

## HEALTHWORD

Putting Health Promotion Back in Motion

October 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

The Live Well, Live Long project releases its newest module, dedicated to helping older adults prevent or manage type 2 diabetes

#### TOOLS YOU CAN USE

Resources for educating elders about the diabetes-care services Medicare covers

#### CALENDAR OF EVENTS

Health promotion education and training events around North America

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#### FEATURE:

#### NEW MODULE OFFERS HEALTH-PROMOTION STRATEGIES FOR PREVENTING OR CONTROLLING DIABETES IN OLDER ADULTS

The American Society on Aging (ASA), in cooperation with the U.S. Centers for Disease Control and Prevention, has just released the newest module in its "Live Well, Live Long" series, which provides Web-based training and resources to enhance health promotion programs for older adults. Developed for aging-services professionals who may not have an extensive background in providing health promotion, "Diabetes Prevention and Management: Small Steps With Big Rewards" addresses the complex issues surrounding diabetes in the later years.

As with the other five modules in the series, "Diabetes Prevention and Management" offers a nuts-and-bolts approach to developing successful programs for older adults, complete with examples from around the country and from a variety of ethnic communities. Resources and references are included for users to employ in their health promotion campaigns. Also provided are samples of handout materials and a complete physical activity program for people with diabetes.

The module was developed to address the serious and growing public health concern that diabetes poses in the United States. In the last decade, the number of people with diabetes has grown dramatically. Approximately half of all diabetes cases occur in people older than 60 years of age. In 2002, diabetes was the fourth leading cause of death for elders ages 55 to 64, and the fifth leading cause for elders ages 65 to 84. In addition, diabetes affects people of color, especially elders, more severely than non-Hispanic whites.

The good news is that changes in eating habits, physical activity, and diabetes self-care are often within the individual's power to control. The challenge is that in order to become permanent, these changes require support from everyone in the community -- family, partners, friends, healthcare services, aging-services professionals, health insurance companies, and policymakers.

The "Diabetes Prevention and Management" module provides professionals with the tools to create a supportive community environment that allows older adults to take small steps toward preventing and better managing their diabetes. Highlights of the module:

- \* An overview and definition of type 2 diabetes and prediabetes
- \* Current national guidelines for diabetes management, weight loss, and nutrition and physical activity for people with diabetes
- \* Information on how to tailor your programs to special populations
- \* Strategies for empowering elders to make healthful choices and communicate better with their healthcare providers
- \* Suggestions for creating community-wide partnerships for improving care of elders with diabetes
- \* Consumer education curricula and handouts
- \* Strategies for creating an evidence-based health promotion program

For more information, visit <http://www.asaging.org/cdc> and select "Diabetes Prevention and Management," or call Sandra Maldague at (415) 974-9635.

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TOOLS YOU CAN USE:  
MEDICARE AND DIABETES

Many elders do not know that Medicare covers special assistance for people with diabetes. Although Medicare part B covers diabetes self-management training and medical nutrition therapy, key components of diabetes care for most people, Medicare statistics show that few elders with diabetes use these services.

To educate elders about their benefits, the National Diabetes Education Program (NDEP) and the Centers for Medicare and Medicaid Services (CMS) have partnered to develop a suite of materials that describes the diabetes-related services that Medicare covers.

“The Power to Control Diabetes Is in Your Hands” launches this week in Washington, D.C. (see the “Calendar of Events” section below for launch details). The campaign contains the following materials:

- \* “The Power to Control Diabetes Is in Your Hands” brochure (in English and Spanish)
- \* “The Power to Control Diabetes” community kit, which includes a factsheet, ideas for campaign promotion activities, media promotion products, and posters

For more information on the campaign, visit

[http://www.ndep.nih.gov/campaigns/Power/Power\\_index.htm](http://www.ndep.nih.gov/campaigns/Power/Power_index.htm) or contact NDEP at (301) 496-3583.

In addition, CMS has just released its “Medicare and You 2006 Handbook,” which you can download as a free PDF file from the CMS website (<http://www.medicare.gov>). During October, all Medicare-eligible individuals should start comparing local and national Medicare managed care plans and prescription drug plans to see which one will offer the best coverage for their particular prescription drugs. Enrollment in Medicare Part D (prescription drug) plans begins on November 15, 2005. Medicare encourages people to enroll in a Medicare prescription drug plan now to pay lower premiums and to receive prescription drug coverage when it begins January 1, 2006.

The National Council on the Aging offers BenefitsCheckUpRx (<http://www.BenefitsCheckUpRx.org>), an easy-to-use online tool to help older adults learn about and enroll in programs -- including Medicare Part D -- that can dramatically reduce the cost of their prescription drugs. The site can also help elders find and enroll in other important government and private-sector programs.

For additional resources and training on Medicare plans in your area, visit the ASA website at <http://www.asaging.org/medicare>. See also “Dear Marci,” an online e-newsletter published by Medicare Rights Center ([www.medicarerights.org](http://www.medicarerights.org)), which provides Medicare advice for people working with older adults, especially low-income elders.

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## CALENDAR OF EVENTS

Event: “The Power to Control Diabetes Is in Your Hands” campaign launch

Date: October 20, 2005

Location: Washington, D.C.

The NDEP is launching its newly revised “The Power to Control Diabetes Is in Your Hands” campaign, which includes a new brochure and community education kit, at 10:30 a.m. at the Ft. Stevens Recreational Center in northwest Washington, D.C. If you would like to attend, contact Joanne Gallivan at [joanne\\_gallivan@nih.gov](mailto:joanne_gallivan@nih.gov). Look for more information on the new campaign materials on the NDEP website (<http://www.ndep.nih.gov>).

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Event: American Diabetes Month

During American Diabetes Month this November, the American Diabetes Association is working to increase awareness of the link between diabetes and heart disease. Contact the association at (800) 342-2383 or visit its website at <http://www.diabetes.org> for more information. In addition, the National Diabetes Education Program, which partners with the American Diabetes Association in educating the public about diabetes, has developed public service announcements and print materials on preventing and managing diabetes (see <http://www.ndep.nih.gov>).

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Event: Senior Safe Mobility Day and “The Golden Road” broadcast

Date: October 25, 2005

California's Public Broadcasting Stations will air a program titled “The Golden Road” in late October. Originally developed by KQED in San Francisco, “The Golden Road” contains important information about how elders can maintain mobility without compromising safety. Visit the program website (<http://www.kqed.org/w/goldenroad/>) to find out about viewing times in your area. This event is part of Senior Safe Mobility Day, a statewide public information event in California sponsored by the Older Californian Traffic Safety Task Force. For more information, contact Kent Milton of the California Highway Patrol at [kmilton@chp.ca.gov](mailto:kmilton@chp.ca.gov). Visit <http://www.asaging.org/cdc> and click on “Roadmap to Driving Wellness” for more information on health issues that affect driving as people age.

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Event: ASA Medicare Prescription Drug Coverage (“Part D”) Local Training Sessions

Dates: Ongoing beginning October 18, 2005

ASA is sponsoring 20 programs across the country for volunteers and professionals in grassroots community-based organizations as they help Medicare beneficiaries prepare for the implementation of Part D of Medicare, the new prescription drug benefit. At the programs, CMS representatives will present the latest information on Part D, answer questions, and demonstrate the CMS Plan Finder, an online tool that people can use to find out what prescription-drug benefits are available to them. The intent of these programs is to provide participants with the latest and best information so they, in turn, can train other providers and their older clients. For a list of programs by state, visit <http://www.asaging.org/medicare/calendar.cfm>.

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Event: Great American Smokeout

Date: November 17, 2005

November is Quit Smoking Month. Every year, smokers across the nation take part in the American Cancer Society's Great American Smokeout by smoking less or quitting for the day. To learn about antismoking activities on this day in your community, visit the American Cancer Society website at <http://www.cancer.org> or call (800) 227-2345.

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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](mailto:nbui@asaging.org). Include the title, organization, date and time, location, contact information, and a short description of the event.

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SUGGESTIONS AND QUESTIONS. For more information or comments about the newsletter, please contact Sandra Maldague, manager of health promotion at ASA, at [sandram@asaging.org](mailto:sandram@asaging.org).

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EDITOR  
Sandra Maldague

ASSOCIATE EDITOR  
Jonathan Kauffman

CONTRIBUTORS  
Nancy Bui, Chaya Gordon, Nancy Ceridwyn

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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