



*A program to promote successful aging through*

- . Physical Activities*
- . Nutrition*
- . Socialization*

*A program that motivates senior citizens to maintain healthy practices by awarding stamps (like S&H green stamps) that can be redeemed for prizes when the seniors engage in physical activities, regular food and fluid intake, and socialization activities.*

### **Participants (seniors able to walk with or without assistive devices and keep an activity log)**

- ⇒ Record weekly activities in the areas of physical activities, nutrition (food and fluid intake), and socialization
- ⇒ Receive stamps for their activities as motivational reinforcers
- ⇒ Redeem the stamps for prizes as additional reinforcers
- ⇒ Enjoy healthier lives with reduced risk of falling

### **Agencies**

- ⇒ Recruit participants and orient them to the program
- ⇒ Perform pre-program and post-program fall-risk assessments
- ⇒ Collect weekly log data, award stamps and prizes
- ⇒ Enhance the quality of life for their clients and families
- ⇒ Spread the word about their organizations' quality and caring

### **The Program**

- ⇒ Usually runs 6-9 months
- ⇒ Has historically high compliance rate—80% or more over 6-9 months
- ⇒ Is flexible—can be changed and adapted to each different organization
- ⇒ Is simple for participants and agencies to set up and run, and low-cost
- ⇒ Is data-based and outcome-based; measure specific impacts, especially fall reduction

### **Materials & Support Available**

- ⇒ How-to manual shows agencies how to set up run program
- ⇒ Orientation video that explains how the program works and how to conduct assessments
- ⇒ CD-ROM with worksheets templates for publicizing and running event, soliciting sponsor support, customizing materials, collecting data, etc.
- ⇒ Guidance from people experienced in Vitality in Aging implementation

*If your agency serves a rural county, you may be eligible for federal assistance to implement the Vitality in Aging Program.*

### **For More Information Contact**

- ⇒ Dr. William Gingold
- ⇒ (217) 344-1937
- ⇒ wgingold@activeseniorsoptions.com

This project is partially supported by funds from the Division of Nursing (DN), Bureau of Health Professions (BHP), Health Resources Services Administration (HRSA), Department of Health and Human Services (DHHS) under grant number 2 D62HP05063-02-00 "Comprehensive Geriatric Education Program." The information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by the DN, BHP, DHHS or the U.S. Government



## *Program Information for Agencies*

### **Materials Available**

Planning guidance, printed materials, videos, and experienced support are all available to help your agency set up and run a Vitality in Aging program. The Order Form in this packet describes the available materials.

### **What Your Agency Does**

The Vitality in Aging program requires resources in several areas to plan and implement. The Program Guide details many of these areas, but the main ones are listed below.

- Staff time for planning, organizing, publicizing, seeking sponsors and collaborators, coordinating personnel, procuring and preparing materials, compiling data, and overseeing the program while running.
- Personnel to orient participants to the program. Many times volunteers can be recruited for this task.
- Personnel to contact participants on a weekly basis, collect weekly logs, and award stamps and prizes. Again, there are many possible sources for volunteers for this. In many cases, existing personnel can handle weekly contact as part of their normal duties.
- Preparation, printing, and distribution of fliers and other printed program materials, as well as other publicity avenues such as newspaper advertisements.
- Procuring and maintaining an inventory of prizes to award for activities. You can often find donors for these items.

### **Benefits to Your Agency**

**Serving Seniors.** The Vitality in Aging program is designed to help seniors age successfully and reduce their risk of falling. If serving seniors is part of your mission, the Vitality in Aging program can help meet that mission.

**Marketing.** Use the Vitality in Aging program to enhance your marketing efforts. All program publicity is publicity for your organization. If you recruit participants outside your immediate client base, you can secure referrals from a large base of individuals.

**Networking.** Collaborate with other organizations to build strong, positive connections with other groups that may assist you in many ways, such as referring potential residents to you. Also, by contacting potential sponsors for this program, you can build or enhance a base of supporters for future projects.



## *Ordering Information*

### ***Estimating Quantities of Materials Needed***

You will need to estimate how many stamps, cards, and prizes to have available for your program. Use the worksheet below to help make your estimates. The program is designed so that an active senior will receive enough stamps to fill one card per week. A card contains 55 stamps, and a stamp is worth 10 points, so the Activity Log should award 550 points per week for a reasonably active senior. The average prize requires two cards to earn. This allows an active senior to receive a prize every couple of weeks. You may wish to adjust point values or prize values if needed to sustain this level of motivational reinforcement.

1. Number of weeks in program.....
2. Number of participants in program.....
3. Multiply line 1 x line 2 to get number of person-weeks.  
This is the approximate number of cards you will need. ....
4. Multiply line 3 times 55 to get the approximate number of  
stamps you will need.....
5. Divide line 3 by 2 to get the approximate number of prizes  
you will need. ....

### ***Contact for Questions and Ordering***

The Vitality in Aging program is being made available through Active Seniors Options, a not-for-profit company based in Urbana, IL dedicated to enhancing successful aging through its collaborative efforts in education, training, research, and community service. Call or email to discuss your order, place your order, and arrange for delivery.

Active Seniors' Options, Inc.  
P.O. Box 3579  
1717 S. Philo, Rd., Ste 217  
Urbana, IL 61802-6061

voice: (217) 344-1937  
fax: (217) 337-1750  
email: [info@activeseniorsoptions.com](mailto:info@activeseniorsoptions.com)

### ***Package Options***

The Basic Package contains all the guidance, templates, and sample materials you need to implement a Vitality in Aging program. There are many additional options as well, depending on how much customizing and printing of materials you would like to do in-house, and how much you would like done for you.

## Vitality in Aging Order Form

If ordering customized flier or labels, see the page immediately following the Order Form to supply customization information. See the pages following that for lists of contents for the Planning & Document CD, Participant's Kit, and Orientation Kit.

Item	Description	Per Item	Qty	Amt
Basic Package	Includes: <ul style="list-style-type: none"> <li>▪ Planning &amp; Documentation CD. (See list following.)</li> <li>▪ Printed Program How-To Guide.</li> <li>▪ One Orientation/Assessment DVD.</li> <li>▪ One sample participant's kit. (See list following.)</li> <li>▪ Other sample materials.</li> </ul>	\$125	<input type="text"/>	<input type="text"/>
Orientation DVD	Explains the details of the program to first-time participants. Also explains how the assessments are performed. About 15 minutes. Recommended one DVD for each Orientation Guide plus a backup for the office.	\$22	<input type="text"/>	<input type="text"/>
Customize Flier	For a one-time setup fee, we will insert your organization's contact information and logo into the main publicity flier to make it ready to print or copy at your local copy shop.	\$25	<input type="text"/>	<input type="text"/>
Printed Fliers	500 tri-fold fliers.	\$75	<input type="text"/>	<input type="text"/>
Customize Label	For a one-time setup fee, we will insert your organization's contact information and logo onto a template of 2x4 Avery labels that can be printed and placed onto participants' kits.	\$25	<input type="text"/>	<input type="text"/>
Participant's Kit	See separate list for contents.	\$12	<input type="text"/>	<input type="text"/>
Printed Labels	50 Printed 2x4 labels to place on participants' kits	\$5	<input type="text"/>	<input type="text"/>
Orientation Kit	All materials required for orientation. (See list following.)	\$35	<input type="text"/>	<input type="text"/>
Vitality Stamps	11,000 stamps in 11 rolls of 1,000 stamps per roll. Enough for 8 participants in a 6-month program.	\$150	<input type="text"/>	<input type="text"/>
Coupon Cards	200 cards. Enough for 8 participants in a 6-month program.	\$25	<input type="text"/>	<input type="text"/>
Support	Personnel experienced with the Vitality in Aging program are available to assist with program setup, guidance, and help along the way on an hourly basis.	\$60	<input type="text"/>	<input type="text"/>
SubTotal				<input type="text"/>
Shipping	Postage will be added on to all orders based on distance, size of order, and your shipping preferences.			<input type="text"/>
Total				<input type="text"/>

-- Price list effective as of April, 2007 and subject to change. --

**Customization**

If ordering customized information for the flier, please print the exact information you would like to appear in the flier. Enter only the information you want to appear in the flier. You will be shown an example for approval before finalizing.

Organization	
Attn:	
Address 1	
Address 2	
City	
State	
Zip	
Phone	
Fax	
email	

Below is a sample 2 x 4 label for the Participants' binders. If ordering customized labels, mark up the example in the top box or sketch in the blank bottom box how you would like your information to appear on Participants' binders' labels. You can forward an electronic version of your logo, if available, to info@activeseniorsoptions.com.



- sponsored by -



*Active Seniors Options, Inc.*

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Vitality#:    Weekly Contact:    Phone:

\_\_\_\_\_

## ***Planning & Documentation CD – Contents***

- Vitality in Aging Program How-To Guide
- Publicity materials—can be customized and sent to local printer
  - publicity flier
  - PowerPoint slides for recruiting presentations
  - ad copy and graphics for newspapers
  - sample newspaper layouts in different standard sizes
  - press releases templates
  - text for email and web announcements
  - HTML code and graphics for web page
- Template letter for contributions and sponsorships
- Request letter for volunteers to help with the effort
- Participant agreement template
- Weekly logs
- Coupon cards
- Excel spreadsheet for resource and budget planning
- Excel spreadsheet for collecting, compiling, and analyzing weekly log data
- Excel spreadsheet for collecting, compiling, and analyzing pre-test and post-test assessment data
- Templates for labels for placing on folders and other materials
- Example prize catalog to customize

## ***Participant Kit – Contents***

- Participant's copy of Participant Agreement
- Diagrams showing physical activities
- Supply of weekly logs
- Coupon cards for collecting stamps
- Prize catalog and stamps needed to earn them
- Binder to hold all the materials, with label on front

## ***Orientation Kit – Contents***

- Orientation DVD
- Eight vinyl footprints to demonstrate creative walking activities
- Assessment materials
  - clipboard and assessment form
  - stop watch
  - sticky post-it notes to place on walls for reach assessment
  - measuring tape to measure reach distances
  - cup for assessment
- Carry-all to hold orientation materials



## *Federal Support for Rural Vitality in Aging Programs*

The Vitality in Aging program receives support from the Health Resources Services Administration (HRSA). As part of the HRSA program, support is available to help implement a Vitality in Aging program. To be eligible, you must serve one or more rural counties (Illinois list below). If you qualify, the HRSA program may provide materials that you need plus support from Vitality in Aging personnel. Contact Dr. William Gingold at (217) 344-1937 or [wgingold@activeseniorsoptions.com](mailto:wgingold@activeseniorsoptions.com) if you are interested.

### **What HRSA May Provide**

- Project materials such as notebooks, stamps, fliers, DVD with example activities, and other printed materials
- Assistance with planning and implementation
- Data analysis and reports on project success
- Other project resources if necessary

### **Rural Counties in Illinois<sup>1</sup>**

Adams	Cumberland	Hamilton	La Salle	Moultrie	Scott
Alexander	De Witt	Hancock	Lawrence	Ogle	Shelby
Brown	Douglas	Hardin	Lee	Perry	Stephenson
Bureau	Edgar	Henderson	Livingston	Pike	Union
Carroll	Edwards	Iroquois	Logan	Pope	Wabash
Cass	Effingham	Jackson	McDonough	Pulaski	Warren
Christian	Fayette	Jasper	Marion	Putnam	Washington
Clark	Franklin	Jefferson	Mason	Randolph	Wayne
Clay	Fulton	Jo Daviess	Massac	Richland	White
Coles	Gallatin	Johnson	Montgomery	Saline	Whiteside
Crawford	Greene	Knox	Morgan	Schuyler	Williamson

<sup>1</sup> from "List of Rural Counties And Designated Eligible Census Tracts in Metropolitan Counties," p.7, accessed at <ftp://ftp.hrsa.gov/ruralhealth/Eligibility2005.pdf> on April 9, 2007, document dated 3/26/2007.

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