Senior Centers: Masters of Aging

Empower

Enlighten

Engage

Enrich

National Senior Center Month | September 2017
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Welcome to National Senior Center Month

Senior Centers: Masters of Aging!

September 2017

National Senior Center Month is celebrated every year in September. It's a wonderful opportunity to showcase your center and market the valuable programs, activities, and services you offer. It’s also a great time to promote a positive image of aging, show your center’s importance in the community, and create interest among prospective new participants.

Our national celebration theme is: Senior Centers: Masters of Aging!
This year’s theme highlights the many ways senior centers lead their communities and inspire individuals to master this phase of life. Individuals search to understand their own needs amidst competing demands and responsibilities. At their senior center, they find programs and resources that inspire them to make the most of their time. Community leaders often turn to senior center professionals, their local masters of aging, to facilitate improved services and positively address changing demographic challenges and opportunities. Celebrate the many ways your senior center cultivates masters of aging!

We’ve structured this program guide into 4 categories to demonstrate the ways senior centers Enrich, Engage, Enlighten, and Empower. It incorporates program ideas from the 2016 Programs of Excellence submissions. Use this guide to celebrate the significant contributions your senior center makes as we all seek to master aging.

Follow these easy steps to celebrate during National Senior Center Month:

1. **Start planning now!** September is just around the corner. Knowing your plans early can make it easier to promote your activities and events.

2. **Use this Program Guide** to find great ideas to create a memorable celebration. You’ll find suggestions to help you, your staff, volunteers, and board members educate the community about the wide range of activities, services, and benefits you offer. Consider planning a different event each week, or choose one week out of the month to hold several activities.

3. **Use the Publicity Guide** to capture awareness and promote community involvement and support for your celebration. The guide offers a step-by-step media plan with timelines and specific methods.

4. **Use the 2017 Poster** to bring recognition of National Senior Center Month to your center. Two versions are available—one with national photos and one that can be customized for your center.

**Happy Senior Center Month Celebration!**

— NISC Best Practices Committee
Empower

“What would you attempt to do if you knew you could not fail?”
~ Dr. Robert Schuller, author and pastor

Highlight programs that empower older adults to be stronger and more confident, especially in controlling their life and in claiming their rights.

Educate Elected Officials

Educate your elected officials about how public dollars support services and benefits for older adults, caregivers, family members, and the community at large. Senior center staff and participants are well-positioned to explain how limited public investment and looming cuts are having a domino effect on programs and services for seniors. Here are some ideas:

- **Step up for the Older Americans Act (OAA):** The OAA and other services and benefits for older adults will be under threat in the FY18 budget process. Senators and Representatives need to know how seniors and their caregivers would be affected by funding cuts.

- **Tips and Facts:** Use our Advocacy Toolkit and updated issue briefs to educate your elected officials.

- **Recesses:** Congress will be back home for several recesses, which are good times to connect with them. This year’s dates include July 29-Sept. 4, Sept. 15-24, Oct. 6-22, and Nov. 17-27. Use our Recess Toolkit to make the most of these opportunities.

- **National Senior Center Month Proclamation:** Ask your mayor or other official to issue a proclamation in honor of National Senior Center Month and build an event around it. A sample proclamation is found in the Publicity Guide.

- **Letter Writing Day:** If your center is suffering from recent budget cuts, or proposed cuts threaten your work, organize seniors to write stories about what the cuts mean to them and deliver the stories to an elected official or staffer. This can help you enlist a member of Congress for support and arm them with real stories for national budget debates. Review our 10 Tips to Harness the Power of Stories and share the stories with NCOA, so we can help amplify their voices.

- **Media Outreach:** Invite a local radio station to hold a remote broadcast at your center. Have a live audience of participants and community partners and invite key people to talk on air about your center’s resources and aging issues. See the Publicity Guide for more ideas and a sample media plan.
Senior Center Month National Advocacy Day

Friday, Sept. 15, 2017

NEW this year, we’ve designated Friday, Sept. 15, 2017 as National Advocacy Day! This is your opportunity to focus attention on public policy issues that affect your senior center.

We encourage you to schedule events that:

- Educate participants, elected officials, and your community about how your center is funded
- Discuss how local, state, and federal legislation affect your center and participants
- Empower older adults to advocate for their senior center with their elected officials

Event ideas

- Host a site visit with your elected officials to educate them about your work and issues of concern to seniors. The House of Representatives, and likely the Senate, will be out of session, so federal lawmakers will be back home.
- Schedule a panel discussion with speakers who can educate participants and the community about why senior centers matter and why public funding is critical.
- Visit a member of Congress or other local elected official at their district office to deliver your message and build a relationship.
- Organize a petition or postcard writing party to send messages to elected officials from seniors on what their center means to them.

Review the Publicity Guide for more tips on engaging public officials, and watch your email for more details about this National Advocacy Day.

Got a plan for Sept. 15? Let us know at advocacy@ncoa.org!

Meet the Candidates Forum

The Duxbury Senior Center & Council on Aging, MA, partnered with Duxbury High School to host a Meet the Candidates forum. Fourteen candidates running for Congress, the State Legislature, and the County Sheriff and Commission participated, and over 200 students, seniors, and community members attended. COA Director Joanne Moore and Dr. Ben Tantillo, Superintendent of Schools, delivered remarks about the importance of intergenerational relationships. The forum was co-moderated by student Sarah Gill and Dr. Jack Hill, retired principal of Duxbury High and an active member of the COA.

AP Government students and seniors from the Duxbury COA posed questions to the candidates that reflected the students’ and seniors’ priorities regarding the quality of life in their community. Questions came in via Twitter using #DuxVoterForum and in person. Prior to the forum, seniors learned Twitter at the COA. Journalism students took over the COA’s Facebook Live and Twitter accounts, creating an online interactive discussion during the forum. Television production students filmed the event, and 95.9 FM WATD cancelled its morning news program to air the forum live on the radio and online. Thousands of people were able to access the forum without physically attending.

After the forum, the students, seniors, community members, and candidates informally met with one another to continue the discussion on issues of importance to them.
National Employ Older Workers Week

National Employ Older Workers Week is held annually the last full week of September, and it recognizes the vital role of older workers in the workforce. This year’s recognition is held from Sept. 25-29 and led by the U.S. Department of Labor. Here are some ideas for your center:

- Recognize a Senior Community Service Employment Program worker and other older workers at your center
- Present an award for exceptional work ethic and commitment to quality to an older worker in your community
- Present an award to an exceptional business in your community that employs older workers

50+ Employment Expo

The job search process has moved online, and it can be difficult for older job seekers who are not familiar with the latest technology platforms. To address this issue, Enfield Senior Center, CT, held a 50+ Employment Expo. The month before the expo, they partnered with AARP to present an AARP 50+ Job Seeker: Tips and Tools seminar. At the expo, adults aged 50+ had the opportunity to connect with employers who were interested in hiring experienced, skilled older workers. Applications were taken on site by 16 local employers looking for full- and part-time staff. Over 300 people attended this Saturday morning event, and many were hired. Volunteers also helped attendees make a LinkedIn profile and submit resumes online.

Senior Employment Program

Downtown Senior Center, Senior Services, Inc. of Wichita, KS, helps seniors aged 55+ find work. They teach interviewing skills, offer a website for seniors looking for work, connect applicants to senior-friendly employers who hire all year, and offer computer classes. They also refer seniors to the local Workforce Center for additional free computer classes.

The center offers a walk-in program where seniors can get one-on-one informal counseling on a daily basis. It features a program side for business (any job that is not performed in a senior’s home) and in-home (paid jobs helping other seniors as a caregiver, handyperson, driver, or housekeeper). Many job seekers are enrolled in both programs, as they need more than one part-time job.

Retirees In Service to the Environment - RISE

RISE is an environmental education and leadership training program for retirees and adults aged 60+. It includes 30 hours of training over an 8-week period, culminating in a capstone volunteer project. RISE provides a detailed manual to host the program at your center. The manual includes goals, activities, exercises, handouts, and other resources to help with the delivery of the program. Learn more.
Savvy Saving Seniors® Financial Education Toolkits

For many vulnerable and disadvantaged older adults, the path to economic security begins with basic money management. Learning how to budget, avoid scams, apply for benefits, and use prepaid cards wisely can help them stay secure and independent longer.

With support from the Bank of America Charitable Foundation, NCOA developed the following toolkits to help professionals educate older adults about good money skills. Use them to hold a Savvy Saving Seniors® financial education workshop in your community!

All materials are available at ncoa.org/SavvySeniors.

**Toolkit 1: Becoming Resource-FULL with the Help of Benefits & Peace of Mind Savings**
This toolkit covers budgeting tips, money management tips and tricks, benefits of banking, budget busters to avoid, and how to find and apply for benefits. Materials include a training guide for facilitators, a PowerPoint presentation, a participants’ handbook, and customizable marketing materials.

**Toolkit 2: Steps to Avoiding Scams**
This toolkit provides an overview of popular scams targeting seniors, tips for avoiding them, and next steps for victims of financial fraud. It was developed in partnership with the Women’s Institute for a Secure Retirement. Materials include a training guide for facilitators, a PowerPoint presentation, a participants’ handbook, and customizable marketing materials.

**Toolkit 3: It’s in the Cards**
This toolkit covers tips and ideas on how to use, manage, and protect government-issued and prepaid debit cards. It was developed in partnership with Money Management International. Materials include a training guide for facilitators, a PowerPoint presentation, a participants’ handbook, and customizable marketing materials.
Enlighten

“A mind stretched by a new experience can never go back to its old dimensions.”
~ Oliver Wendell Holmes, U.S. Supreme Court Justice

Showcase your educational and informational programs that expand individuals’ horizons and present new choices and new adventures.

Falls Prevention Awareness Day
Sept. 22, 2017

The 10th annual Falls Prevention Awareness Day (FPAD) will be observed on Sept. 22, 2017—the first day of fall. In honor of this notable milestone, the theme of the event will be **10 Years Standing Together to Prevent Falls**. This event raises awareness about how to prevent fall-related injuries among older adults.

Top 4 FPAD activities for senior centers

1. **Evidence-based falls prevention programs**: Kick off a program proven to help older adults reduce their risk of falling, such as A Matter of Balance or Tai Chi. A list of programs, training requirements, and videos can be found [here](#).

2. **Educational presentation or workshop**: Educate older adults about fall risk factors and prevention strategies. The American Occupational Therapy Association and the Academy of Geriatric Physical Therapy developed a [falls prevention presentation toolkit](#) (updated version available soon) that includes a PowerPoint with sample narration notes, a brief presentation guide, and a list of resources and references.

3. **Host a falls prevention health fair**: Share educational handouts, connect older adults with community resources and services, and/or demonstrate falls prevention workshops or classes.

4. **Provide fall risk screenings**: Collaborate with community health specialists to host fall risk screenings that include vision exams, balance and gait testing, home safety recommendations, and/or medication reviews. Ask your local optometrist, pharmacist, and physical/occupational therapists to volunteer their time. Or work with a local university to coordinate student volunteers, such as professional physical therapy, optometry, or pharmacy students.

Additional resources

Download the following materials and more at [ncoa.org/FPAD](#):

- **Educational handouts**: Share resources to educate older adults, caregivers, and friends about steps they can take to prevent falls.
- **Educational video**: Share this 90-second animated video to educate older adults about 6 easy steps they can take to prevent falls. Available in English and Spanish.
- **Media toolkit**: Get local media outlets involved in FPAD 2017 by using these customizable press releases, media alerts, proclamations, media tip sheets, and fact sheets.
- **State Falls Prevention Coalitions**: Connect with your statewide falls prevention coalition to find out about efforts in your state and collaborate on year-round activities.
Hunger Action Month

In America, 1 in 6 older adults struggle with hunger. Senior centers can make a difference!

NCOA works with senior centers and other community organizations nationwide to enroll eligible older adults in the Supplemental Nutrition Assistance Program (SNAP, formerly Food Stamps).

SNAP helps seniors stretch their food budget. Yet, SNAP is highly underutilized by older adults, who participate at a much lower rate than the general population.

September is Hunger Action Month—here are a few ways your senior center can get involved.

Host a “Pass the Plate” selfie booth
Provide participants with a paper plate and ask them to write down what they can’t do on an empty stomach. Next, have the participant take a selfie and post the photo to your senior center’s Facebook page. You can also invite members of your senior center to post a plate to their own social media channels with the hashtag #HungerActionMonth. Don’t forget to tag @FeedingAmerica for a chance to be featured on their webpage. Read more and try their interactive online plate.

Raise awareness in your community

- Adopt your local food pantry. Ask them what they need and how your senior center participants can help. Provide volunteers, hold food drives, and collect needed items.
- Invite older adults in your community to get screened to see if they are eligible for SNAP. Use our free BenefitsCheckUp® tool (BenefitsCheckUp.org/SNAP) to help seniors find out if they qualify and download their state’s application.
- Use our SNAP outreach materials to reach older adults in your community and encourage them to apply for SNAP.
  - Download our free customizable flyers, posters, placemats, and brochure and distribute these materials in places where older adults gather.
  - Spread the word on social media and in your newsletter with our sample messages and images, and place our online badge on your website.
  - Visit the nutrition advocacy toolkit for resources and calls to action for defending SNAP and other programs to combat senior hunger and foster nutrition.

For more information on how to get involved, contact Erin.Kee@ncoa.org
Aging Mastery Program®

For most older adults, it’s not enough to recommend that they “exercise daily,” “eat well,” or “save more.” They need specific, engaging opportunities that motivate and support them to take these actions.

NCOA’s proven Aging Mastery Program® (AMP) offers just such an innovative approach to guide individuals through this phase of life and help them achieve autonomy, mastery, and meaning in their later years.

Senior centers have played a central role in the development and expansion of the program. From an original five pilot sites, the program has grown to serve over 6,000 participants in 200+ organizations nationwide (most of them senior centers). Most importantly, the program has been proven to help older adults take positive actions and make measurable improvements to their health, financial fitness, and overall well-being. Evaluation results have shown that older adults in the program increased their:

- Social connectedness
- Physical activity levels
- Healthy eating habits
- Use of advanced planning
- Participation in evidence-based programs
- Adoption of several other healthy behaviors

Program graduation and satisfaction data have also been strong and validate that the program resonates with older adults; 92% of participants graduate (complete at least 7 of 10 classes). The program has recently finished a rigorous evaluation with positive results due to be published soon. These results include measurable improvements in physical activity, as well as taking actions related to advance care planning. NCOA expects that AMP will qualify as an evidence-based program eligible for Title III-D funding by Fall 2017.

AMP differs from other wellness programs in that it is expansive and holistic—looking at a wide range of behaviors that include nutrition and fitness, but also extends to sleeping patterns, relationships, economic health, civic engagement, advance care planning, and other vital topics. At its core, AMP is a fun and inspirational program that reframes aging and motivates people to action.

Over the course of 10 classes (for the traditional program) or 12 classes (for the Caregiver version of the program) participants take key steps to change behaviors and strengthen their ties to communities. They accomplish this by creating their own personal pathways for aging well via actionable goals, sustainable behaviors, clear incentives, and peer support.

Most importantly, the program encourages mastery—developing sustainable behaviors across many dimensions to support holistic and positive aging. The advantage of changing habits is that once behaviors become automatic, people no longer have to use any energy or willpower to maintain healthy decisions. Research shows that approximately 40% of what we do every day, we do in pretty much the same way and in the same context. So if we can change a range of important habits for an aging population, they’re much more likely to be happier, healthier, and more productive.

Would you like to bring AMP to your center? Visit ncoa.org/AMP to learn more and email us at AMP@ncoa.org to get started.
Wellness Retreat

Bykota and Pikesville Senior Centers, near Reisterstown, MD, sponsored a Wellness Retreat at the 160-acre Pearlstone Retreat Center and Farm. Over 80 participants attended to dine on farm-fresh produce and hear from leading professionals on various health and consumer topics.

Dr. Jason Brandt discussed Brain Fitness and how to keep our brains healthy. Morning and afternoon breakout sessions included speakers on Estate Planning, Hearing Screenings, Balance Screenings, Breathe Strong, Healthy Sex, Meditation, and Aromatherapy. Various vendors and sponsors were on site to provide screenings and additional health information.

The day ended with a speaker from Pearlstone talking about the importance of local, fresh, organic food as it relates to our health. Sponsors helped cover the cost of the event, keeping it affordable for participants. The cost for the entire day, including breakfast and lunch, was $40 without transportation or $60 with bus transportation.

Cooking for One

At Catonsville Senior Center, Baltimore, MD, members shared that they didn’t like to cook at home because they live alone and thought it wasn’t worth the effort. They were choosing meals that were either high in sodium or fat by eating out or buying microwavable meals. The center developed Cooking for One, a fun, interactive, 3-class workshop to promote a more healthful diet.

Each week, students met in the kitchen and participated in the preparation and cooking of the selected menu. Examples included Quick Bolognese Sauce and Tilapia with Warm Mango Sauce. The instructor chose recipes that would be tasty but easy to prepare for seniors who live alone. Students gathered in the dining room after cooking to taste their creations.

Healthy Minds

Older adults face many transitions as they age, including empty nest syndrome, failing health, financial constraints, strained family relationships, and death of a loved one. Depression is the most prevalent mental health disorder among older adults, according to the Center for Disease Control, but it is also among the most successfully treated illnesses.

The Granby Senior Center, CT, partnered with Granby Youth Services counseling program to offer Healthy Minds. In this program, a licensed marriage and family therapist offers counseling services to adults aged 60+ who are facing personal struggles. Cost per session is $20, however, funding from a grant secured through the local Area Agency on Aging ensures those who fall within the Federal Poverty Guidelines receive service without charge.

Falls Prevention Campaign

Burien Senior Program, Burien, WA, received a grant from King County Emergency Services and Washington State Department of Health to provide a week-long falls prevention campaign to older adults in their community. The effort provided education through lectures, screenings, and active fitness
classes. The event outlined 6 key elements to preventing falls: medication reviews, healthy eye and hearing seminars, home safety, mobility reviews, Balance Fitness, and Tai Chi classes demos.

The center partnered with neighborhood pharmacies for medication reviews and local hearing and eye professionals to present the seminars. The center’s staff provided Balance Fitness and Tai Chi instructors for demo classes. Participants received bags with stretch bands, nightlights, and medicine organizers as an incentive. The center had over 80 participants and several inquiries as to what the “buzz” was that week. The program will be expanded to 3 other cities as an annual event.

Hiking to Health

The Kennesaw Mountain National Battlefield Park (KMNBP), a Civil War site and the largest green space in the Atlanta metropolitan area, is a popular location for Cobb County residents to engage in physical activity, but older adults are underrepresented as visitors to the park. Cobb Senior Services, Marietta, GA, partnered with KMNBP officials to develop Hiking to Health, an innovative program that would encourage older individuals to participate in health and wellness activities at the park.

A series of 5 field days were implemented, including transportation from senior centers to the park, an introduction to the park’s history and trails, exercise with a YMCA instructor, and a guided hike with 2 distance options for participants to select based on their mobility. Some of the field days involved museum tours, presentations, movies, or lectures regarding the historical significance of the park. Participants also received a fitness package during the program—a lightweight backpack with a water bottle, pedometer, sunscreen, and other items necessary for hiking.

4 Ways to Promote Healthy Aging at Your Senior Center

NCOA’s Center for Healthy Aging provides technical assistance and support to community-based organizations on implementing evidence-based health promotion programs and educating older adults on important health topics. For up-to-date news on healthy aging, sign up for the Center for Healthy Aging monthly enews or join an online community to connect with peers.

1. **Learn more about evidence-based programs (EBPs)**
   EBPs offer proven ways to promote health and prevent disease among older adults. They are based on research and provide documented health benefits, so you can be confident they work. Learn more about [evidence-based programs](#) in these areas:
   - [Falls prevention](#)
   - [Chronic Disease Self-Management Education](#)
   - [Physical activity and senior fitness](#)
   - [Behavioral health](#) (depression and/or substance abuse management)

2. **Host an EBP at your senior center or locate workshops in your area**
   Use the [NCOA map](#) and [Evidence-Based Leadership Council map](#) to identify and connect with licensed sites and organizations in your state that are implementing evidence-based falls prevention programs or Chronic Disease Self-Management Education (CDSME). Don’t see an organization in your state? [Contact us](#)!
3. Improve your EBPs with tips and resources from state and community-based organizations across the country

Don’t reinvent the wheel! The Best Practices Toolkit: Resources from the Field includes over 200 resources focused on leadership and management, strategic partnerships, delivery infrastructure and capacity, centralized and coordinated logistical processes, quality assurance, and business planning and sustainability.

4. Explore the Community Malnutrition Resource Hub

Malnutrition among older adults is a real problem with serious consequences. Check out the Community Malnutrition Resource Hub, designed to provide practical resources, tools, and ideas to help community-based organizations develop and implement a plan to reduce malnutrition among older adults.

Ready, Set, Bank™
Online Banking Made Easy

Online banking is efficient, convenient, and secure—but it also can be confusing if you haven’t used it before.

Ready, Set, Bank™ is an online video course that empowers older adults to be successful with online banking. Lessons cover:

- The benefits of online banking
- Safety and security
- Staying on top of your money
- Managing your account online
- And more …

The course was produced with support from Capital One and tested with seniors at Older Adults Technology Services in New York City.

Host a mobile banking workshop

Your senior center can use Ready, Set, Bank™ to educate older adults in your community. A partner toolkit has everything you need, including:

- A timeline to help you schedule and plan a workshop or series of classes
- Step-by-step instructions on how to educate seniors using the videos
- Customizable materials to promote the activity to your participants
- Useful handouts, including signup sheets, questionnaires, flyers, and more

Learn more and download the toolkit for free at ncoa.org/RSB.
Positive Aging Training

Research suggests that promoting positive age stereotypes could result in less illness and allow people to live independently longer. During Senior Center Month, consider holding a staff training to understand ageism and develop staff strategies and community outreach. Understanding our own views, training new staff, and educating participants and the community are important steps in creating a positive, age-friendly environment at your senior center.

Start an Ageism Book Discussion
To address the issue of ageism, the Portsmouth Senior Activity Center, NH, held a book reading and discussion group using Ashton Applewhite’s book This Chair Rocks: A Manifesto Against Ageism. Applewhite also offers a free How to Start a Consciousness Raising Group booklet that is available online.

Explore and use Gaining Momentum
Eight national aging organizations formed an unprecedented partnership to explore better ways to communicate the real story of aging in America. The work includes:

- **Gaining Momentum: A Communications Toolkit (2017)**. This collection of research and resources equips advocates in the aging services sector to change the discussion about what it means for America to get older.

- **Frame Brief: Framing Strategies to Advance Aging and Address Ageism as Policy Issues (2017)**. This summary of major findings and recommendations offers a brief, lively guide to an evidence-based approach to reframing aging.

- **The Pernicious Problem of Ageism (2015)**: A special issue of Generations, the journal of the American Society on Aging, explores the importance of framing in addressing the pressing issue of ageism in America and features articles from FrameWorks researchers.
Engage

“No one can take the place of a friend, no one.”

~ Maya Angelou, poet and author

Provide a welcoming space and opportunities to create and develop friendships that give added value to participants’ lives. Offer community engagement and intergenerational connections.

Create an LGBT Welcoming Senior Center

“First impressions go a long way. As a group of people who have been historically marginalized, LGBT older people have a tendency to ‘scan the room’ when they first enter a new facility looking for visible signs that it is welcoming,” according to Inclusive Services for LGBT Older Adults: A Practical Guide to Creating Welcoming Agencies. Read it and discover practical advice on how to create a welcoming senior center.

LGBT programming for older adults

Reach out to your lesbian, gay, bisexual, and transgender (LGBT) community. This September, launch a movie viewing night and discussion centered on LGBT themes. SAGE’s Technical Resource Center has created a guide in consultation with organizations around the U.S. that serve LGBT older adults: LGBT Programming for Older Adults: A Practical Step-by-Step Guide. This program is simple to organize and can be an important step toward a number of goals, including welcoming LGBT older adults to your organization or agency; creating a safe space for the LGBT older adults you already serve to identify themselves and/or more fully integrate into your agency; and fostering an agency-wide culture of openness and acceptance.

Schedule an LGBT aging staff training

At SAGE’s National Resource Center on LGBT Aging, your staff will learn about the culture, needs, and concerns of LGBT older adults and why they are less likely to access senior centers and other activities. SAGE will identify best practices and tools for helping LGBT older adults feel more included at senior centers. Learn more about SAGE’s in-person and online trainings.

Senior-2-Senior StoryShare

Waterfront Park Community Center (Bainbridge Island Senior Center), in Bainbridge Island, WA, celebrates the sharing of human stories to build community. The Senior-2-Senior StoryShare program is designed to pair island high school seniors and community elders for extended, guided conversations. The curriculum for these meetings is designed to enrich the lives of the participants by creating new insights about themselves and each other and provide meaningful, enduring lessons.

Teams meet once weekly for 6 weeks, and the high school and the senior center rotate hosting duties. Conversational themes are issued in advance so participants have time to reflect and prepare. Each is asked to choose life stories that pertain to the weekly topic. Theme-specific questions are issued during the weekly group instruction and help to deepen the conversations as they unfold.
The first meeting is a general introduction to the program, its format, protocols involving safety and confidentiality, and the random establishment of the intergenerational teams. The last meeting is a closure activity where reflection is encouraged and relationships are celebrated. The weekly meetings are scheduled for 75 minutes. Each involves 15 minutes of instruction on goals and protocols, 45 minutes of conversation, and a final wrap-up of 15 minutes. The first conversation was built around the topic of Compassion. The second was Accomplishment, the third Courage, and the final meeting used Meaning-Making as the prompt.

**Generations Drama Project**

In Fall 2015, four Edmonds Senior Center (WA) members sat down with 14 students from the Edmonds/Woodway High School Drama Department, with the goal to develop an original on-stage production where the students would portray the seniors’ life stories. The students had volunteered for the project knowing it was not for credit and would be on top of class and other extracurricular commitments.

Teams were formed including one senior and 3-4 students per team. They met regularly for the next 6 months, listening, writing and rehearsing. The final product was three vignettes based on true life events full of drama, heart, and humor. Afterward, the seniors and students gathered on stage for a discussion with the audience.

Seniors reflected on how quickly everyone jelled and friendships formed. Students spoke about how honored they felt to be depicting these meaningful stories. An audience member commented, “The performance gave me a sense of hope. Imagine a community where generations are not separated but are deeply connected drawing on each other’s life experience.”

**Teaching Technology Together**

The Teaching Technology Together program is an innovative three-way partnership that forges cross-generational connections while inspiring learning. Working with Montpelier Public Schools and Technology for Tomorrow, a Vermont-based nonprofit, the Montpelier Senior Activity Center, VT, has launched a multi-pronged approach to teaching technology topics to seniors.

To date, more than 70 seniors have received instruction through the program. At Main Street Middle School, students worked with teacher Don Taylor to conduct a needs assessment of Montpelier seniors. After reviewing the results, they developed a curriculum focusing on Google cloud services. Every other week, seniors meet at the middle school where students deliver a presentation and then provide one-on-one reinforcement and support.

Upon identifying additional needs, the senior center worked with Montpelier High School and Technology for Tomorrow to develop programs focused on specific technology topics. As part of their computer science classes, high school students research these topics and present their findings to senior participants. The first five topics included password management, internet safety, online shopping, search engines, and smart phone/tablet photography and photo management.

One participant called the program “an invaluable cultural exchange.” Students receive valuable leadership opportunities and scholarship eligibility from Technology for Tomorrow, while seniors receive training on emerging technology topics. All gain from the intergenerational interaction.
Friendships Forever

Winona Friendship Center, Winona, MN, leads Friendships Forever, a program dedicated to reaching homebound older adults in the Winona area. Student volunteers take iPads to homebound, isolated older adults to help bring them back to the center via technology. The older adult and their volunteer can see what’s going on at the center through the iPad and then participate in live exercise programs such as Tai Chi, yoga, and arthritis exercise; hobby activities such as knitting and crafts; and educational speakers. This program explores the ability to use technology and reach those who can no longer attend a senior center program. The majority of participants said two main reasons they participate are to stay connected to the center socially and to exercise.

Center Stage

Pepperell Senior Center Center Stage is an inspiring showcase about and for the seniors and citizens of Pepperell, MA. This 1-hour television show hosted by COA Director Susan McCarthy is a mix of interviews and vignettes highlighting the activities, services—and most importantly—the energy, passion, and fun that happens every day in the center.

In each episode, McCarthy partners with a senior to film a wildly popular 10-minute vignette cooking demonstration using the center’s kitchen. Some of the recipes are 50 years old! McCarthy also interviews staff, instructors, and seniors to share their stories on the show. She partners with a local cable provider and their skilled videographers. Viewers learn the secrets and fun of Zumba, the creativity and relaxation of coloring classes, valuable info about health and nutrition, computer classes, and more. View the show.

Center Stage brings to life the energy and value of a growing senior center. Citizens, new seniors, instructors, business partners, school officials, and community leaders learn about the center in an engaging way that draws them to visit, seek services, volunteer, partner, and thrive.

Community Paper Shred

Senior Services of the Chathams, NJ, came up with a way to increase visibility in the community and raise funds. They hold two Community Paper Shreds a year. They pick a highly visible location on a Saturday and hold a 3-hour paper shred.

It is so easy to steal someone’s identity in today’s world. A paper shred by a commercial vendor is a great way to confidentially get rid of old medical records and tax documents. The public embraces these events.

The center hires a vendor which usually costs $550 for 3 hours. There is a suggested donation of $5 per grocery bag or $10 per box-copy paper sized. The costs for the shredding truck are underwritten by a local business. In return, the business name and logo are on promotional materials and on the center’s website. At the shred, they pass out any promotional items on behalf of the business.
Tallahassee Active Lifelong Leaders

The Tallahassee Senior Center, FL, annually hosts an 8-week Tallahassee Active Lifelong Leaders (TALL) class. The goal of TALL is to inspire and better equip people aged 50+ to foster positive change and growth in the community while continuing to enhance their own lives. In partnership with Leadership Tallahassee, TALL is modeled after traditional community leadership programs.

Program days provide an in-depth and behind-the-scenes look at multiple facets of the community, including arts and culture, local government, public safety, legal and justice, education, environment, business and economic development, transportation, and housing.

Sixteen class members meet once a week for 8 weeks, and each program day is approximately 8-9 hours long. Each day consists of site visits, meeting with community leaders, listening to experts, and engaging in hands-on activities related to the topic. Program days include training in leadership development and give participants an opportunity to discuss and strategize about important issues and determine how they might get involved in solutions.

A remarkable outcome has been the collective activities of the graduated classes. TALL graduates serve in over 100 civic engagement opportunities, including sitting on boards, chairing and participating in major fundraising events, providing pro-bono professional services to nonprofits, and advocacy.
Enrich

“Never underestimate the importance of having fun.”
~ Randy Pausch, professor at Carnegie Mellon University

Highlight programs that connect older adults to fun, lifelong interests, and new passions.

Grandparents Day: Sept. 10, 2017

The official commemorative Grandparents Day is the Sunday after Labor Day. Use these resources from Generations United to Do Something Grand this year.

- Visit the Grandparents Day website for tips and tools.
- Watch a video tutorial on how to access and use the site’s resources.
- Check out the Take Action Guide and Grand Things to Do for ideas on how to participate.
- Raise awareness using the Social Media Toolkit and follow the event on Facebook and Twitter.

Activity ideas:

- Grandparents and Older Adults: Commit to share your wisdom, perspectives, and key civic values with young people and advocate on their behalf.
- Children, Youth, and Younger Adults: Connect with and serve your grandparents or older adults in your community.
- Grandfamilies: Get resources to provide a safe and loving home to your grandchildren or other relatives in your care.
- Intergenerational Programs: Plan and coordinate grand intergenerational activism projects.

Grandparents Day at Benjamin Gaither Center

At the Benjamin Gaither Center, Gaithersburg, MD, members were encouraged to bring their grandchildren to the center for a day of fun. The day kicked off with an hour-long drum circle. People played various percussion instruments and laughed and bonded over the complicated rhythms proposed by the circle leaders.

The center provided lunch for the grandchildren and a craft where they painted and decorated picture frames together. The center gave each child a photo of themselves with their grandparents from earlier in the day. The day ended with ice cream.

This program was intergenerational, interactive, and musical. Even the members whose grandchildren couldn't come enjoyed the programs and the energy that the kids brought to the center.
Dance-Dinner Party

Sandel Center, Rockville Centre, NY, holds a quarterly themed “nightclub” dinner party. It is a community event that involves members, staff, businesses, area youth, and local officials.

A recent theme was Springtime in Paris. The room was staged in a cabaret atmosphere with linen tablecloths and porcelain dinnerware. A newly opened liquor store donated different types of wine and led a tasting. A local chef prepared dinner, complete with French bread and themed meal. A musician provided entertainment and dance music. The Mayor’s Youth Task Force (a community group made up of students) enlisted 15 eager volunteers who donned aprons, served dinner, and helped clean up. After dinner, they enthusiastically joined members on the dance floor!

Past themes have included Caribbean White Night, Jazz Night, Oktoberfest, and Pasta & Holiday Lights, which ended with a bus trip to see a local tree lighting.

Similarly, the Revere Rossetti-Cowan Senior Center, MA and Revere Council on Elder Affairs hosted a Golden Gala 50 Years Plus Dinner Dance to honor couples married 50 years or more. All Revere seniors were welcomed to celebrate. A DJ provided musical entertainment and a caterer offered an Italian buffet. The cost was $10 per person. Sales were capped at 240 tickets, and it was sold out. Revere TV taped the event, and it has repeatedly aired on the local community cable station. A wedding proclamation was written and read in honor of seniors. It was a huge success and has become an annual event.

Project ReRunway Fashion Show

Southwestern Illinois College, Programs & Services for Older Persons (SWIC PSOP), Belleville, IL, holds a Project ReRunway Fashion Show. Local thrift stores are invited to provide clothes and accessories to be modeled and to set up a boutique on the day of the event. Seniors are invited to be models, and they get a huge kick out of being on the runway!

A community partner gets to know the models and writes descriptions of the outfits to be showcased. She also brings her “Mod Squad” to the event to apply makeup and fix hair to give a more glamorous feel to the day. The staff prepare a simple, yet delicious meal (quiche, salad, cheesecake), and the young women’s soccer team from our sponsor (a community college) serve as the wait staff.

The event showcases creative ways to put together an outfit on a budget and is enjoyed by the seniors and students equally. A reasonable entrance fee is charged, which covers costs and provides a small profit; some of the vendors also give a share of their day’s sales to support the cause.

Stir it Up Senior Speed Dating

Hosted by the Friendship Center Sarasota, Sarasota, FL, and Kobernick Anchin Benderson, the Stir it Up Senior Speed Dating is a series of speed dating events for individuals aged 60+. The program features a humorous educational icebreaker, a round of speed dating, and a dance party. Friendship and good relationships of any kind have a profound impact on both physical and emotional health. The Stir it Up series was designed to help older adults meet new people, socialize, exercise through dancing, and help individuals make a connection.
The approach was to have an equal amount of men and women within an age range to start the evening. Icebreaker questions were provided at each table to get things started and participants received business cards, so they could share their contact information.

This was a unique event that caused quite a buzz in the community. Because it was distinctive, it was easy to find sponsors for food, drinks, and advertising. Cost to the participant was $20. Staff took participant registrations and coordinated the venue, entertainment, food, and sponsorships. Volunteers assisted with registration and acted as greeters and food and beverage hosts.

**Express Learning**

Bowie Senior Center, Bowie, MD, created the Express Learning program to enhance educational opportunities during the summer months with a variety of brief one-time learning experiences. Seniors were invited to “join other like-minded adults who are interested in learning new things and having lively discussions in a friendly environment.” Classes were fun, free, and 30-90 minutes each.

A senior center staff person worked with a committee of members to recruit a diverse team of volunteer instructors from the community who had knowledge and passion about a particular subject. Some class titles included: Aviation History, Meaningful Conversation, Origami Paper Craft, Armchair Travel Tour, Buying and Selling on eBay, Fun with Magic, Drum Circle, Ageless Grace, Nature Exploration, Maintaining Financial Health, Soul Art, Bonsai, Card Making, Digital Photo Editing, and Line Dancing.

Each instructor provided a paragraph description of their class and a date and time. The center produced an 8-page booklet with all of the program information and made it available at the senior center, on its website, and in the local newspaper. The end result was an exciting variety of 30 Express Learning classes offered in the morning, afternoon, and evening during the summer. This was a wonderful opportunity for the senior center staff and members to partner with our community to provide a dynamic learning experience.

**Claremont Pétanque**

Pétanque, pronounced “pay-tonk,” one of Europe’s most popular outdoor games, is a French cousin of horseshoes and the Italian bowling game bocce. It can be played for leisure in the backyard or park or competitively up to world championship level. This activity combines skill, tactics, and fun. It is a game for everyone, where grandparents, parents, and children can play on equal terms, as age, gender, and ability do not matter. All that is required is a patch of firm ground and a set of balls called boules.

Claremont Pétanque began with local residents who wanted to bring their favorite activity to their hometown. Working through the Claremont Senior Program, CA, and the Committee on Aging, they found temporary park space to launch a pilot program. The opening day attracted over 80 players and received front-page press in the local newspaper. Since the opening, they average 30 players each week, participating twice a week.

Pétanque started as a new idea with a funny name and turned out to be a staple of the wellness programs offered by the Claremont Senior Program. Its ability to incorporate a diverse group of players has reflected positively on the Joslyn Center as a destination for older adults of all walks of life. Further, the program has synced with the city’s sustainability efforts by turning troublesome landscape into an attractive amenity to the community, has introduced more participants to outdoor activity, and continues to defy expectation as a popular program for all ages, not just seniors.
Tools & Resources to Help You Celebrate

10 Tips to Harness the Power of Stories

Putting a face on your center’s work by highlighting participants’ experiences helps people connect to the personal nature of your senior center. You can give voice to your participants and create a powerful way to gain the attention of potential participants, funders, legislators, and partners.

What makes a good story and how do you use them? Here are 10 tips to get started:

1. **Decide what you want to accomplish.** What is your goal and who is your audience? Do you want to attract more participants? Get noticed by local politicians? Obtain or protect funding? Answering this question first will help shape the stories you seek.

2. **Develop a set of questions in advance.** Let your interview subjects read the questions in advance, so they can collect their thoughts. This year, try asking questions that reflect the National Senior Center Month theme of **Senior Centers: Masters of Aging**.

   Sample questions might include:
   - Where did you first hear about (Name) Senior Center?
   - Why and how often do you attend (Name) Senior Center?
   - What are your favorite activities?
   - If funding for (Name) Senior Center went away, what would you do?
   - What would you tell a friend who is considering joining (Name) Senior Center?
   - How does (Name) Senior Center help you be a master of aging?

3. **Ask a diverse set of people.** Old, young, male, female, black, white, Asian, Hispanic. Show the breadth of the people you serve.

4. **Take photos.** People see themselves in photos, and they add greatly to the overall narrative. The media loves using photos, as well. Make sure the photo is print/web quality—300 dpi or better.

5. **See if the participant is willing to speak to the media once their story goes live.** Media love stories in first-person format and often want to follow up with their own interview. Have each interviewee sign a release form, so your center is covered legally. NCOA has a [sample photo release form](#) you can edit and use.

6. **Keep your stories short and to the point.** Answer the main questions of: who, what, where, when, and why—then edit as much as you can. The more succinct the point, the more impact the story has.

7. **Be transparent.** Tell readers that the older adult attends your center and how you obtained the information. This adds credence and authenticity to your story.
8. **Plan how to use the stories.** Sometimes it’s great to use the whole story at once, or one per month. Sometimes you can chop a story in half and leave people hungry for more!

9. **Capture video of your interviewee.** Thanks to smart phones, video has become an easy and incredibly effective way to tell a story. Let older adults tell their story in their own voice if possible! See the Publicity Guide for tips on making videos with a smart phone.

10. **Make the pitch.** Send your story and photo to your local newspapers, online news sites, city officials, and the local offices of your state and federal legislators. A well-packaged story that hits on a hot topic is likely to get noticed.

Remember—don’t be shy! The work you do in the community is incredibly valuable. Telling your story shows the public why.

**Interviewing Tips**

Smile, look the person in the eye, and gently shake their hand.

1. Identify a location that would be comfortable to sit for the 10-15 minute interview. It is usually better to do it on the interviewee’s home turf where they feel most comfortable.

2. Keep your questions simple and short—the interview is about them not you.

3. Prepare questions in advance. This helps organize your thoughts and serves as a safety net in case your mind goes blank for a time—it happens to the most experienced interviewers. But avoid “reading” the questions. Instead, use your natural listening skills and try to have a conversation.

4. Listen to the answers. Adjust your prepared questions from what you have just heard. Don’t always fill in with conversation if there are pauses by the interviewee.

5. Ask one question at a time rather than multiple-part questions because the interviewee will likely only answer one question or go on too long.

6. Never ask “yes” or “no” questions because you will only get one-word answers. Instead use open-ended questions such as: “How did you go about determining whether you would have enough retirement income to live on?”

7. A good follow-up question is: “That’s interesting, can you tell me more?”

8. Ask for specifics. If an interviewee says they didn’t realize how much money could be saved by asking for the generic vs. brand-name prescription drug, follow up and get a concrete example.

9. End the interview by asking: “Is there anything you wanted to add?” or “What am I forgetting to ask you?”

*Prepared by Professor Jill Olmsted, Journalism Division Director, School of Communication, American University, Washington, DC*
Customizable Senior Center Month Poster

Tailor the National Senior Center Month poster to your center! This is a NISC member-only benefit. Add your own photos and contact information. Here’s how:

**Directions:**

1. We will email you the customizable poster.
2. Save the poster to your computer.
3. Open the poster using Adobe Reader (or Acrobat).
4. Select any of the four squares in the poster.
5. Browse for a picture to place into the square. This will work best if the photo is high resolution and square shaped. Note: Make sure photos are resized to be 3.75” wide x 3.25” high.
6. Select Open and Ok to confirm placement of image.

If you customize your poster, please save it as a PDF and share it with us at membership@ncoa.org.
2017 NISC Programs of Excellence Awards

Every day, senior centers across the country offer an exciting array of programs for older adults. The annual NISC Programs of Excellence Awards honor and promote these outstanding efforts. All senior centers are invited to submit a senior center program in one of 7 categories. Recognition will be given for the top entries in each category. There is an additional highlighted area called “Marketing” that each center can apply for in addition to the general categories. NISC will recognize the winners on ncoa.org, and entries will be posted in the NISC Members Resource section.

How to Apply

Programs must have been conducted in a senior center between July 1, 2016 and Sept. 30, 2017. Judges will look for programs that are innovative, creative, and easily replicated. Award categories are:

General Categories:

- **Community Development, Leadership, and Intergenerational** – Programs that increase community involvement in senior centers, enhance diversity appreciation and understanding, and develop strong leaders and volunteers
- **Cultural Programs** – Programs that showcase performing and visual arts, music, and literature
- **Fundraising** – Programs designed to generate revenue or in-kind sponsorship for the senior center
- **Health and Wellness** – Programs designed to improve the health of seniors through screenings and education
- **Nutrition** – Programs geared to improving nutritional health or combating malnutrition
- **Special Events** – Programs designed as one-time events or projects; may be intergenerational, thematic, seasonal, or patriotic
- **Technology** – Programs that teach the use of technology or use technology in program delivery
- **Highlighted Program Area: Marketing** – Strategies or campaigns to promote senior centers and their activities; includes traditional and social marketing. Materials may accompany this area only, for example links, images, ads, PDF copies of publications, etc., but no print copies are accepted.

**Rules and Application**

Click the link for complete rules and the nomination form. Due to the potential volume of submissions, each senior center may submit only ONE entry.

**Deadline**

Completed nomination forms must be received no later than Friday, Nov. 10, 2017.

Please direct questions and materials to NISC Program Manager Maureen O'Leary at *Maureen.Oleary@ncoa.org* Please use “NISC Excellence Awards” in the subject line.

*Many thanks to Jill Hall and her team for organizing the NISC Programs of Excellence Awards*
September Holidays and Observances

Visit the following websites for more information around which to build programs and activities.

Health & Fitness

National Food Safety Month
www.foodsafety.gov/

National Cholesterol Awareness Month
www.cdc.gov/cholesterol/cholesterol_education_month.htm

Hunger Action Month
www.HungerActionMonth.org

Malnutrition Awareness Week: Sept. 18-22
http://www.nutritioncare.org/maw

Falls Prevention Awareness Day: Sept. 22
www.ncoa.org/FPAD

Active Aging Week: Sept. 24-30
Sponsored by the International Council on Active Aging
www.activeagingweek.com/

National Women’s Health & Fitness Day: Sept. 27
www.fitnessday.com/women/index.htm

Enrichment

International Women’s Friendship Month
www.confidencecoalition.org/internationalwomensfriendshipmonth

International Literacy Day: Sept. 8
www.internationalliteracyday.org/

American Red Cross Home Fire Campaign: Sound the Alarm. Save a Life: Sept. 23-Oct. 15
www.redcross.org/sound-the-alarm

National Employ Older Workers Week: Sept. 25-29
www.doleta.gov/Seniors/html_docs/NatEmplOldWkr.cfm

National Voter Registration Day: Sept. 28
www.nationalvoterregistrationday.org/about

Fun Activities for All Ages

Grandparents Day: Sept. 10
www.grandparentsday.org/
Checkers Day and Dogs in Politics Day: Sept. 23
www.holidayinsights.com/moreholidays/September/checkersday.htm

Recognized Holidays

Labor Day: Sept. 4
www.timeanddate.com/holidays/us/labor-day

VJ Day: Sept. 2
www.holidayinsights.com/moreholidays/September/vjday.htm

Patriot Day: Sept. 11
www.timeanddate.com/holidays/us/patriot-day

POW/MIA Recognition Day: Sept. 15
www.timeanddate.com/holidays/us/pow-mia-recognition-day

Citizenship Day: Sept. 17 (observed Sept. 18)
www.timeanddate.com/holidays/us/constitution-citizenship-day

Start of Rosh Hashanah (Jewish New Year): Sept. 20-22
www.jewfaq.org/holiday2.htm

International Day of Peace – Make a Difference Day: Sept. 21
www.internationaldayofpeace.org/

Native American Day: Sept. 22
www.holidayinsights.com/other/native

National Good Neighbor Day: Sept. 28
www.holidayinsights.com/other/goodneighbor.htm

2017 Observances & Meetings

February
American Heart Month
Feb. 5: World Cancer Day

March
National Nutrition Month
National Developmental Disabilities Awareness Month
Aging in America Conference
March 22: American Diabetes Alert Day

April
Autism Awareness and Acceptance Month
Financial Literacy Month
NCOA Benefits Enrollment Conference
April 3-9: National Public Health Week
April 7: World Health Day
April 23-29: World Immunization Week

**May**
Older Americans Month  
Arthritis Awareness Month  
National Osteoporosis Month  
National Stroke Awareness Month  
Mental Health Month  
NCOA National CDSME and Falls Prevention Resource Centers Meeting

**June**
Alzheimer's & Brain Awareness Month  
National Safety Month  
June 22: Olmstead anniversary (1999)  
June 15: World Elder Abuse Awareness Day (WEAAD)

**July**
July 14: Older Americans Act anniversary (1965)  
July 30: Medicare and Medicaid anniversary (1965)

**August**
National Immunization Awareness Month  

**September**
National Senior Center Month  
Hunger Action Month  
National Traumatic Brain Injury Awareness Month  
World Alzheimer's Month  
Sept. 10: Grandparents Day  
Sept. 18-22: Malnutrition Awareness Week  
Sept. 22: National Falls Prevention Awareness Day (first day of fall)  
Sept. 24-30: National Employ Older Workers Week (last full week of Sept.)  
Sept. 29: World Heart Day

**October**
National Disability Employment Awareness Month  
Domestic Violence Awareness Month  
National Physical Therapy Month  
National Down Syndrome Awareness Month  
Oct. 2-8: Mental Illness Awareness Week  
Oct. 12-20: Bone and Joint Health Action Week

**November**
National Family Caregivers Month  
National Alzheimer's Disease Awareness Month  
American Diabetes Month

**December**
Dec. 3: International Day of Persons with Disabilities  
Dec. 4-11: National Influenza Vaccination Week
Additional Resources

Center for Healthy Aging

While the aging network has been moving toward evidence-based health programs for the past several years, Older Americans Act Title IIID funding now must be used only for programs and activities that have been demonstrated to be evidence-based. Learn more about evidence-based programs and get tools to offer them at your center:

- **About Evidence-Based Programs**: Get program overviews, descriptions of program goals, training requirements, references, and locations where programs are active.
- **Offering Evidence-Based Programs**: Download a variety of outreach and recruitment materials to support your evidence-based programs.

Public Policy & Advocacy

Get the latest news and action alerts and review our Advocacy Toolkit for advocacy basics and issue-specific resources.

**BenefitsCheckUp®**

If you have members with limited income, use this free online tool to screen them for more than 2,000 benefits programs to help them pay for prescription drugs, health care, rent, utilities, and other daily needs.

**EconomicCheckUp®**

Use this comprehensive, free online service to help your members improve their economic security. The website has tools to help older adults find work, cut spending, reduce debt, and use their home equity wisely.

**Elder Index™**

What does it take for a senior in your community to be economically secure? The Elder Index can give you the answer. NCOA’s new guide will show you how to use the Index to educate others about the true cost of aging in your area.

**My Medicare Matters®**

Help your members get ready for Medicare open enrollment by pointing them to this free website that provides step-by-step help to make Medicare work for them.
National Resource Center on LGBT Aging

Explore this valuable website that pinpoints the specific concerns, needs, and resources available to lesbian, gay, bisexual, and transgender (LGBT) older adults.

Taking Your Medicines Safely

Get this free train-the-trainer program to educate older adults about medication safety and the Poison Helpline.

Gaining Momentum: A Communications Toolkit

Use this collection of research and resources to change the way you talk about aging in America.
2017 NISC Contacts

NCOA’s National Institute of Senior Centers (NISC) is pleased to provide you with this Program Guide and strongly encourages your support to advance the visibility and viability of senior centers across the country. For additional information about NISC, please contact Maureen O’Leary, NISC Program Manager, at Maureen.Oleary@ncoa.org. Comments can also be directed to Scott Harlow, NISC Membership Coordinator, at Scott.Harlow@ncoa.org, or to the NISC Chair.

Thank you,

Lynn Fields Harris

Lynn Fields Harris, Executive Director
NISC Chair 2016-2018
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National Senior Center Month Poster Credits

Empower: Margaret Schweinhaut Senior Center, Silver Spring, MD
Enlighten: Vesper Hall, Blue Springs, MO
Engage: Baltimore County, MD
Enrich: J. Charley Griswell Senior Center, Jonesboro, GA

Three of the photos are from 2016 Programs of Excellence Awards. See the complete list of Award Winners to learn about their programming.

Would you like to be on our next National Senior Center Month Poster?
Share your great senior center photos with NISC, and you may find your center highlighted next year. Email your photos to Maureen.Oleary@ncoa.org.