

**ACTIVE**

**AGING**

**WEEK**

**GUIDELINES**



**SOLSTICE**  
SENIOR LIVING



## What is Active Aging Week?

Active Aging Week was initiated 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 programs. The campaign's overriding goal is to give as many older adults as possible the means to experience wellness activities and exercise in a safe, friendly and fun atmosphere.

## When is it held?

In 2021, Active Aging Week will be held Oct. 4–10.

## Location

You can hold events inside or outside the community. Please check your current state/county health department regulations.

## Description

Let's get active! We are hosting National Active Aging Week. All 32 Solstice communities will take part in the weeklong celebration with residents, families, prospects and our local community. We've taken the guesswork out of it and provided you with as many suggestions as possible. Please review this guide and utilize it well as your team starts planning this event.

## Example of a Full Week's Celebration

Full week of events with families, friends, prospects and surrounding community invited.

- Day 1: Walk at your community. Ask for sponsors to provide water/snacks to walkers.
- Day 2: Health Fair. Recruit your health care partners to be part of a health fair for seniors on your community.
- Day 3: Celebrate Active Aging Week with dance. Hire a DJ (or see if one will donate their time), be your own DJ, local bands to play or ask a local radio station to host a dance party on your community. Invite families, friends, prospects and surrounding community.
- Day 4: Senior Games. A senior Olympics event. Invite seniors in the community to take part in games/challenges and award medals/trophies to winners. Residents, friends, prospects and seniors in the surrounding community.
- Day 5: Healthy Aging. Invite an expert to discuss healthy aging topics such as physical activity and aging, nutrition, hydration, socialization, etc. Invite prospects and surrounding community.
- Day 6: Brain Games. A series of team or individual challenges: trivia, name that tune, beat the clock, etc. Invite prospects and surrounding community.
- Day 7: Family. Celebrate the week with a party. Invite family, friends, prospects, community. Make it an intergenerational activity for the whole family to enjoy.

The key to a successful Active Aging Week is providing our residents and other seniors in our communities with opportunities to take part in activities, educational opportunities, events and socialization.

The key to affording to provide free events is partnerships. Partner with your health care partners, local agencies, businesses and sister communities (if you are in proximity to each other).

The key to successful events for seniors: providing activities, education, socialization, purpose and fun. The activities **do not** need to cost a fortune; they just have to be of value to our seniors.

## Additional Ideas

- Bingo Party – Prizes donated by local businesses.
- Family Trivia Challenge
- Intergenerational Sports – Baseball, basketball, Wii sports. Let our residents/seniors team up with grandchildren or a local classroom of students.
- Pickleball tournaments
- Line dancing lessons
- Yoga
- Tai Chi
- Healthy Eating Fair – All foods are healthy foods from fresh vegetables to protein. (Suggestion: Local restaurants, grocery stores are invited to take part in providing a free event for seniors.)

## Promotion: Social Posts

*“Let’s get active! Join Solstice at XX for Active Aging Week from Oct. 4–10. We’ll bring the activities, games and fun – you bring the energy. RSVP to XX at XXX-XXX-XXXX.”*

*“Don’t miss out on an exciting time at Solstice at XX with Active Aging Week! From Oct. 4–10, our community will be hosting activities, challenges, games and more for residents, friends, prospects and seniors in the surrounding community to enjoy! RSVP to XX at XXX-XXX-XXXX.”*

*“Make sure to RSVP for the upcoming Active Aging Week from Oct. 4–10! We’re excited to live out a healthy lifestyle both mentally and physically. Call XXX-XXX-XXXX for more information.”*

*“Let your competitive spirit shine! We’re celebrating Active Aging Week at Solstice at XX from Oct. 4–10! Join us for a week full of fun, competition, wellness activities and more. RSVP to XX at XXX-XXX-XXXX.”*

*“We’ve got a week full of fun and wellness planned for you! Join us at Solstice at XX for Active Aging Week. Residents, friends, prospects and seniors in the surrounding community are all welcome to enjoy daily events to promote a healthy lifestyle. RSVP to XX at XXX-XXX-XXXX.”*

*“Let’s celebrate our health! Join us for Active Aging Week from Oct. 4–10 at Solstice at XX. There will be daily activities, games, programs and more each day to help you live out a healthy lifestyle both mentally and physically! Don’t miss out on the fun! Call XXX-XXX-XXXX to RSVP.”*