and/or your marketing or PR team to use, if you wish. It's often easier to create your story in stages in a Word document as you can enter and save information, then come back later to add or change details. Once the template reflects exactly what you want to say, you can use that information to fill in the online form and submit it.

ICAA will recognize you by posting your stories on the Active Aging Week website and in social media. The *Journal on Active Aging*® may also publish your experiences in the overview article that will wrap up the campaign's 15th anniversary year, and possibly in future coverage as well. But don't let those things stop you from sharing your stories more widely. You can post them on Active Aging Week's Facebook and Twitter pages (see the box on page 33), as well as your Facebook, Twitter, LinkedIn or Google+ pages, plus your other social media outlets, for added recognition. Remember to link back to the campaign

website to raise awareness and perhaps boost future participation.

Picture-perfect promotion: Capture your week

Participants in Active Aging Week revel in a schedule of fun, lively and memorable activities that frequently covers multiple dimensions of wellness (ICAA endorses a model that includes social, spiritual, physical, emotional, intellectual/cognitive, professional/vocational and environmental wellness). Photos are a powerful way for you to share the value of these experiences and ignite the passion of different audiences for active aging. Think current and prospective residents/members, family members, staff, partners, sponsors, media outlets, allies, and people in your local community.

In recent years, more local hosts are reaching out via their social media channels with photos and stories of the week's events—some with same-day

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postings. Yet photos of activities can illustrate not just Active Aging Week participation, but also your organization's lifestyle or membership offerings. And they can illuminate the spirit of your organization's philosophy and mission in daily life. So, don't forget to make the most of the campaign's opportunities for picture-perfect promotion.

Some host organizations arrange for a professional photographer to document their Active Aging Week activities, resulting in high-quality brochure-ready pictures. Professionally taken images are not in the budget for a majority of hosts, however. So, why not nominate at least one or two shutterbugs from among your organizing committee, staff, volunteers or residents/members to photograph events? That way, you can ensure a record in pictures, no matter where activities take place.

ICAA encourages you to sort through photos after Active Aging Week, and submit up to five of your best images to accompany your story. You can email images directly to info@activeagingweek.com.

Photos can fill inboxes quickly, so please compress your images using a program like WinZip before emailing them, or send them via a free online file sharing service or Drop Box link. (Please confirm that photo releases are on file for the images and that you give ICAA permission to print the photos or post them on the Active Aging Week website or Facebook page.)

To appear in the *Journal*, images must be high resolution (300 dots-per-inch) and at least 1500 pixels wide by 1500 pixels high (5" x 5"). You will usually end up with workable photos if you set your camera to the highest resolution. Beyond their immediate use, your photos may prove to be a great help when it comes time to approach media outlets and potential sponsors for next year's campaign.

Feel free to submit additional materials via the above email address, such as brochures, flyers, handouts, advertisements, plans, schedules, press releases, or anything else to support your story. At ICAA, we love highlighting your passion

for improving the health and well-being of your customers, employees, family and friends.

After 14 years of Active Aging Week successes, what can we say but thank you? Thank you for making a difference in past years and for all your efforts to do so again this year. Here's to the next 15 years. 🎵

Active Aging Week 2017 is sponsored by Abbott Nutrition, Aegis Therapies/EnerG® by Aegis, Nestlé Skin Health and SwimEx.

Join the celebration

Observance: Active Aging Week

Theme: Ignite your passion

Dates: September 24–30, 2017

Connect with Active Aging Week's 15th anniversary campaign and resources: www.activeagingweek.com, www.facebook.com/ActiveAgingWeek, [#activeagingweek](https://twitter.com/activeagingweek)



**Stay
'in tune' with
successful
aging**



Strengthen your heart, open your ears and challenge your mind with an invigorating workout that pairs the physical and the cognitive. Maestro David Dworkin's CONDUCTORCISE® gets participants enthused about classical music, and keeps them engaged, thinking, in motion, healthy and having fun! As a Master Champion for ICAA's Changing The Way We Age® Campaign, Dworkin also aims to capture the imagination and attention of people of all fitness levels.

Conductorcise has been hailed at:

- conferences of the American College of Cardiology and the Alzheimer's Association
- Parkinson's disease, diabetic and osteoporosis clinics
- American Heart Association's Heart Walk
- senior living communities and rehabilitation facilities across the globe

"Conductorcise is a wonderful marriage of music, fun, connections and aerobic exercise. It is hard to conceive of a more engaging challenge experience that all people will love, learn and get healthy from." —Dr. John J. Ratey, Faculty, Harvard Medical School

For more information, visit www.Conductorcise.com or call 914.244.3803