

Sample Older Americans Month Article

You can use this sample drop-in article as a model for raising awareness and encouraging participation in Older Americans Month 2014. Use it as a template to write your own article, or just insert it into your organization's May newsletter.

Older Americans Month 2014 Safe Today. Healthy Tomorrow.

Older adults have made countless contributions and sacrifices to ensure a better life for future generations. Since 1963, communities across the country have shown their gratitude by celebrating Older Americans Month each May. This celebration recognizes older Americans for their contributions and demonstrates our nation's commitment to helping them stay healthy and active.

This year's theme for Older Americans Month is "Safe Today. Healthy Tomorrow." The theme focuses on injury prevention and safety to encourage older adults to protect themselves and remain active and independent for as long as possible.

Unintentional injuries to this population result in at least 6 million medically treated injuries and more than 30,000 deaths every year. With an emphasis on safety during Older Americans Month, we encourage older adults to learn about the variety of ways they can avoid the leading causes of injury, like falls.

While [ORGANIZATION NAME] provides services, support, and resources to older adults year-round, Older Americans Month offers an opportunity for us to provide specialized information and services around the important topic of injury prevention. This information will help older adults take control of their safety and live longer, healthier lives.

Throughout the month, [ORGANIZATION NAME] will be conducting activities and providing tips on how to avoid the leading causes of injury. To learn more about Older Americans Month and how you can participate, contact [INSERT ORGANIZATION CONTACT INFORMATION] and follow us on [**Facebook, Twitter, Pinterest if applicable**].

Contact your local Area Agency on Aging office by visiting www.eldercare.gov or calling 1 (800) 677-1116 to find ongoing opportunities to celebrate and support older Americans.