



## Communications & Marketing Update

January 23, 2004



From the Active for Life National Program Office

### ***Capitalize on “5 Minute” speaking opportunities***

Many of us have frequent occasions in which we are asked to provide a five to ten minute overview of our work or programs. How well you anticipate and prepare for this type of presentation can make the difference between a “heard that before” reception from your audience or an opportunity to capture attention and effectively communicate the importance and excitement of your initiatives. Taking advantage of brief presentations can be an important tactic to get the word out to community leaders about your program and to spark an interest among potential funders. Chris King of *Creative Keys* and author of *Powerful Presentations*, suggests the following list of questions to help craft a compelling and captivating presentation, even if you have “only five minutes.”

- What is my goal for this presentation?
- What is the most important message I want listeners to leave with?
- If I wrote a one sentence description of my presentation, what would it say?
- If I were to write a list of the keywords for the presentation, what words would be on the list?
- What is the theme? And what are the three major points?
- What action do I want the audience to take?

For more information, go to [www.creativekeys.net](http://www.creativekeys.net).

### ***Healthier US Summit***

The second national *Steps to a Healthier US* Summit will take place April 29–30 in Baltimore. The Summit will focus on chronic disease prevention and health

promotion and will feature presentations on asthma, obesity, diabetes, heart disease, stroke and cancer, as well as lifestyle choices including nutrition, physical activity, and tobacco use. The *Steps to a Healthier US* initiative is committed to bringing policymakers, health, education, and business communities, and the public together to establish model programs and policies that foster healthy behavior changes, encourage healthier lifestyle choices, and reduce disparities in health care. For more information, see [www.healthierus.gov/steps/summit.html](http://www.healthierus.gov/steps/summit.html).



## ***Observances to keep in mind as you plan upcoming activities***

The 10th annual TV-Turnoff Week will take place April 19-25, 2004. The observance is spearheaded by *The TV Turnoff Network*, a national non-profit organization that encourages children and adults to watch less television in order to promote healthier lives and communities. For more information, go to <http://www.tvturnoff.org/week/htm>.



May is National Sports and Fitness Month. The President's Council on Physical Fitness and Sports will release a number of new products including details about special events nationwide. Bookmark [www.fitness.gov](http://www.fitness.gov) on your system and check it out for information and resources.

National Bike Month™ The year 2004 marks the 48<sup>th</sup> consecutive year the League of American Bicyclists has declared May to be National Bike Month.™ Did you know bicycling, like most forms of physical activity, may be able to reduce the impact of aging on the brain? Researchers at the University of Illinois at Urbana-Champaign studying brain scans of 55 volunteers over the age of 55 found anatomical differences in gray and white matter between physically fit and less fit subjects. Their study, published in the February 2003 issue of the *Journal of Gerontology: Medical Sciences*, found an inverse relationship between physical fitness and brain density/shrinkage in three key areas of the brain adversely affected by aging. In other words, the better shape you are in, the denser, bigger, and more efficient your brain. The League of American Bicyclists is promoting Bike-to-Work Week from May 16-22 and Bike-to-Work Day on Friday, May 21. For more information, go to [www.bikemonth.com](http://www.bikemonth.com).



## **Marketing Facts, Figures and Ideas**

### ***“Factoids” of interest***

- *Datamonitor* market research shows that 71 percent of people age 55 and older feel that advertising does not reflect their life nowadays. (Targeting Seniors Effectively; *Datamonitor*, 7/15/03.)
- Treadmills are “hot.” According to the Sporting Goods Manufacturer’s Association report, *Treadmill Participation 2003*, for Americans over the age of six, treadmill usage has climbed to a peak of 43.4 million and a penetration rate of 16.9 percent. This represents an epic increase of 888 percent over the 1987 benchmark measurement of 4.4 million and confers upon treadmills the title of most popular cardio exercise in the U.S. ([www.sigma.com](http://www.sigma.com))

- With the advent of kinder, gentler fitness trends, pilates has become the fastest-growing fitness trend since 1998 in what can be loosely termed the "mind-body" genre. In 2002, there were a projected 4.7 million Americans aged six and over who engaged in pilates one or more times, an increase of 169 percent over 2000 -- by far the highest growth rate monitored for any fitness activity. ([www.sgma.com](http://www.sgma.com))
- A September 2003 study by market researchers Freedonia Group, Inc., predicts that demand for products to help fight aging will rise more than 11 percent per year to \$29 billion in 2007. This growth is being driven by new or improved products claiming to maintain health or enhance appearance, targeted at midlife and older.
- Just 10 percent of America's current spending on healthcare goes toward prevention, says Dr. Cristina Beato, assistant secretary, U.S. Department of Health and Human Services. But the federal government aims to change that. In 2003, President Bush, HHS Secretary Tommy Thompson and U.S. Surgeon General Richard Carmona all promoted prevention as the desired model for healthcare and self-responsibility as the desired public attitude towards health.
- A 1997 National Alliance for Caregiving/AARP survey revealed that 22.4 million American households were involved in caring for adults ages 50 and above. That number could rise to 39 million by 2007. The economic value of services provided by family caregivers has been estimated at \$257 billion annually. This figure is more than double the \$115 billion spent on nursing home and home care combined. The increasing longevity of Americans means more adults in their 50s, 60s or 70s care for parents or other family members, while studies have shown that caregivers often become ill due to stress and lack of time to care for their health.

### ***CDC nutrition and physical activity data base***

The Centers for Disease Control and Prevention recently launched a database that allows users to search for state bills related to nutrition and/or physical activity. Individuals can search fields, enter keywords or search the entire database for legislative activity since 2001. The database is provided by CDC's Division of Nutrition and Physical Activity. To find out what is happening in your state, visit <http://apps.nccd.cdc.gov/DNPALeg/>.

### ***Active Living for Older Adults Guide***

International City/County Management Association (ICMA) has published an excellent new resource titled the ***Active Living for Older Adults Guide***. Active Living is a way of life that integrates physical activity into daily routines. The guide, intended for local government managers and other local government leaders, offers strategies for designing communities that support active aging and active living for older adults. To view a copy, go to the resources section on the Web site [www.activelivingleadership.org](http://www.activelivingleadership.org).





## **Tips, Tactics & Tools**

### ***Driving and pedestrian safety brochures***

The National Highway Transportation Safety Administration (NHTSA) has a new series of brochures about mid-life and older adults driving and pedestrian safety. The brochures are part of the NHTSA *Mission Statement for Older Road Users* project to help drivers who have specific medical conditions and the families of those drivers, especially when making decisions about driving ability, risk, and safety. Brochures include ***Stepping Out - Mature Adults: Be Healthy, Walk Safely***. This brochure was developed to fill the need for pedestrian safety materials for adults age 65 and above. The intent is to promote safe walking as an easy way to maintain health.

For more information, go to <http://www.nhtsa.dot.gov/people/injury/olddrive/SteppingOut/index.html>.

### ***New analysis enables communities to better respond to health problems***

The Centers for Disease Control and Prevention (CDC) has released a new data analysis *SMART BRFSS* (Selected Metropolitan/Micropolitan Area Risk Trends from the Behavioral Risk Factor Surveillance System). The new analysis provides health information for 98 selected areas in such health categories as diabetes, obesity, smoking and overall health status. The new analysis allows comparison between communities and comparison of the health status of a community with state and national data. Using the SMART BRFSS data, public health professionals can examine and compare the different needs of demographically similar metropolitan areas or different metropolitan areas within states and better target public health programs according to local needs.

SMART BRFSS includes a searchable Website ([www.cdc.gov/brfss](http://www.cdc.gov/brfss)) that features prevalence estimates for select risk factors for 2002, similar to the BRFSS state Web site. Website users can also access "quick-view" charts with seven select risk factors for each metropolitan and micropolitan area.

### ***Pep Up Your Life: A Fitness Book for Mid-life and Older Persons***

For suggestions for more than 35 convenient exercises to increase flexibility, strength and endurance, take a look at *Pep Up Your Life: A Fitness Book for Mid-life and Older Persons*. The President's Council on Physical Fitness and Sports reminds us all it's never too late to start a regular fitness routine! To download a copy, go to [www.fitness.gov](http://www.fitness.gov).



## In the News

### ***Physical activity in later years helps women preserve functional abilities***

Women who are consistently physically active in their later years function better and have fewer problems with performing basic daily activities, according to Jennifer S. Brach with the University of Pittsburgh and colleagues. The scientists examined the long-term association between physical activity and functional status in 229 post-menopausal, white women (average age, 74 years) over a 14-year period (1985-1999). The researchers found that physical activity in 1985 was predictive of walking speed in 1999. They also found that the consistency of physical activity from 1985 to 1995 was related to functional status in 1999. Women who were always active had the best functional status and women who were always inactive had the worst functional status. For more information, see <http://archinte.ama-assn.org/cgi/content/abstract/163/21/2565>.

### ***Active mid-life and older folks can encourage younger family and friends to get fit***

Cardio-respiratory fitness in early adulthood significantly decreases the chance of developing high blood pressure and diabetes, both major risk factors for heart disease and stroke, in middle age, according to a new study supported by the National Heart, Lung, and Blood Institute (NHLBI). Fitness also reduces the risk for the metabolic syndrome, a constellation of factors that includes excess abdominal fat, elevated blood pressure and triglycerides, and low levels of the high-density lipoprotein, the “good” cholesterol. Improving fitness in healthy young adults can cut by as much as 50 percent the risk for diabetes and the metabolic syndrome. This research is the first large scale study to look at the role of fitness on healthy young adults’ development of risk factors for heart disease. For more information, see [www.nih.nhlbi.gov/news/press/03-12-16.htm](http://www.nih.nhlbi.gov/news/press/03-12-16.htm).

### ***More on the link between health and wealth***

Preventive health makes sense for everybody. Sedentary adults can save on average \$2,200 per year in healthcare costs by exercising moderately for just 90 minutes per week, concludes a recent study by HealthPartners Research Foundation. The study is the first to associate changes in physical activity with changes in an individual's healthcare costs. A preliminary estimate of lost productivity time from common pain conditions is approximately \$80 billion per year, according to a study in the Nov. 11<sup>th</sup> issue of the *Journal of the American Medical Association*. *Prevention Makes Common Sense*, a report by the U.S. Department of Health and Human Services (HHS), shows that corporate health promotion and disease management programs produce a return on investment of \$1.49-\$4.91 in benefits for every dollar spent. According to HHS, about 75 percent of healthcare spending can be attributed to chronic health conditions such as diabetes, obesity and cardiovascular disease, much of which can be prevented or delayed through preventive measures and healthy lifestyle choices.

The *Active for Life*® Communications & Marketing Update is produced semi-monthly by the *Active for Life*® National Program Office at The Texas A&M University System Health Science Center School of Rural Public Health. To include information, contact Brigid McHugh Sanner at [Brigid@sannerandcompany.com](mailto:Brigid@sannerandcompany.com) or call 214-553-0621. This program is funded by a grant from The Robert Wood Johnson Foundation®.