

ICAA Online Directory of Successful Programs for Older Adults

Translating the dimensions of wellness into everyday practice

Program description worksheet

Once a program is listed on the Directory, professionals who are interested in the program will contact your organization. This is your opportunity to provide more details. Remember, the Directory is an index to programs. Your additional information will enable others to share in your success.

You can provide more details:

- On a website
- In a written document that can be e-mailed or sent through the postal mail (you pay the postage)

There are advantages to having a written description. First, it is easier for you to respond to queries. All you have to do is provide a URL to the description posted on a website or send the written description.

Second, program details are available independent of people in your organization being on vacation or moving to a new job. Third, you have much more space to describe the program fully.

Following is a list of the types of items to include within the written description. These items are based on key points raised by the work group that developed the Directory, and on questions raised by the industry leaders who reviewed the format.

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Program description

Program name:

Developed by: *(person/organization)*

Contact person: *(for more information and details about the program)*

Program description:

This is your opportunity to provide more details on the program. You can repeat the brief summary that is on the Directory, then add additional details. For example:

- How long has the program been offered, or how many times has it been offered?
- How does it work? The activities offered, the sequence of delivery, the length of time, e.g., one day or 8 weeks.
- What is the delivery method? In person with an instructor, peer to peer, telephone counseling?
- When older adults complete the program, what will they have learned or experienced?

Budget and revenue potential

In some organizations, a program must cover all costs or generate revenue to be considered “successful.” For other organizations, a program may be part of an annual budget, and direct costs/revenue are not as important. State if your definition of the program’s success includes covering all costs (breakeven) or generating revenue or another option.

Please list the items that need to be included in a budget. The costs to deliver a program are variable, and depend on the geographic location (some areas are more expensive than others), the number of participants, the ability to share resources, and other factors. Listing all the budget line items will help others figure the budget for their local area.

Do you charge a fee for attending the program? If so, state the fee and explain whether the fees alone cover the costs (breakeven) or if the fees alone generate revenue. If the participants’ fees pay only a portion of the costs, state if there are

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other revenue sources (e.g., grant funds) to cover the costs, or if the program operates at a loss.

Program leaders

List the qualifications a person needs to lead the program. For example:

- a certification or a degree in a related field
- training to teach the program
- experience working with older adults or experience teaching in the topic area

You may also want to list skills needed, such as computer skills or cooking skills.

If training or certification is required, how can leaders obtain the training or certification? Be specific about the experience that is required. For example, at least 5 years experience practicing tai chi, or at least one year of work-related experience using Microsoft Word.

Program tools

Describe any formal behavior change component, since this aspect of a program can be important to many people.

If there is a manual/toolkit available, list the content.

Program cost to organization

Add more information here on whether the program is free or requires a payment or license to use it. Be explicit about what they will receive once a fee is paid.

Program requirements (space, equipment, etc.):

Here is your chance to expand on the space or equipment needed. In the directory, you may have listed hand weights or computers. Please add details here on how many. For example, every person gets one hand weight, or 2 people can share one computer.

If any room or outdoor space is sufficient, state that. But, if there is a need for a certain number of square feet, or enough room for people to place their chairs 3 feet apart, then let potential program users know that here.

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Cognitive level

If you checked that the program is suitable for person with cognitive challenges, please provide more details. Has the program been successful for people with some cognitive decline or dementia? Why is it successful? Because it is so simple, or because it offers several levels of difficulty?

What happens during a typical session?

If an example of a typical session is not described elsewhere, you may want to include it. For example, a class typically starts with participants introducing one another using a fun icebreaker, then there is a lecture and questions and answers.

What else makes this program successful?

Most people want to hear what you have learned. If there is something else you want to share, note it here.