



GET INTO THE ACT.
OLDER AMERICANS MONTH
MAY 2015

Outreach Guide



<http://www.acl.gov/olderamericansmonth>



About Older Americans Month

Each May, the Administration for Community Living (ACL) celebrates Older Americans Month to recognize older Americans for their contributions to the nation. This year, in honor of the 50th anniversary of the Older Americans Act, we focus on how older adults are taking charge of their health, getting engaged in their communities, and making a positive impact in the lives of others. This year's theme is "Get into the Act" and we hope you will join us in making this a month – and year – of action!

About This Guide

ACL encourages groups around the country to celebrate and educate their communities in honor of Older Americans Month. This guide includes tips and suggestions that can be tailored to best suit your audience. Whether you choose to host an event, publish an article, or engage others through social media, we commend your participation. By focusing on older adults and important aging issues, you are making a positive impact in the lives of Americans of all ages.

Social Media

ENGAGE WITH ACL

Facebook

- Tag us by typing "Administration for Community Living" in your write-up.
- "Like" <https://www.facebook.com/aclgov>.
- Post updates and photos of your activities directly on ACL's Facebook page.
- Share and "like" OAM content on other sites to help spread the word.
- Share, comment on, or "like" posts on ACL's timeline to show your support.

Twitter

- Follow @ACLgov on Twitter.
- Retweet ACL posts and encourage followers to do the same for your tweets.
- Repost tweets on Facebook to increase your reach.
- Tweet about your activities. Use photos and links to increase engagement.
- Add the hashtag #OAM15 to your tweets so that all OAM15 followers can see them.

TELL ACL! Older Americans Month is all about promoting health and building communities across the nation. We encourage you to share information about your activities with other communities and with us. Don't forget #OAM15 – the official hashtag of Older Americans Month.



PROMOTE OAM

Whether you're using Facebook, Twitter, Instagram, Pinterest, YouTube, or all of the above, engage your audience with OAM activities and tips to help them take steps to improve their health, get involved in the community, and enrich the lives of others. Don't forget to use photos and graphics – they attract more attention and promote sharing.

Sample Facebook Posts

- “Get into the Act” for Older Americans Month 2015. Join in recognizing older adults for their contributions by helping them stay healthy, active, and engaged as they age. <http://www.acl.gov/olderamericansmonth>
- By the year 2020, more than 55 million U.S. adults will be over the age of 65. Older Americans Month is an opportunity to celebrate the many ways they contribute to our lives. <http://www.acl.gov/olderamericansmonth>
- Older adults have a lot to offer and there are many ways to give back through volunteering. “Get into the Act” this Older Americans Month and learn more about the opportunities in your area. <http://www.volunteeringinamerica.gov/>
- During Older Americans Month and throughout the year, help the older Americans in your life maintain their strength and mobility -- attend a yoga, water aerobics, or dance class together. <http://go4life.nia.nih.gov/>

Sample Tweets

- May is Older Americans Month. Empower older adults in your community through health and inclusivity. #OAM15 <http://www.acl.gov/olderamericansmonth>
- Join us as we “Get into the Act” for Older Americans Month. #OAM15. <insert link to local activities>
- How will you celebrate Older Americans Month this May? We want to hear from you! #OAM15
- Time to “Get into the Act.” The US population over age 60 is projected to increase by 26% between 2012 & 2020. #OAM15 <http://www.acl.gov/olderamericansmonth>
- Older adults have a lot to offer; <http://www.serve.gov/> has ideas for volunteer projects. #OAM15
- Help older adults maintain strength & mobility. Attend yoga, water aerobics, or dance class together. #OAM15 <http://go4life.nia.nih.gov/>
- Give back to those who have done so much for us. This #OAM15 “Get into the Act” at <http://www.giveitbacktoseniors.org/>

Sample Article

Consider writing an article to raise awareness of and encourage participation in OAM. A sample article is available at <http://www.acl.gov/olderamericansmonth>. Use it as a template to write your own article, or simply fill in the placeholders and publish.



Sample Proclamation

Another way to increase awareness about OAM is to garner support from a mayor or governor by requesting public recognition through a proclamation – a government document that officially recognizes an observance in your community. A sample proclamation is available at <http://www.acl.gov/olderamericansmonth>.

Event Ideas

HOST A “GET INTO THE ACT” DAY

Better your community while demonstrating how older adults can give back by organizing a volunteering activity for all ages. Start or contribute to a community garden, coordinate a neighborhood clean-up, or bring together a group to cook or otherwise provide for those less fortunate in your area. Consider asking older community members to serve in leadership positions for the big day, and emphasize the importance of many generations coming together for a common cause that benefits everyone.

ORGANIZE A HEALTHY AGING ACTIVITY SERIES

Offer a series (or single event) focused on healthy aging of the mind and body. Contact local organizations and businesses to seek interest in providing space, classes, or experts. Ideas for the series include low-impact group exercise, like yoga or walking; nutrition classes or consultations; and brain-stimulating activities, like a game day. Keep in mind that participants' abilities may vary, so make a list of things you may need, like chairs for seated exercise or large-print handouts.

COORDINATE A COMMUNITY CONTRIBUTION CELEBRATION

Bring together organizations and community members to celebrate the achievements of older adults in your area. Possible honorees

include council members, volunteers, advocates, teachers, and other community leaders. Develop awards and promote the celebration with a nomination contest. This type of event is also a great time to draw attention to the ways in which the Older Americans Act benefits your community through its funded programs.

FACILITATE A COMMUNITY FORUM

Provide an opportunity for discussion of important aging issues in a positive and engaging environment. Perhaps your goal is to generate ideas for community activities throughout the coming year, or maybe there's a particular topic important to your group, like how to keep the local senior center going. Remember, choosing the right moderator(s) and setting expectations for all involved are the keys to a successful exchange. Offer a take-home resource guide or other giveaway as a bonus for participating.

HOLD A WELLNESS WORKSHOP

Invite local health professionals, agencies, and/or organizations to provide information on one or many topics. Possible subjects include the Older Americans Act, injury prevention, transportation, starting a second career, community involvement, and recognizing the warning signs of elder abuse. When possible, include demonstrations and other interactive activities to make it an engaging event. Refreshments are always a plus!



The 5 Ps of Successful Events

PLAN. Thoughtful preparation is the key to a successful event. Start planning early and establish clear goals. Identify individuals who can help with planning, including stakeholders, volunteers, and vendors. Meet regularly and keep track of decisions and action items. Make sure to reserve event space early in the process.

PARTNER. Join forces with organizations and individuals in your community. Partners can often provide in-kind services, volunteers, and materials to support you. They may also know of speakers and media contacts who are interested in participating. As a bonus, partnering often leads to further partnering in the future!

PROMOTE. Develop a publicity plan to promote your activity. Identify a spokesperson,

create a press release, and contact local media outlets. Use traditional strategies, like posting flyers, as well as new media and your website to promote and garner coverage.

PRODUCE. Host your event in a space large enough to accommodate your group and easy to access for all participants. Be sure to bring appropriate supplies and resources, such as tables, chairs, registration materials, signs, handouts, refreshments, and audiovisual equipment. You may also wish to consider insurance in case of an injury on site.

PUBLISH. Share your coverage with partners, stakeholders, and everyone else who helped you with planning and production. Post a feature summary of event coverage on your website, and highlight key aspects via social media. Don't forget to include photos, which gain traction for your posts and are most appreciated by attendees.

Resources

Staying Engaged Through Work and Play

Community Service Projects: <http://www.serve.gov>

Creative Activities for Older Adults: <http://www.creativeaging.org>

Recareering and Retirement: <http://www.aarp.org/work/working-after-retirement/>

Volunteerism: <http://www.giveitbacktoseniors.org/>

Injury and Abuse Prevention

Elder Abuse Prevention: <http://ncea.aoa.gov/>

Emergency Preparedness for Older Adults: http://www.acl.gov/Get_Help/Preparedness/

Falls Prevention: <http://www.ncoa.org/improve-health/falls-prevention/>

Financial Protection: <http://www.consumerfinance.gov/older-americans/>

Home Safety Checklist: <http://www.cpsc.gov/PageFiles/122038/701.pdf>

Healthy Living

Brain Health: http://www.acl.gov/Get_Help/BrainHealth/Index.aspx

Exercise and Fitness: <http://go4life.nia.nih.gov/get-started>

Health Information for Older Adults: <http://www.cdc.gov/aging/aginginfo/index.htm>

Living with Alzheimer's Disease: <http://alzheimers.gov>

Nutrition Tips: <http://www.nutrition.gov/life-stages/seniors>

Older Americans Act (OAA)

About the Act: http://www.aoa.acl.gov/AoA_Programs/OAA/

AoA (OAA-funded) Programs: <http://www.aoa.acl.gov/>

