
Good ideas

Anchor Active Aging Week with a theme

There are many ingredients to producing a great health promotion event. One powerful ingredient is a theme. Why do major health promotion events, such as Active Aging Week, World Health Day and Older Americans Month, have a theme?

Themes become the valuable anchor for both the content of an event, and the promotion. You use the theme to get people excited, choose activities, inspire volunteers and colleagues and even help with decorations.

Then, use the theme to promote your event and become the vehicle for conversations surrounding the event.

“Having a theme does make it easier to plan because it gives the day or week a focal point,” believes Cindy Caprio, Resident Program Director at Castle Pointe at Baywinde, where five or more Active Aging Week events have been held. Last year, Caprio and her team brought alive the theme of Active Aging Week by extending it into “Expand Your Experience With the Arts.”

“The residents also enjoy [themes] because with each day having a focus, they pick up on it,” explains Caprio. “It is fun to hear them talk about the upcoming days. For example, ‘So what activities are you going to do on Movement Day?’ or ‘Food day was so much fun.’”

Host of Active Aging Week also choose to promote the week itself, and personalize themes underneath that. “Planes, Trains and Automobiles” was the Active Aging Week theme at Galloway Ridge at Ferrington in Pittsboro, North Carolina,

Active Aging Week

Sept. 23 – Sept. 29, 2012

Theme:

Many journeys, many destinations

Key messages:

- Choose a healthy lifestyle for better years of life
- Spend 30 minutes each day in physical activity
- Discover one new activity that brings you value

Format:

- Activities chosen and presented by local hosts
- Free to older adult
- Emphasis on fun, camaraderie and education

Resources:

www.icaa.cc/activeagingweek/resourcesaaw.htm#1

reported Alison Leeper, Activity Coordinator. During the week, participants built models of planes, trains and cars, practiced driving go-carts, lunched in a train car diner, boated around a lake and supervised staff washing their cars, among other theme-related activities.

During “Capstone Village Goes to the Movies” Active Aging Week, each day was themed according to a featured movie. For example, on the day that featured the movie “Breakfast at Tiffany’s,” there was a presentation by a jeweler on documenting jewels, a jewelry repair workshop and a private jewelry show, said Rene P. Katsinas, Director of Residential Services at Capstone Village in Tuscaloosa, Alabama.

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Announcing the 2012 theme

For 2012, the theme of Active Aging Week is “Many journeys, many destinations.” This theme recognizes that older adults and the organizations that serve them all travel individual paths toward their own wellness destinations.

Many Active Aging Week hosts schedule events around the dimensions of wellness: intellectual, emotional, physical, environmental, spiritual, social and vocational. Using this year’s theme, you could plan for activities under each dimension, with each a journey. Think of “travel” and “roadmap.” Like any journey, the dimensions sometimes travel along the same path or crisscross. The theme also lends itself to setting personal goals.

Start planning today

One of the keys to a successful event is pre-planning. Now is a good time to place Active Aging Week on your organization’s calendar—it’s always the last full week of September. Alert your colleagues, and you may want to begin putting together a resident advisory team.

There are many resources on planning and marketing on the ICAA website:

Active Aging Week
ICAA website
www.icaa.cc/activeagingweek/resourcesaaw.htm#1

The advantage of Active Aging Week is that as a host, you can choose how many activities to offer, on which days. That’s up to you, based on your knowledge of your population and on the resources available.

You can have a great impact on the lives of older adults but giving them a roadmap for their personal wellness journeys.

Example of using a theme

Expand Your Experience Through the Arts

2011 Active Aging Week at Baywinde Retirement, A Senior Lifestyle Community in Webster, New York

Friday

Kick-off party, posters describing the activities, apple cider and donuts

Monday — Movement Day

Zumba class and demonstration

Drums Alive class at YMCA

Stretch and Strength, YMCA instructor

Yoga, YMCA Instructor

Tuesday — Art Day

Ceramics class

Creative Canvas Painting with Cindy, learn to paint a moonscape

Art Video: Frank Lloyd Wright, architect

Castle Pointe Giant Canvas Painting, come and add your special touch to this group painting, leave your handprints

Colorful Bingo, a new twist on bingo

Wednesday — Theater and Drama Day

Puppet Making and Improv, have fun making a puppet and then we will create our own puppet show

Trip to local playhouse: On Golden Pond

Movie: King Lear

Thursday — Food Art Day

Getting Creative with Your Food

presented by Anne Palumbo, columnist

Creative Food Sculptures, have fun building with different foods

Dining for Wellness™

Friday — Music Day

Musical Chairs

Baywinde Chorus

Violinist Kristin Chiavaroli

Musical Resident Birthday Party