

HEALTHWORD
Putting Health Promotion Back in Motion

January 2005

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HEALTHWORD is a monthly e-mail newsletter produced by the American Society on Aging's Live Well, Live Long project, funded by the Centers for Disease Control and Prevention. Live Well, Live Long provides education and resources to professionals in the field of aging to help them improve health promotion and disease prevention efforts aimed at older adults. Current and past issues of this newsletter are available on the Live Well, Live Long website at <http://www.asaging.org/cdc/HealthWord.cfm>.

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FEATURE

'EXERCISE FOR LIFE!' SET TO LAUNCH ON ASA'S LIVE WELL, LIVE LONG WEBSITE

The American Society on Aging (ASA) plans to debut "Exercise for Life! Physical Activity for Older Adults," its new comprehensive resource for aging-services and healthcare providers, on the Live Well, Live Long health promotion website in February 2005. The module features information on the benefits of exercise, the public-health problem of physical inactivity among older adults, barriers and solutions, exercise and functional fitness programming, lifestyle physical activity guidelines, and tips for working with elders with sensory changes, cognitive loss, or chronic disease.

The module also provides professionals who want to create programs in their communities or improve existing ones with examples of innovative programs, extensive resources, and directions on how to evaluate a new or existing program.

Highlights of the new module:

* “Creating a Welcoming Environment for Physical Activity”

This section features strategies that work (such as images and messages that motivate and strategies to help people connect with their bodies) and ones that probably won’t (such as unrealistic expectations or fear).

* “Exercise for Life! A Physical Activity Guide for Older Adults”

Created specifically for older adults, this exercise program is designed for older adults to follow at home. Based on current exercise physiology research, “Exercise for Life!” covers the essential elements of strength training, stretching, balance, and endurance, and is appropriate for elders with a range of functional abilities. Easy-to-use, detailed instructions for each exercise are illustrated by a multicultural cast of elders with a variety of body types that look like real people. A facilitator’s guide is included for coordinators who would like to use “Exercise for Life!” in a group setting such as a senior center.

* “Promoting Physical Activity in Culturally Diverse Communities”

Users of the new module can learn a three-step process that will enable providers to effectively work with the elders in a variety of cultural communities. This section helps professionals find creative ways to engage with elders and community groups to build trust; discover the community’s unique history and culture; connect a physical-activity program to the community’s cultural characteristics and barriers; and draw on community strengths such as music, dance, and art.

The new module will be available at <http://www.asaging.org/cdc>. For more information, contact module author Chaya Gordon at chayag@asaging.org.

TOOLS YOU CAN USE:

SEARCH ASA PUBLICATIONS ONLINE WITH ARTICLESEARCH

Launched in 2004, the ArticleSearch feature on ASA’s website provides both ASA members and nonmembers access to an array of useful information from the organization’s periodical publications. The online database allows users to search for articles from Generations, Aging Today, and ASA’s eight constituent newsletters, which include Healthcare and Aging.

ASA ArticleSearch comprises a significant repository of applied research, program models, resources, and viewpoints on all aspects of the field of aging. All users of the

online database are able to search for citations and abstracts. ASA members can download full-text PDF versions of some 600 of the listed articles.

In searching for articles in the category of “Health Promotion/Wellness,” more than 60 citations appear, with the full text posted for 30 of the articles. Following is a sample of some of the titles:

* “ASA Collaborative Projects Seek to Enhance Health and Safety for Older Adult Drivers” (Maximizing Human Potential, Winter 2004)

* “Healthcare Education and Promotion Reaches Out to Older Adults at Malls” (The Older Learner, Winter 2003)

* “The Role of Public Health in Addressing Aging and Sensory Loss” (Generations, Spring 2003)

* “Health and Social Issues Associated With Racial, Ethnic, and Cultural Disparities” (Generations, Fall 2002)

* “Confronting HIV and AIDS: What Older Adults Need to Know” (Aging & Spirituality, Fall 2001)

To access ASA ArticleSearch, visit <http://www.asaging.org/articlesearch>.

WHCoA EVENTS

For the next year, HEALTHWORD will post websites listing White House Conference on Aging (WHCoA) events and draft resolutions affecting health promotion. This month, we focus on transportation-related Listening Sessions for the WHCoA Policy Committee, as well as WHCoA-related sessions at the ASA-NCOA Joint Conference. To read more about the importance of participating in the planning process, read the December 2004 issue of HEALTHWORD (posted at <http://www.asaging.org/cdc/HealthWord.cfm>).

TRANSPORTATION LISTENING SESSIONS

Date: Thursday, March 10, 4:15-6:00 p.m.

Location: ASA-NCOA Joint Conference, Philadelphia

This Listening Session is sponsored by the American Society on Aging and the National Council on Aging and will be held at their joint annual conference (see “Calendar of Events” below). Although there is a registration fee associated with attending the overall conference, those desiring to attend this session will not have to be registered. For more information, contact John Eberhard at jeberhard2@msn.com.

Date: Thursday, April 14

Location: Boston

The U.S. Department of Transportation, AARP, and the MIT AgeLab are sponsoring this Listening Session; the time and location are yet to be determined. For more information, contact Joan Harris at Joan.Harris@ost.dot.gov.

ASA-NCOA JOINT CONFERENCE SESSIONS

The ASA-NCOA Joint Conference will include a number of sessions discussing the 2005 WHCoA. Given the critical nature of the WHCoA, these sessions are sure to draw hundreds of professionals. For more detailed information about the sessions, as well as about the conference as a whole, visit <http://www.agingconference.org>.

The White House Conference on Aging: Assuring That Older Adult Mental Health and Substance Abuse Issues Are on the Agenda

Date: Thursday, March 10, 10:30 a.m. - noon

The Changing Face of Senior Centers: Recommendations to the White House Conference on Aging

Date: Friday, March 11, 10:30 a.m. - noon

Conversations With Administration on Aging Staff

Date: Friday, March 11, 4:30-6:00 p.m.

White House Conference on Aging Solutions Forum: Marketing to a New Generation of Mature Consumers (open to the public)

Date: Saturday, March 12, 8:00-10:00 a.m.

This session will focus on the "Marketplace," one of six broad issue areas on the agenda for the WHCoA. Preregistered participants will present innovative approaches to marketplace issues for the older consumer of the future. Oral statements are limited to three to five minutes; written statements of any length should be provided electronically in advance. To preregister, contact Jim Emerman at jememan@asaging.org. The event is open to the public and all are invited to attend.

To include your events or resolutions in HEALTHWORD, send the URL of the website where they are posted to Nancy Ceridwyn at nancyc@asaging.org. For more information on the WHCoA, visit <http://www.whcoa.gov>.

PROGRAM EXCHANGE

We welcome information from the electronic HEALTHWORD community about health promotion programs around North America. Send us a description of a program that you think other readers will be interested in learning about! Please keep in mind that this venue is not as a commercial forum to purchase products but as an interactive community of professionals. Send all submissions to Nancy Ceridwyn at nancyc@asaging.org.

CALENDAR OF EVENTS

Event: 19th National Conference on Chronic Disease Prevention and Control
Sponsors: The CDC's National Center for Chronic Disease Prevention and Health Promotion, in partnership with the Association of State and Territorial Chronic Disease Program Directors and the Prevention Research Centers Program
Dates: March 1-3, 2005
Location: Marriott Marquis, Atlanta

This year's conference will explore approaches to accomplishing Healthy People 2010 objectives. The major goal of the conference is to accelerate the rate of progress in improving the lives of those at highest risk for poor health, including racial and ethnic minority groups as well as low-income and less educated populations. For more information, visit <http://www.cdc.gov/nccdphp/conference>.

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Event: 2005 ASA-NCOA Joint Conference -- The Changing Face of Aging
Dates: March 10-13, 2005
Location: Philadelphia

The American Society on Aging and the National Coalition on Aging have collaborated again to offer the most dynamic educational conference and networking opportunity in North America for professionals in the field of aging. Health promotion sessions presented by ASA staff:

- * Breaking Barriers: Innovation in Physical Activity and Nutrition Promotion
- * Older Drivers: The Shared Journey to Safe Mobility
- * Weaving Culturally Diverse Approaches Into 'Eat Better: Move More,' a Health Promotion Program for Older Americans Act Nutrition Programs

Discounted early-bird registration ends January 21, 2005. For more information, visit <http://www.agingconference.org>.

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Event: 15th Annual Art and Science of Health Promotion Conference
Dates: March 14-19, 2005
Location: Moscone Center South, San Francisco

Sponsored by the American Journal of Health Promotion in conjunction with the International Health, Racquet, and Sportsclub Association, this year's conference will focus on strategies to narrow the gap between the most effective programs and the least effective ones. The conference will be organized into five session clusters: "Financial Impact of Health Promotion," "Program Management Skills," "Behavior Change Strategies," "Combating Obesity," and "National Health Policy and Advocacy." For more information, visit <http://www.healthpromotionconference.org>.

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Event: Brain Awareness Week
Sponsor: Dana Alliance for Brain Initiatives
Dates: March 14-20, 2005

Join the Dana Alliance for Brain Initiatives to celebrate Brain Awareness Week's 10th anniversary in North America. Brain Awareness Week is an international effort organized to advance public awareness about the progress and benefits of brain research. Joining the campaign are medical and research organizations; patient advocacy groups; the National Institutes of Health and other government agencies; service groups; hospitals and universities; K-12 schools; and professional organizations. For more information, visit <http://www.dana.org/brainweek>.

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For more educational offerings in the field of aging, visit the searchable "Events in Aging" calendar on the ASA website: <http://www.asaging.org/calendar>.

Have an event related to health promotion and aging that you would like to tell your colleagues about? Please submit your event, call for papers, or grant announcements to Nancy Bui at nbui@asaging.org. Include the title, organization, date and time, location, contact information, and a short description of the event.

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HEALTHWORD

HEALTHWORD is published monthly by the American Society on Aging through a grant provided by the Centers for Disease Control and Prevention. Subscription is free of charge, and you are welcome to forward this newsletter to interested colleagues.

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SUGGESTIONS AND QUESTIONS. For more information or comments about the newsletter, please contact Nancy Ceridwyn, Director of Special Projects at ASA, at nancyc@asaging.org.

EDITOR
Nancy Ceridwyn

ASSOCIATE EDITOR
Jonathan Kauffman

CONTRIBUTORS

Nancy Bui, Chaya Gordon, Sandra Maldague

LIVE WELL, LIVE LONG

American Society on Aging

833 Market Street, Suite 511

San Francisco, CA 94103

Tel: (415) 974-9613

Website: <http://www.asaging.org/CDC>

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