

National Senior Center Month

# Find Balance at Your Center

Purpose



Fitness



Friendship



Learning

**ncoa**  
National Institute of  
Senior Centers

September 2016

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# Welcome to National Senior Center Month

## Find Balance at Your Center!

September 2016

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 in prospective new participants.

### Our national celebration theme is: *Find Balance at Your Center!*

This year's theme highlights the many ways individuals find balance and whole person wellness at senior centers. Individuals search to find balance between their own needs and competing demands and responsibilities. It is something we have to work on daily. The balance found at senior centers is directly connected to the whole person wellness programming that senior centers strive to achieve. We've structured this program guide to include the eight dimensions of wellness within four categories: Fitness, Learning, Purpose and Friendship.

Taking a painting class, listening to a lecture, planting a community garden, laughing with friends are all moments that allow for a daily practice of living a balanced life. Use this guide to celebrate the significant contributions your senior center makes as older adults find balance at your center.

### 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.  
  
Use the **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.
2. **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.
3. **Use the 2016 Poster** to bring recognition of National Senior Center Month to your center. Two versions are available on the NCOA website—one with national photos and one that can be customized for your center. Download the poster and insert your own photos of seniors participating in your activity.

*Happy Senior Center Month Celebration, NISC Best Practices Committee*

# Planning Suggestions for Your Senior Center

## 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 recent cuts are having a domino effect on programs and services for seniors. Ideas to get started include:

- **Step up for the Older Americans Act (OAA):** The OAA was reauthorized in April with unanimous bipartisan support in Congress. Now it's time for Senators and Representatives to [invest in these programs](#), including the new authority for senior center modernization.
- **Tips and Facts:** Use our [advocacy toolkit](#) to organize outreach to elected officials, and access our new slate of [issue briefs](#) to find out where NCOA stands on aging policy and why.
- **Targets:** It's another election year, which means members of Congress will be back home for long stretches, such as July 16 to Sept. 5 and Oct. 8 to Nov. 13. Use our [recess toolkit](#) to learn what issues to raise and how to throughout the year.
- **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 invite an elected official or staff to an event where you deliver these important messages. This can work well with enlisting a member of Congress who sympathizes with your struggles and could use your stories for national budget debates. **Review our [10 Tips to Harness the Power of Stories](#) (page 23)** and [share the stories](#) with NCOA, too, so we can help amplify their voices.

## Election Year Tips

It is election season, and politicians are looking to connect with voters, particularly seniors, and especially at senior centers.

Now is the perfect time to make your voice heard on protecting and strengthening the health and economic security of older adults in your community. Use our toolkits for guidance on how to raise issues without running afoul of nonprofit regulations.

### [Election 2016 Toolkit](#)

### [Nonprofit Advocacy Rules & Regulations](#)

### [Effective Advocacy at Home](#)

## 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 the air about your center's resources and aging issues. See the Publicity Guide for more ideas and for a sample media plan.



## Find Balance at Your Center!

### Fitness

*“Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it.”*

~ Plato

**During Senior Center Month, highlight those programs that inspire older adults to be physically active. Senior Centers encourage activities that promote physical and mental wellness, health education, support and self-help.**

### Fall into Fall

Since September is also Falls Prevention Month at the South Carroll Senior & Community Center, Eldersburg, MD, they offer several opportunities during the month for Falls Prevention Information. They offer a free balance class once a week for four weeks, add fall prevention information to their exercise room bulletin board and hold a special Fall into Fall day luncheon that includes information on making your home safe. See the next page for more information on the 9th annual Falls Prevention Awareness Day (FPAD) which will be observed on September 22, 2016—the first day of fall

### Be Well!

September is the perfect time to hold a one-day health and wellness fair or you could hold a week of activities focused on wellness. The *Be Well Utah* event is a week-long event held at various locations around Salt Lake City to celebrate wellness. The University of Utah Health Care partners with Regence BlueCross BlueShield to organize the event and the **Liberty Senior Center** hosts the senior focus day. They offered presentations on Oral Health, Cancer Prevention and a live cooking demonstration with some very tasty food samples. The screenings covered Glaucoma & Visual Acuity, BMI, Blood Pressure & Glucose, Carotid Artery, Mood & Memory, Dentistry and Fall Risk/Balance Assessment. Exhibitors from local health organizations and services are on hand to provide information, referrals and education.

### Active Aging Week

Another week to celebrate is Active Aging Week held from Sept. 25- Oct. 1. *Explore the Possibilities* during Active Aging Week. It is led by the International Council of Active Aging to celebrate aging and to promote the benefits of a healthy lifestyle on a national scale. Organizations provide single or multiple activities free to older adults, to share the positive messages of Active Aging Week and showcase their age-friendly wellness information. Find the means to experience wellness activities and exercise in a safe, friendly and fun atmosphere. Look for [Active Aging Week](#) resources to hold your events.

# Falls Prevention Awareness Day, Sept. 22

## Falls Prevention Awareness Day

SEPTEMBER 22, 2016

Ready, Steady, Balance:  
Prevent Falls in 2016



Sept. 22, 2016, the first day of fall, is the 9th annual **Falls Prevention Awareness Day (FPAD)**. The 2016 theme is *Ready, Steady, Balance: Prevent Falls in 2016*. The NCOA-led **Falls Free® Initiative** offers tools and resources to help you connect with events in your state and plan your own. Last year, 48 states and Washington, D.C. participated in FPAD!

## Top 4 FPAD Activities for Senior Centers

1. **Evidence-based fall 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 and training requirements 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 [fall prevention presentation toolkit](#) that includes a PowerPoint with sample narration notes, a brief presentation guide, and a list of resources and references.
3. **Host a fall prevention health fair:** Share educational handouts, connect older adults with community resources and services, and/or demonstrate fall 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.

For more FPAD activity and event ideas and tips, check out the [Falls Prevention Awareness Day 2015: Compendium of State and National Activities](#).

## Additional Resources

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

- **Educational Handouts:** Share resources to educate older adults, caregivers, and friends about steps they can take to prevent falls.
- **Educational Videos:** 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 2016 by using these customizable press releases, media alerts, proclamations, media tip sheets, and fact sheets.
- **State Falls Prevention Coalitions Map:** Connect with your statewide fall prevention coalition to find out about fall prevention efforts in your state and collaborate on year-round fall prevention activities.



## Six 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 e-newsletter](#) or join an [online community](#) to connect with peers. [Contact us](#) for individualized support.

### 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](#):

- [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. Bring the Aging Mastery Program® (AMP) to your senior center

AMP is a fun, innovative, and person-centered education program that empowers participants to build their own playbook for aging well. The goal of the program is to help older adults successfully face the challenges associated with aging and to offer support in mastering new skills that will give their lives meaning and purpose. [Learn about opportunities for hosting AMP at your center.](#)

### 4. Participate in Falls Prevention Awareness Day (FPAD)

FPAD was started in 2008 to raise national awareness about ways to prevent fall-related injuries among older adults. Forty-eight states and the District of Columbia participated in 2015. Find [ideas for celebrating FPAD](#) at your senior center.

### 5. Share facts about the flu and the flu vaccine

The immune system weakens with age, which makes it harder to fight disease. As a result, adults 65 years of age and older are more likely to catch the flu and experience complications. Share educational materials about the flu and the flu vaccine from the [Flu + You website](#).

### 6. Implement the “Next Steps to Better Nutrition” program

The “[Next Steps to Better Nutrition](#)” program was developed by the National Council on Aging and the American Heart Association to teach older adults how they can afford, purchase, and cook more nutritious foods. Download the complete set of nutrition education modules to implement at your senior center.



## National Women's Health and Fitness Day Celebration

**Women's Health & Fitness Day** is the nation's largest annual health promotion event for women of all ages. This year's event is set for Wednesday, September 28, 2016, and in future years, is always held on the last Wednesday in September. This unique national program, with participation by local organizations throughout the U.S. focuses attention on the importance of regular physical activity and health awareness for women

### Play Pickleball

At the **Brittingham-Midtown Community Center** in Newport News, VA they hold pickleball games weekly and also include a tournament competition. Pickleball is a racquet sport that combines elements of badminton, tennis, and table tennis. Two, three, or four players use solid paddles made of wood or composite materials to hit a perforated polymer ball, similar to a wiffle ball, over a net. The sport shares features of other racquet sports, the dimensions and layout of a badminton court, and a net and rules similar to tennis, with a few modifications.

#### Links to Additional Resources:

[Pickleball in San Antonio Texas](#)

[Pickleball in Cleveland, Ohio](#)

[Pickleball in National News](#)

[How to Play singles and doubles](#)

[Pickleball at the National Games](#)

### Brain Fitness Fair

**The Ruffy-Holmes Senior Center** Brain Fitness Fair consisted of fifteen interactive stations, plus an activity area for 20 minute sessions of the "Brains, Balance & Agility" class. All activities were hands-on. Thirteen community organizations participated including Novant Health, the Alzheimer's Support Group, Health Food Store, Retirement Centers, Therapeutic Massage Company, local health related businesses and a Healthy Living Coach.

Each organization hosted a brain fitness station. Stations provided brain games like "Cranium" or "Simon", memory tests, healthy brain foods, brain teasers, memory aprons and more. Additionally, the Center set up several brain activities including a series of computer brain games, a brain puzzle table, a Name That Tune station, and mini sessions of brain related exercise classes incorporating both physical and memory exercises. The local hospital provided balloons, bottled water, and representatives from their Stroke and Neurology Department. Various Brain Games and Puzzles were placed on tables so that participants could work them as they waited for stations to come available.

**A great Brain Health Resource** is the Administration for Community Living's educational web page, [Brain Health as You Age: You Can Make a Difference!](#) The webpage includes a PowerPoint presentation, Educator Guide, and two handouts. All materials are downloadable.

## Strides for Seniors

“Strides for Seniors” was initially held last Senior Center Month. The campaign brand owner, **St. Patrick Senior Center**, developed and coordinated the program. It is a month long campaign aimed at increasing awareness of aging issues and the need for funding senior programs. It was a collaborative effort of five metropolitan Detroit senior centers in partnership with the Detroit Area Agency on Aging and Institute of Gerontology at Wayne State University.

The three key components of the campaign were:

- **Marketing Promotions Strategy:** The [www.stridesforseniors.org](http://www.stridesforseniors.org) website and numerous videos were created to promote the campaign and the individual centers. Press releases were submitted to the local media outlets. Lastly, a postcard promoting the *Walk & Expo* event was distributed.
- **Activities Hosted by the Individual Centers:** The participating centers hosted activities at their facilities. The public was invited to visit and learn about the variety of fun, social and health activities happening at their local center.
- **Collaborative Signature Event:** The *Walk & Expo* event wrapped-up the 30-day campaign effort. It was held on Saturday, September 26<sup>th</sup>, attracting up to 100 attendees. The expo connected older residents and caregivers to valuable resources and programs. The walk portion promoted the importance of physical activity. As a fundraiser, the event helped to cover some of the expenses incurred by the coordinating center

## One-on-One Personal Training

In 2014, the **Kay Cenicerros Senior Center** in Menifee, California was one of the first senior centers in the country to offer [Geri-Fit® Personal Fitness Training](#). The Geri-Fit® Private Lessons concept was developed and implemented at this senior center in order to provide this needed service to older adults that wanted to work one-on-one with a certified Geri-Fit® instructor.

Most of the clients wanted to improve their functional capacity or wanted to feel younger, perhaps lose some weight or have more energy and stamina. Most that sought out the service were either weak and frail and many were susceptible to falling. Some clients had strokes, many had Parkinson’s disease, but all benefitted from the 30-minute strength training sessions led by a Certified Geri-Fit® instructor.

Geri-Fit Private Lessons are offered throughout the day on Mondays, Wednesdays and Fridays. The Geri-Fit Company occupies space at the senior center for a total of 24 hours each week and sees approximately 50 clients each month.

## Learning

*“There is nothing more notable in Socrates than that he found time, when he was an old man, to learn music and dancing, and thought it time well spent.”*

— Michel de Montaigne

**Senior Center Month offers a great opportunity to showcase your educational, informational and creative programs that expand an individual's horizons, presents new choices, new adventures and time well spent.**

### Good Eats on a Shoestring Budget

This program held at the Rosedale Senior Center, MD was designed in recognition of food insecurity among the senior population. It also addressed the challenges of cooking for one person. A volunteer from the center conducted monthly food demonstrations using simple recipes. She incorporated seasonal fruits and vegetables when available, as well as beans, rice, whole grains, and other nutritious yet economical ingredients in her menu. Recipes ranged from soups, smoothies, stews, salads, and fruit compote and were prepared in compliance with ServSafe guidelines. Participants were charged a fee of \$2, and advance sign-up was required. Serving sizes were ample enough to serve as a lunch, and participants received a copy of each recipe at the conclusion of every session. Not only did the participants enjoy trying new foods, or a new twist on familiar foods, but they enjoyed the social aspects of the program as well.

See more programming information addressing Senior Hunger on page 14

### Friend-raising Events

All fundraising events are in essence events that connect your center to new and old friends, and as we know it never hurts to have it focused on food. At the **Northeast Focal Point Senior Center**, Deerfield Beach, FL their biggest, and most recognized, fundraiser is the annual “Cuisine of the Region”. Now in its 15th year, this event, held at the exclusive Hillsboro Club, showcases food and wine samplings from over 25 area restaurants.

On this evening, local community, business and government leaders come together with senior center staff, volunteers and clients to bring awareness and raise money for the Senior Center. Attendance for this event regularly exceeds over 350 people and participants generously donate their money through event ticket purchases and live and silent auctions. By obtaining the venue, food, wine, auction items and human resources all gratis, costs for the event are kept at a minimal.

At the **Flower Mound Senior Center**, TX, they host the Flower Mound Elite Chef Competition. The competition was between four classically-trained chefs from local senior living communities.

Guests paid \$15 to attend the event which included wine, appetizers, and four tasting dishes. The event opened with a cocktail hour at 5:30 p.m. Guests enjoyed an extensive appetizer buffet and wine provided by local sponsors. As guests arrived, each received a ballot containing the menu for the evening. While the guests enjoyed wine and appetizers, they visit tables from each of the sponsors to get special gifts and information about each company.

At 6:30 p.m., the cooking demonstrations began. Each chef was given 15 minutes to demonstrate how their dish was prepared. The first chef prepared a delicious Chicken Oscar dish. During the demonstration, volunteers delivered a sample of the dish to each guest. After the chef's demonstration, volunteers cleared the plates from the first tasting and prepared to serve the next dish. Each presentation followed this routine, and guests enjoyed tastings of grilled Mahi Mahi with mango salsa, mashed potatoes with truffles and mushrooms, and cherries jubilee.

After all of the dishes had been served, guests were asked to complete their ballots. Volunteers counted the ballots, and the winner was announced and given a trophy in a closing ceremony.

## September is Food Safety Education Month

September is also Food Safety Education Month. Did you know that 48 million Americans get sick from foodborne bacteria each year? Food safety is extremely important for older adults. Adults 65 and older are at an increased risk of serious complications from food poisoning, like hospitalization and death, because their weakened immune systems and changes to their bodies as they age. Share information and resources to keep food safe with participants at your senior center. Visit [FoodSafety.gov](http://FoodSafety.gov).

## Senior Independent Living Expo

Fall is a great time to hold an expo for older homeowners with presentations, vendor exhibits, and other activities all targeted at living more safely and comfortably in your own home. Invite professionals in home safety and modification, in-home services, medical supplies, transportation, grocery delivery, and other related topics. You also can enhance your health offerings with these NCOA resources:

- **Falls Prevention Awareness Day**, Sept. 22: This national event is held on the first day of fall to promote and increase public awareness about how to prevent and reduce falls among older adults. See additional information on page 7. Connect with your **State Falls Coalition** to see what's planned for your state. Additional tools and resources are found on page 30.
- **Center for Healthy Aging**: Find resources to begin an evidence-based health program at your senior center. See page 8 and the Additional Resources section (p. 30) for links to evidence-based program overviews, online training modules, and outreach and recruitment materials.

## Flu + You

*Flu + You* seeks to educate older adults and their caregivers about the seriousness of the flu, the importance of getting an annual flu vaccine and flu vaccine options. Download our free toolkit and facts to learn more about influenza in older adults and help spread the news to others. All materials are available at [ncoa.org/Flu](http://ncoa.org/Flu).



### Toolkit for Professionals

- **How-to Guide:** Get step-by-step tips for educating older adults about the flu.
- **Presentation:** Use this slide presentation to educate older adults in your community.
- **Posters:** Download, print, and share these posters to promote the campaign or your flu education event/flu immunization clinic.
- **Handouts:** Download, print, and share these with older adults in your community.
- **Customizable Communication Materials:** Use these template materials to spread the word about flu and this campaign among the older adults you serve.

### NEW THIS YEAR! A Flu Shot Challenge: Increasing Influenza Awareness and Immunization

As part of our *Flu + You* education program, we are launching a **Flu Shot Challenge**, in collaboration with Sanofi Pasteur. This friendly competition aims to increase the annual influenza vaccination rates among seniors through education and activation. The top three (3) centers with the highest vaccination rates between September 1, 2016 and October 31, 2016, will win prizes. First prize to be awarded is \$5,000, second \$3,000 and third \$2,000. More information on Page 27.



# 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.

## Hold a Hunger Action Fair

Host a day of events focused on Hunger Action

- Prior to the event, train volunteers to assist in screening participants.
- Invite older adults in your community to get screened to see if they are eligible for SNAP. Use our BenefitsCheckUp® tool ([BenefitsCheckUp.org/getSNAP](https://www.benefitscheckup.org/getSNAP)) to help seniors find out if they qualify and download their state's application.
- Have a [Spoonentember](#) Selfie Booth. This September, the spoon will be the central icon for Hunger Action Month™—this social media activation to engage the public and help raise awareness of the 1 in 7 Americans struggling with hunger. Spoonentember supporters can share a 'spoon selfie' – an image of themselves balancing a spoon on their nose – along with hunger-related statistics and then share on the Senior Centers Facebook page.

## 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, collect needed items.
- **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 to help seniors find their state's application.
  - **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](mailto:Erin.Kee@ncoa.org)

# 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](http://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.



**Research suggests that promoting positive age stereotypes could result in less illness and allow people to live independently longer.**

## Positive Aging Training

During Senior Center Month, consider holding a staff training to understand ageism and to develop staff strategies and community outreach. Understanding our own views, training new staff, educating participants and the community are important steps in creating a positive, age friendly environment at your senior center.

- [Ageism in America](#)
- [Gauging Aging: Mapping the Gaps Between Expert and Public Understanding of Aging in America](#)
- [This Chair Rocks: A Manifesto Against Ageism.](#)
- [Changing Aging](#)
- [Silver Century Foundation](#)
- [Senior Planet: Aging With Attitude](#)
- [The Radical Age Movement](#)
- [Yo, Is This Ageist?](#)
- [The Pass It On Network](#)
- [Midcentury Modern](#)
- [Time Goes By: What It's Really Like to Get Old](#)
- [HelpAge USA](#)
  - [Positive Aging in Action](#)
  - [Old Women's Project](#)
  - [ALFA - What is Ageism?](#)
  - [APA - Fighting Ageism](#)
  - [FightingAgeism.org](#)
  - [ICAA - Changing the Way We Age](#)

## Positive Aging Short Film Festival

Since 2011, the Assisted Living Federation of America (ALFA), a leading voice in the fight against ageism, has sponsored a film competition, and they encourage your use of the films. The short films (under 9 minutes) are about ageism and each illuminates specific discriminatory practices against seniors, prejudicial attitudes toward the aging process, or institutional practices that perpetuate stereotypes about seniors. The 2015 ALFA Short Film winner was John Jeffcoat for his film, [\*Transforming the Perception of Age.\*](#)

### What is Ageism?

By Ashton Applewhite  
From [ThisChairRocks.com](http://ThisChairRocks.com)

Ageism is stereotyping and discrimination on the basis of a person's age. We experience it any time someone assumes that we are "too old" for something – a task, a haircut, a relationship – instead of finding out who we are and what we are capable of. Or "too young" ageism cuts both ways, although in a youth-obsessed society elders bear the brunt of it.

Like racism and sexism, ageism serves a social and economic purpose: to legitimize and sustain inequalities between groups. It's not about how we look. It's about how people in power assign meaning to how we look.

Stereo typing – the assumption that all members of a group are the same.

Attitudes about age – as well as race and gender – start to form in early childhood. Over a lifetime they harden into a set of truths "just the way it is." Unless we challenge ageist stereotypes – *Old people are incompetent. Wrinkles are ugly. It's sad to be old* – we feel shame and embarrassment instead of taking pride in the accomplishment of aging. That's internalized ageism.

By blinding us to the benefits of aging and heightening our fears, ageism makes growing older far harder than it has to be. It damages our sense of self, segregates us, diminishes our prospects, and actually shortens our lives.

### One of the antidotes is Awareness.

The critical starting point is to acknowledge our own prejudices about age and aging. **Download a copy of [Who me, Ageist? How to Start a Consciousness Raising Group.](#)** Start a group at your senior center during September!

## Friendship

*There are no strangers here; only friends you haven't yet met.*

- William Butler Yeats

Senior Centers provide a welcoming space and opportunity to create and develop friendships that give added value to participants' lives and an opportunity to enjoy life, laughter and feeling connected.

### Intergenerational Opportunities

Friendships have no age boundaries. As children go back to school, September is a great time to launch an intergenerational program at your senior center.

### Wadsworth Intergenerational Technology Collaborative

The **Wadsworth Soprema Senior Center**, OH supports an initiative that links older adults and high school students through technology and lifelong learning. The Wadsworth Intergenerational Technology Collaborative was formed to offer programs and classes at the Senior Center, located on the vibrant multi-generational Wadsworth High School & Community Center campus.

Members of the collaborative include representatives from the Soprema Senior Center, Wadsworth Older Adults Foundation, Wadsworth Public Library and Wadsworth City Schools. The goal of the Collaborative is to design and offer educational programs that reduce technology hesitancy among senior citizens and promote a sense of accomplishment and self-worth among students.

A variety of innovative classes introduce senior citizens to modern technology by utilizing the rich resource of computer and technology savvy high school students. Classes have been held at full capacity and introduce relevant topics such as the internet, email, social media, avoiding scams, smart phones, e-readers and much more. Monthly computer clinics are also offered so that seniors can bring their own questions and work with students one-on-one.

The Senior Center hosts classes in its fully equipped media room, recruits senior participants and provides a program facilitator to supervise students and plan classes. The Schools recruit student volunteers to serve as technology mentors and earn community service credit. The Library serves as a source of technology information and support. The Wadsworth Older Adults Foundation provides generous financial support so that classes are offered free of charge to senior citizens.

## Montpelier Technology Workshop

The **Montpelier Senior Activity Center's** (VT) technology workshop brings seniors together with middle school students to help seniors learn how to use technology. After having hosted technology classes at our senior center previously, we realized that we could do a better job of tapping into community resources and gain access to higher quality computers than those owned by the center.

Under the leadership of a Main Street Middle School (MMS) teacher, students interviewed for positions as class instructors (for many, it was their first interview experience). The students then created and conducted a needs-assessment survey of senior center members and from this developed a curriculum for a course.

Each six-week series is designed to address topics of concern to many seniors (such as computer security, editing digital photographs, video chatting, online photo sharing) and to provide time for one-on-one assistance with these topics or personal projects.

More than 40 unique seniors have participated in the one year since this program was conceived. Many have participated multiple times. One senior said of the program: "I am like a 3rd grader with lights and bells going off in my head as I talk with 8th graders at Main Street Middle School who know so much about iPhones and computers and all that new technology!"

**A great intergenerational resource is Generations United.** Check out the programming guides focused on participating in the "Do Something Grand" campaign held on [Grandparents Day](#) Sept. 11, 2016 (or anytime in September) to honor grandparents' contributions and encourage intergenerational activism. - see page 21 for more information.

## Friendships Forever

Friendships Forever is a program dedicated to reaching out to homebound older adults in the Winona area. Student volunteers bring iPads into homebound older adults' homes so they can connect to the center via iPad. The older adult and their volunteer can see what's going on at the Center through the iPad and then participate in exercise programs, such as T'ai Chi, or hobby activities, like Knitting & Crafts, from the comfort of their own home. This program also allows for social contact between those at the Center and those in their homes. It is a program that will sustain for years to come through the committed work of the Friendship Center staff, interns, volunteers, and of course our members and Friendships Forever participants.

## Northfield Senior Center Art Gallery

The **Northfield Senior Center** (MN) Art Gallery started three years ago with a grant from Southeast Minnesota Arts Council. The Gallery is located in a hallway that connects the two main areas of the Center. As you walk into the hallway, the art in the gallery provides a colorful welcoming effect that invites a person to stop and linger over the artwork. There are 11 shows each year. The shows are mostly by seniors with the exception of one show of artwork by 4th graders from the neighboring school.



Each show is different, ranging from water color, oil paint, ceramics, wood carving, paper crafting, beads, jewelry, sculptures, etc. The shows are not juried, so each month a new display of art brings various levels of skills but always, so important to the artist.

The common denominator is that the gallery provides the artist an outlet to show their work. Many of the artists have never had a gallery show. They are thrilled to show their work and have friends and family attend the art reception held in honor of their work.

A volunteer group of artists helps hang the work in the gallery. Much care is taken to put the pieces together that will make the best showing. The last show each year is the Member Show. A Center member that has a favorite photograph they have taken, or a painting that was done twenty years ago can display a piece in the show.

## 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." This excerpt is from **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, why they are less likely to access senior centers and other activities, they will identify best practices and tools for helping LGBT older adults to feel more included at senior centers. [Learn more about SAGE's in-person and online trainings.](#)

## LGBT Notes

Last year, NISC partnered with SAGE's National Resource Center to hold a Healthy LGBT Aging Photo Contest, highlighting the beauty of LGBT aging. Our goal was to exemplify positive images of what it is like to be an aging lesbian, gay, bisexual and/or transgender person. Over 60 wonderful and dynamic photographs were entered from all over the world.

Last year, the Grand Prize winner was included on the NISC National Senior Center Month poster. This year we've chosen one of the finalists to have on our national poster (see cover).

[Read the photographer's story and see the other award winners.](#)

## Purpose

*“Those who have a 'why' to live, can bear with almost any 'how'.”*

- Viktor E. Frankl

**Highlight programs that connect older adults to their purpose, whether it is occupational, vocational, a life-long interest or a new passion.**

### Career Fair for Older Workers

Host a panel of older workers, recruiters, and human resources representatives. Offer tips for resumes and interviews, as well as information about computers and skills training. Invite employers to set up booths at your center. Be sure to include your local [Senior Community Service Employment Program](#) (SCSEP) office. You also can share NCOA's free [EconomicCheckUp®](#) website, where older workers can define their skills, access free training, and search online for a job in their community.

### National Employ Older Workers Week

[National Employ Older Workers Week](#) is held annually the last full week of September, and recognizes the vital role of older workers in the workforce. This year's recognition is held from Sept. 19-23 and led by the U.S. Department of Labor.

- Recognize a [Senior Community Service Employment Program](#) worker and other 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

### Retirees In Service to the Environment - RISE

The RISE Program is an environmental education and leadership training program for retirees and other adults over 60. The RISE program includes 30 hours of training over an eight-week period culminating in a capstone volunteer project. RISE provides a detailed manual that describes an overview of the goals and activities, all exercises and detail and includes handouts and other resources and materials designed to help with the delivery of the program.

After downloading the manual, staff at Cornell Institute for Translational Research on Aging (CITRA), will advise you and answer any questions you might have. [Link to more information about RISE](#), [LINK to connect to NISC and lead at Cornell staff](#)

# Grandparents Day, Sept. 11

Join Generations United as it leads the charge to “Do Something Grand” for Grandparents Day on Sept. 11 to honor grandparents’ contributions and encourage intergenerational activism. Visit [GrandparentsDay.org](http://GrandparentsDay.org) for ideas and updates. Celebrate all month or all year.

## Partner with Generations United in 2016

Grandparents Day 2015 was a success! Thank you to our national partners and friends who helped us get the word out. [See our 2015 campaign results!](#)

[President Obama saluted grandparents](#) and celebrated National Grandparents Day 2015 with [this presidential proclamation](#).

Continue to Do Something Grand and celebrate older adults as part of [Intergeneration Month!](#)

## Sign on to be a partner!

**We are inviting your senior center** to sign on as a partner with Generations United and use your social media and communication channels to encourage your members, audiences, and programs to **Do Something Grand** for Grandparents Day 2016.

Leading up to Grandparents Day 2016, we will share resources, ideas, and information on ways that you and your organization can get involved, including regular social media posts and feeds. We will update the Grandparents Day website [www.GrandparentsDay.org](http://www.GrandparentsDay.org) with information and upcoming activities that we will be gathering from you and other partners around the country.

## Do Something Grand

### Grand Ideas for Intergenerational Programs

Grandparents Day is a grand opportunity to build intergenerational connections in your community. Our [Take Action Guide](#) will provide you with meaningful suggestions and activities around intergenerational activism you can use in your programs. Read the guide, talk it over with older and younger people, and commit to do something grand September 8-16.

Here are a few additional resources with ideas to get started:

- [Tried and True: A Guide to Successful Intergenerational Activities at Shared Site Programs](#) (pdf)
- [The Legacy Project’s Grandparents Day Planning and Activity Guide](#)
- [Intergenerational Activities Sourcebook](#) from Penn State

## Comfort, Strength & Inspiration

Reach out to Caregivers in your community. Because caregiving touches everyone, caregiver services have become a focal point for the **Lake Oswego Adult Community Center (LOACC)**. The umbrella of the family caregiver services, named **CSI, for "Comfort, Strength and Inspiration,"** is designed as a palette of programs, groups and services to aid family caregivers in their vital roles. Highlights of CSI:

- The Center offers "[Stress-Busting Program for Family Caregivers](#)," a recognized series by the Administration on Aging as meeting the highest standards for evidence based programs.
- Caregiver Wellness CSI launched last fall with a special event. Two author contributors from Chicken Soup for the Caregiver's Soul read their offerings, held a book giveaway of a specialized guidebook, and included a reception and refreshments.
- Follow up CSI wellness programs have included socialization opportunities to aid in stress reduction and isolation- a trip to Multnomah Falls, leisurely lunch and visit to Vista House for fantastic views. Gratis massages for caregivers, and continuing education programs.
- The Center offers the Brookdale Model of Day Respite Program Services, conducted by trained staff and volunteers and enriched with licensed horticulture, art and music therapists.
- Professionally led groups: Family Caregiver Discussion; Caregiver Support Group

## Legacy Writing

Start a Legacy Writing class. At the **Overlean-Fullerton Center** in Baltimore MD, they offer an educational program which encompasses the highlights, the challenges, the predicaments, and the emotions of a senior's life journey. Members meet to learn how to choose content, determine their writing style and how to paint a picture of their life. At the conclusion of the program members have the skills to present their life history to a ready audience.

But you could just use three questions. At the **Adult Community Center in Marshall, MN** they host a Celebration of Life to honor participants 85 and older. They ask participants to answer three questions that are aimed at understanding their life. The questions change but they always include "a life lesson learned" question. Then they take that information and turn it into a booklet that everyone receives the night of the celebration. The celebration also includes a four course meal, music, and during dessert, a powerpoint displays quotes taken from the questions of each honored person.

## Show the Love

Although this program originally happened in February, we know you can Fall in love at any time, even September. The **Bykota Senior Center**, Towson, MD contacted a local animal shelter and "Showed the Love" to our four legged friends. They asked how they could help and collected donations and items like blankets, towels, leashes, collars, toys and food, while learning about pet adoption.

At **Warrensburg Senior Center**, MO they run a staff and volunteer led Home Delivered Meals for Pets program. Drivers deliver pet food when they take hot meals to qualified seniors. Pets provide companionship for home bound seniors. And the older adults appreciate that their pets are fed.

# 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 **Find Balance at Your Center**.

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 Celebrate LIFE?
3. **Ask a diverse set of people.** Old, young, male, female, black, white, Asian, Hispanic. Show the breadth of the people you serve. The more the merrier.
  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 our [One Away](#) videos for good examples of video stories and 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

1. Smile, look the person in the eye, and gently shake their hand.
2. Identify a location that would be comfortable to sit for the 10- or 15-minute interview. It is usually better to do it on the interviewee's home turf where they feel most comfortable.
3. Keep your questions simple and short—the interview is about them not you.
4. 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.
5. 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.
6. 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.
7. 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?”
8. A good follow-up question is: “That's interesting, can you tell me more?”
9. 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.
10. End the interview by asking: “Is there anything you wanted to add?” or “What am I forgetting to ask you?”

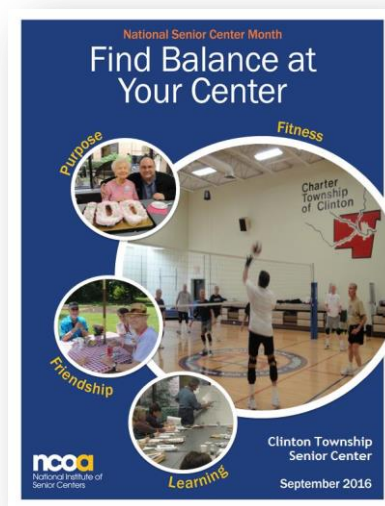
*Prepared by Professor Jill Olmsted, Journalism Division Director, School of Communication, American University, Washington, DC*

# Customizable Senior Center Month Poster

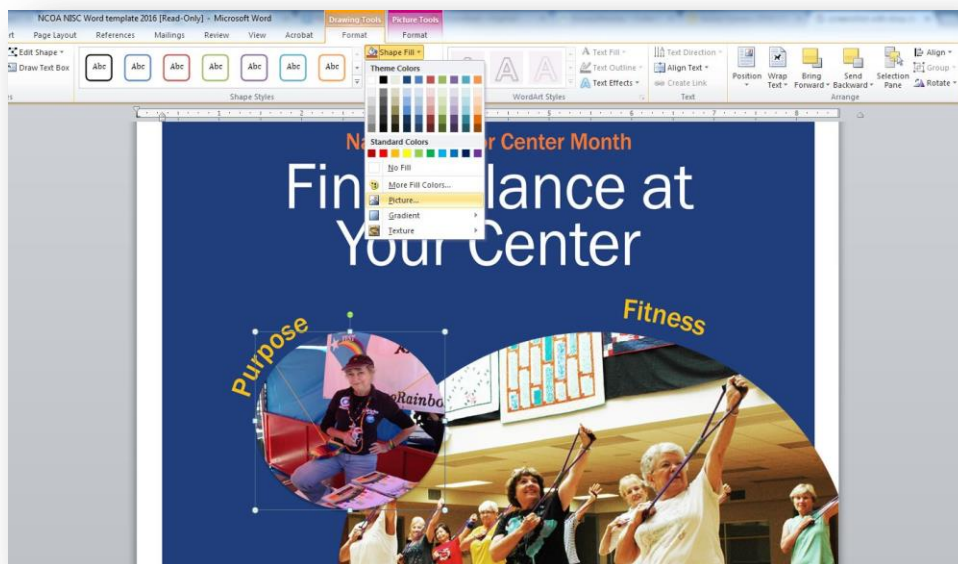
Tailor the National Senior Center Month poster to your center! This is a NISC member-only benefit. Add your own photos and contact information. Here's how:

## Directions:

1. We will email you the customizable poster.
2. Save the poster to your computer.
3. Open the poster using Microsoft Word.
4. Select any of the four circles in the poster.
5. Under Drawing Tools – Format, select Shape Fill – Picture.
6. Select a photo from your computer to use. This will work best if the photo is high resolution and square shaped.
7. Click Insert
8. If the photo does not fit the circle, select the circle and click Picture Tools - Format - Crop - Fill.



*Photos courtesy of Clinton Township Senior Center, MI*



If you customize your poster, please save it as a pdf and share it with us! Visit us on [NCOA Crossroads](#), in the **Senior Center Group** to upload your poster and see what other centers have done.

# 2016 NISC Programs of Excellence Awards Application

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 six categories. Recognition will be given for the top entries in each category. NISC also will recognize the winners on [ncoa.org](http://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, 2015 and Sept. 30, 2016. Judges will look for programs that are innovative, creative, and easily replicated. Award categories are:

- Fundraising
- Special Events
- Nutrition, Fitness, and Health Promotion
- Education
- Leadership, Civic Engagement, and Community Development
- Expressive and Creative Arts

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

## [Rules and Application](#)

## Deadline

Completed nomination forms must be received no later than **Friday, November 11, 2016**. Please direct questions to NISC Program Manager Maureen O'Leary at [Maureen.Oleary@ncoa.org](mailto:Maureen.Oleary@ncoa.org).

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

## NEW THIS YEAR! A Flu Shot Challenge: Increasing Influenza Awareness and Immunization

As part of our *Flu + You* education program, we are launching a **Flu Shot Challenge**, in collaboration with Sanofi Pasteur. We are challenging NISC member centers to compete against one another for monetary prizes. This friendly competition aims to increase the annual influenza vaccination rates among seniors through education and activation.

NISC centers will work with their members to track their annual influenza vaccination rate. The winning center will be determined by the percentage of reported flu shots compared to the total persons served, unduplicated, annually number reported in 2015. **The top three (3) centers with the highest vaccination rates between September 1, 2016 and October 31, 2016, will win prizes. First prize to be awarded is \$5,000, second \$3,000 and third \$2,000.**

NISC centers interested in participating in the challenge must [respond to this survey](#) indicating their desire to participate. Centers are asked to confirm participation no later than **July 1, 2016**.

Once signed up, your center will be entered into the challenge and eligible to win one of the prizes!

### Here's how it works:

- NISC senior centers interested in participating must [respond to this survey](#) indicating their desire to participate. Centers must sign up no later than **July 1, 2016**.
- NCOA will reach out to centers confirming their participation and next steps.
- To promote the challenge, NCOA will provide the following:
  - Social media content, digital banner, newsletter article, printed materials and posters
- Senior centers are asked to individually and independently document and report vaccination rates by responding to a survey sent by NCOA on 10/6 and 11/4. Centers are required to track vaccination rates, as well as the age of each vaccinated member.
  - In the case of a tie, the center reporting their numbers first will be considered the winner.
  - NOTE: Vaccination rates should only be reported if the individual was immunized between September 1 and October 31,
- NCOA will announce winners of the challenge in November 2016, via digital and social channels.

Please reach out to NISC Member Services at [membership@ncoa.org](mailto:membership@ncoa.org) for more information.

**Let the Flu Shot Challenge begin!**

# 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/](http://www.foodsafety.gov/)

### National Cholesterol Awareness Month

[http://www.cdc.gov/cholesterol/cholesterol\\_education\\_month.htm](http://www.cdc.gov/cholesterol/cholesterol_education_month.htm)

### Hunger Action Month

<http://www.HungerActionMonth.org>

### Falls Prevention Awareness Day: Sept. 22

<http://www.ncoa.org/FPAD>

### Active Aging Week: Sept. 25-Oct. 1

*Sponsored by the International Council on Active Aging*

<http://www.activeagingweek.com/>

### National Women's Health & Fitness Day: Sept. 28

[www.fitnessday.com/women/index.htm](http://www.fitnessday.com/women/index.htm)

## Enrichment

### International Women's Friendship Month

<http://confidencecoalition.org/internationalwomensfriendshipmonth>

### International Literacy Day: Sept. 8

<http://internationalliteracyday.org/>

## Other

### National Employ Older Workers Week: Sept. 21–25

[https://www.doleta.gov/Seniors/html\\_docs/NatEmplOldWkr.cfm](https://www.doleta.gov/Seniors/html_docs/NatEmplOldWkr.cfm)

### National Voter Registration Day: Sept. 27

<http://nationalvoterregistrationday.org/about>



## Fun Activities for all Ages

**Grandparents Day: Sept. 11**

<http://grandparentsday.org/>

**Checkers Day and Dogs in Politics Day – check out the historic connection: Sept. 23**

[www.holidayinsights.com/moreholidays/September/checkersday.htm](http://www.holidayinsights.com/moreholidays/September/checkersday.htm)

**National Video Games Day: Sept. 12**

[www.holidayinsights.com/moreholidays/July/videogamesday.htm](http://www.holidayinsights.com/moreholidays/July/videogamesday.htm)

**Plan a Wii Tournament**

[http://www.ehow.com/how\\_4735744\\_plan-wii-tournament.html](http://www.ehow.com/how_4735744_plan-wii-tournament.html)

## Recognized Holidays

**Labor Day: Sept. 1**

[www.timeanddate.com/holidays/us/labor-day](http://www.timeanddate.com/holidays/us/labor-day)

**VJ Day: Sept. 2**

[www.holidayinsights.com/moreholidays/September/vjday.htm](http://www.holidayinsights.com/moreholidays/September/vjday.htm)

**Patriot Day: Sept. 11**

[www.timeanddate.com/holidays/us/patriot-day](http://www.timeanddate.com/holidays/us/patriot-day)

**Citizenship Day: Sept. 17**

[www.patriotism.org/citizenship/](http://www.patriotism.org/citizenship/)

**POW/MIA Recognition Day: Sept. 18**

<http://www.timeanddate.com/holidays/us/pow-mia-recognition-day>

**International Day of Peace–Make a Difference Day – Sept. 21**

<http://www.internationaldayofpeace.org/>

**Start of Rosh Hashanah (Jewish New Year): Sept. 13-15**

<http://www.jewfaq.org/holiday2.htm>

**Native American Day: Sept. 25**

[www.holidayinsights.com/other/native](http://www.holidayinsights.com/other/native)

**National Good Neighbor Day – Sept. 28**

<http://www.holidayinsights.com/other/goodneighbor.htm>

## 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.

### 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.

### United States of Aging

See the results of a survey of 4,000 older Americans to better understand seniors' perspectives on aging, and how the country can better prepare for a booming senior population.

### Gauging Aging: Mapping the Gaps Between Expert and Public Understandings of Aging in America

This project identifies the patterns of thinking that Americans use to reason about issues related to aging, and compares those patterns with the knowledge of experts in the aging field.

## 2016 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](mailto:Maureen.Oleary@ncoa.org). Comments also can be directed to the NISC Chair.

Thank you,  
Susan R. Getman & Lynn Fields Harris

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(215) 848-7722  
Email: [lharris@centerinthepark.org](mailto:lharris@centerinthepark.org)

### National Senior Center Month Poster Credits

**Purpose: Shown is finalist, Kaye Crawford** of the [2015 SAGE/NISC LGBT Photo Contest](#). Kaye wrote: This picture of me is taken in a vendor booth promoted by Reno Rainbow Fest (I was co-founder) and sponsored by CAPI at Sand Francisco Gay Pride in June 2012. I want others to see there is life after 50 that is just as fulfilling, and perhaps even more satisfying, than our younger years. I want to be a positive influence on the younger generation to take their fear of growing old away.

**Friendship: St. Charles Senior Center**, Catholic Health Care Services, Philadelphia, PA

**Learning: Star Harbor Senior Center**, Catholic Health Care Services, Philadelphia, PA

**Fitness: St. George Senior Citizens Center**, St. George, Utah the Second Place winner of the 2015 Falls Free® Photo Contest. [See the other winning photos!](#)

*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](mailto:Maureen.Oleary@ncoa.org).*