

# Engage the community in Active Aging Week



## Sponsors



## Discover Your Community Sept. 22–28

- Educational
- Fun
- Assume ability
- Free
- 1, 2 or 20
- Customized
- Supported
- Creative

[www.icaa.cc/activeagingweek/resourcesaaw.htm](http://www.icaa.cc/activeagingweek/resourcesaaw.htm)





# Active Aging Week

Rebecca Chaplin, MA LS  
Aging Program Specialist  
Area Agency on Aging  
Land-of-Sky Regional Council



## Our Active Aging Week Goals

- Cultivate Positive Images of Aging
- Create Community Partnerships
- Highlight Community Assets and Resources
- Align with Related Initiatives
- WIN – WIN – WIN!



# Audience



- Participants
  - Broad view of "Active" & "Aging"
  - Intergenerational
  - Different Events and Locations
  - Distinct for the Culture of the County
  - Ideal – Make Accessible and Intriguing to All!
- Planning Committee
  - Health & Service Providers
  - Public and Private
  - Academia
  - Volunteers
  - Active and Assist with Sponsorship
- Media
  - Local Newspapers, Magazines and Radio

# Process

- March - Convene Planning Committee
  - Create your own or join existing coalition
  - Discuss theme, review lessons learned from last year, and discuss big picture for this year
- April
  - Affirm Responsible Parties
  - Create Sponsorship Information Levels and Form
- May – June
  - Disseminate Sponsorship Information Form
  - Fine Tune Event Specifics (time, date, location, short write-up)

# Process

- June – August
  - Take a vacation
  - Submit Information to Monthly Calendars
  - Request Speaking Opportunities
  - Create Marketing Materials - Brochures, Flyers, PSA, Facebook, Website
- August – Active Aging Week
  - Promote at Every Opportunity!

# Products

- Annual Consistency
  - Wellness Expo
  - Broad Interpretation
  - Madison County Health Fair
- Annual Changes
  - Lessons Learned
  - ICAA Theme
  - Distinctive County-Specific Events



# Products

# Marketing

- Brochures – Direct Mailings
- Flyers – Partners Distribute
- Website - [www.activagingweek.org](http://www.activagingweek.org)
- Facebook Page
- Partnership Development

## Lessons Learned

- **Build on Invested Businesses & Networks**
- **Align with the Culture and People**
- **Promote Existing Programs**
- **Gather Participant Contact Information**
- **Repetition Projects, Programs and Initiatives that WORK!**
- **Build Relationships**

# Active Aging Week Themes and Concepts for Community Engagement



Central Maine Area Agency on Aging  
Aging and Disability Resource Center

Marianne Pinkham,  
CFCS, MBA, MEd  
Regional Director,  
Coastal and Knox Community Centers,  
Damariscotta & Rockland, Maine

## Connecting Our Mission to Active Aging Week

### Spectrum Generations Promoting.....

- Life Enrichment, Empowerment and Learning
- Self-Management
- Healthy Lifestyles
- Social Wellbeing
- Nutrition
- Spirituality & Creativity
- Community Engagement



## Respiratory Health and Combing for Sea Glass



A group of people, including several older adults, are gathered around a wooden picnic table outdoors. One person is standing and talking to others who are seated at the table. They appear to be engaged in an activity, possibly related to the 'Combing for Sea Glass' mentioned in the title. The setting is a grassy area near a body of water with houses visible in the background.



## Our Vision for Active Aging Week

- During active aging week you will find a friend to guide you on a pathway towards new ways to age well and live a better, healthier, more active life.
- We will connect you to new friends, adventures and your community.
- We will offer easy to understand information and support for all ages and abilities.





## It's Really All About The Art of Aging Outside and Inside



The collage features five photographs: a group of people dancing in a room; a man hiking on a trail; a man and woman gardening; a man and woman sitting on a bench outdoors; and a group of people dancing in a room.



## Quiet Garden Meditation



The photograph shows two elderly women sitting on a wooden bench in a lush garden. They are both wearing jackets and appear to be in conversation. The garden is filled with green plants and trees.



## Our Motto for Active Aging

- Live Healthy
- Live Well
- Get Answers
- Get Connected
- Treat Yourself



## Ladies Night Out



## Fly Tying with Conrad Edwards



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## Building Upon ICAA's Active Aging Week Themes

- **ICAA's 2007 & 08 Theme**  
*“Choose an Active Life”*
- **Coastal's Variation**  
*The Environment and Wellness*  
*Your Way.....*



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## Connecting the Environment

### Nature Hikes Partnerships with...

- Boothbay Region Land Trust
- Damariscotta Lake Watershed
- Damariscotta River Association
- Hidden Valley Nature Camps
- Medomak Valley Land Trust
- Pemaquid Watershed Association
- Sheepscot Valley Conservation Association



## Creating Recreational Opportunities

### Collaborations:

- Bocci Ball with MOBIUS
- Docent Tours at Coastal Maine Botanical Gardens
- Lawn Croquet USCA Instructor



## On the Water



**Kayaking with Mid-Coast Kayak**



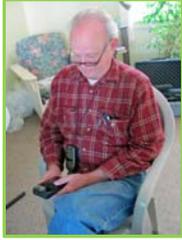
## Building Upon ICAA's Active Aging Week Themes

- **ICAA's 2010 Theme**  
"Be Active Your Way"
- **Coastal's Variation**  
*I Can't...*  
*I Should....*  
*I Will.....*  
*I Am.....*

*Changing the Way I Age*



## Geocaching - High Tech Treasure Hunting.....



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## Building Upon ICAA's Active Aging Week Theme

- **ICAA's 2011 Theme**  
*"Expand Your Experience"*
- **Coastal's Variation**  
*So You Think You Can't Dance....  
Yes, You Can!  
Let Us Show You How*



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## Dances and Dancing From Around the World



## Building Upon ICAA's Active Aging Week Themes

- **ICAA's 2012 Theme**  
*"Many Journeys  
Many Destinations"*
- **Coastal's Variation**  
*"Aging in Place"*



# Creating a.... A Sense of Place.....



# Spreading the Word

www.spectrumgenerations.org

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**EXPAND YOUR EXPERIENCE**  
Find Fun and Meaning During Active Aging Week 2011  
September 25 – October 3, 2011  
Events Sponsored By Spectrum Generations—Coastal Community Center  
531 Main Street, Dorchester, Maine 04543—PAGE ONE OF FOUR

**"SO YOU THINK YOU CAN'T DANCE"**  
Yes, You Can! Let Us Show You How

**Monday, September 26**  
11:00am-Celebrating Whether you're looking to stay physically active, meet new people or just want to survive that next wedding with your dignity intact, look no further. We've gotten that over you get started, you'll be hooked on swing dancing. Instructor Ralph Ferguson. Remember it doesn't matter if you're FOOTWEARING!  
4:00pm-Anyone Can Dance Hip Hop, Period. All you need to do is to take the first step. As soon as you do, you'll see how much easier it gets. Once you get started you'll just relax and enjoy the magic of hip hop dancing. Instructor Melanie Pagurko.

**Tuesday, September 27**  
12:00pm-Preparing for Healing, Becoming a Happy Hooper. Hoop dance and flow brings laughter and into the funny. Hoop dance can be many things to many people, and that is the beauty and diversity of this imaginative practical folk hoop exercise to do in a new way to work out. This folkdance now read as expressing an effective way of keeping in great shape, and most importantly, it's great fun to do. Instructor Maria Koudelak.  
2:00pm-Late Fall/Early Spring Dancing. Using upbeat late music together with contemporary music, Zumba is aerobic dancing that is lots of fun and easy to learn. If you enjoy high energy, motivating music and like to try unique moves and combinations, Zumba may be your ticket to fitness. Instructor Francine.

**Wednesday, September 28**  
9:30am-Shirley, Ruthie & Don's Taps Dancing. Yoga comes to life with the fusion of flowing poses and dance movements. Yoga is a form of exercise that adapts to your needs and abilities. Yoga aims to open the mind as you exercise the body. Instructor Carol Knapp.  
10am-Hip Hop Seminars. Square and round dancing is fun and friendship set to music. What and how, you too can dance the form of not an square dancing. It's hip to be square dancing, plus you can travel out your life with round dancing by participating in one of America's best forms of traditional and recreational dance. Exercise your mind, your body and have fun doing it. The Center's Wednesday Lunch and Learn program begins at 11:15am. Dance early and join us for lunch. To make your reservation and receive instructions (Send People a Check for \$10) call 262-1262 by noon on Monday, September 28 (\$4.00 donation for those over 60. All others \$6.00.  
12:30pm-Bowling for fun, fitness and sociability. Bowling can be a lot of fun, relaxing plus you get a lot of exercise no matter what age or fitness level. Bowling is an activity in which the object is to knock over pins placed upright at the end of an alley with a ball. Come to 88 Play Bowling Center, 602 Friendship Street in Westbrook for a hour, a bit of instruction, and the opportunity to play a strong. Perhaps we can form a Spectrum League!

Advanced registration required for all Active Aging Week Programs - Call 262-1262 to Register

**A Spin on Words**  
**The Promotional Brochure**

**Anyone Can Dance Hip Hop, Period.**

All you need to do is to take the first step. As soon as you do, you'll see how much easier it gets. Once you get started you'll get taken away by the magic of hip hop dancing.

Instructor Melanie Pagurko.





## Discovering Your Community

CHANGE THE WAY I AGE

Promoting Active and Healthy Lifestyles—Active Aging Week 2010  
Events Sponsored by Spectrum Generations—Central Community Center  
557 Main Street, Danversville, Maine 05845—SEE PAGE WFO OF FIVE

**Friday Afternoon Open House** with Fran Powell, **Tuesday, September 21 at 2:30pm.** Learn about the new social networking website now opening for volunteer-generators and around the world.

**Chair Chair Workshop** with Nancy Walker and Sally Johnson **Wednesday, September 23 at 2:30pm.** A Chair can connect you with your inner child. The feeling of being in a personal sanctuary, where you get the peace, safety, comfort for your mind, body and spirit through meditation and reflection.

**Wednesday Walk** with John Hayes, **Wednesday, September 23 at 8:30am.** Gather at the Friends Meeting House on Freedom Road and our path to South Road for a hike or hike on the Tracy State Preserve and/or the Liberty Park Preserve trails.

**Living Well Community Market & Cook: Taste the Show** with Christine Stett, **September 23 at 9:30am.** "What is the difference between organic and natural food?" Many people think they know, but often buy from the store and don't realize the truth. Learn about local harvest and food co-ops, and find out how to use community gardens as a source for healthy and delicious food products for your home.

**Heart Healthy Meal Preparation Class** with Nancy Walker, **W, Wednesday, September 23 from 10am-11:15am.** Take your mealtime daily. Meal your diet, eat more regularly, and get your blood pressure checked weekly.

**Abilities and Disabilities** with the Reverend Fr. Leiber, **September 23 at 10am.** The mind and body are intimately connected, and the relationship of the mind to the body is something very interesting. How it can create a difference in which you can look on yourself and yourself. It is something that is in the body, the mind, the spirit, the soul, the heart. So although the body is the object to be healed, it also becomes the source of healing the mind - which is the ultimate goal of medicine.

**Flora and Fauna** with Robert Wagner, **September 23 at 10:30am.** Seated sessions for florists and botanists for those who are a little bit tired and who haven't connected in a while. Free for individuals who are visiting Robert's exercise class for the first time.

**Land and Home, Faith, Virginia and Active Aging** with Registered Child Care and Counselor Suzanne Bezier, **September 23, 1pm-2pm at 11:15 am (Suggested Donation \$4.00—Donations Requested. Call 563-1343 by noon on Monday the 23rd) Program of noon.**

**Men's Homecoming** with Andrew Walker, **Child Care Director, September 23 at 2pm.** An opportunity for grandsons to explore the Central Lincoln County YMCA's new experiential learning tool and learn how to show the tool and the adventures it offers with their grandfathers.

**Get in the Hoop: Start Hooping** with Tracy Brown, **September 23 at 2:30pm.** Hoop Hoop sessions is a new way to work out. This fun and healthy way of exercising is an effective way of keeping in great shape, and most importantly, it is great fun to do.

Advanced registration required. Workshops, classes and tours subject to cancellation if no one registers for a particular event or activity. Call 563-1343 to express your interest to see a list of the Central Community Center's Active Aging Week Programs. Dates, times and representatives subject to change. AAW Programs are free and open to all.



Damariscotta Farmer's Market



Rising Tide Community Market - Coop



## Hearts Ever Young









## Lunch at the Kennedy Learning Center – Camp Kieve, Nobleboro



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## A Few More Active Aging Week Partners

- Babbling Brook Studio
- Boothbay Region YMCA
- Comefit Zone
- Central Lincoln County YMCA
- Sage Square and Round Dance Club
- Wiscasset Community Center
- Just Atwater and Stir
- Tidewater Way Retreat Center
- Shapers
- Lincoln County Healthcare
- Tony Zumba
- Pemaquid Paddles
- Healthy Lincoln County – HMP
- GSB Bike Club

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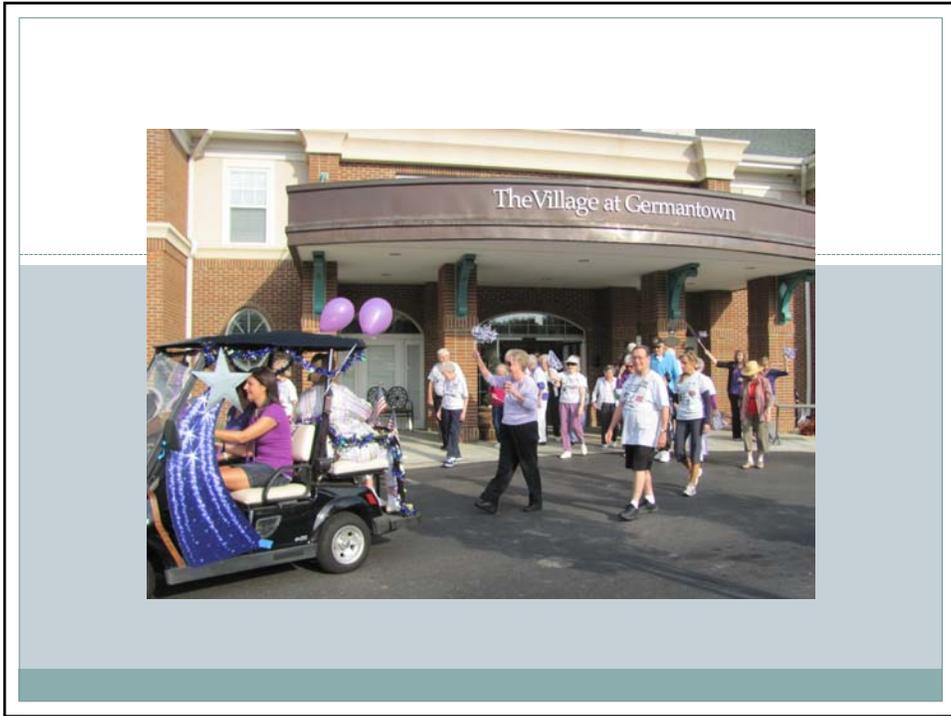


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**Thank you...**

**[www.spectrumgenerations.org](http://www.spectrumgenerations.org)**

**The Central Maine Area Agency on Aging  
Aging and Disability Resource Center  
Marianne Pinkham, Regional Director  
[mpinkham@spectrumgenerations.org](mailto:mpinkham@spectrumgenerations.org)  
1-207-563-1363**



## Themes

**Active Aging Week 2009**  
Passport to Wellness

It's never too late to learn to Belly Dance!

September 21 - September 27  
The Village at Germantown

The collage includes photos of people in various costumes, including one in a white and red outfit, and another in a white and blue outfit. There are also photos of people in a room, possibly a dance studio, and a photo of a person in a white shirt and a person in a red shirt.

### Active Thru the Ages

The collage includes photos of people in various costumes, including one in a white and blue outfit, and another in a white and red outfit. There are also photos of people in a room, possibly a dance studio, and a photo of a person in a white shirt and a person in a red shirt.

**The Village at Germantown**  
**Active Aging Week 2011**

© Helen Dawson, Sue Bennett & Jane Van Horn at the Active Aging Health Fair. © Ruth Howard poses with daughter Amy Lashburn & Amy's father-in-law Ed Lindeman. © Wally Simpson. Thanks one of the members of the Navy Band for their performance at the Active Aging Week Back-Off Party. © Richard Simmons takes Village spirit Grant Henderson with Taylor Madlock at the Health Fair.

## T-shirts



## Competition



Scooter race



Flamingo ring toss



Hula hoop contest

## Winners

