



Communications & Marketing Update

January 9, 2004



From the Active for Life[®] National Program Office

Happy New Year!

Whether or not you have settled on your *New Year's Resolutions* you might enjoy this list which offers some positive approaches to both work and life.

1. Give people more than they expect and do it cheerfully.
2. Don't believe all you hear, spend all you have, or sleep all you want.
3. Talk slowly, but think quickly.
4. Remember that great love and great achievements involve great risk.
5. Engage in acts of random kindness.
6. When you lose, don't lose the lesson.
7. When you realize you've made a mistake, take immediate steps to correct it.
8. Smile when picking up the phone. The caller will hear it in your voice.
9. Remember the *Three R's*: Respect for self; Respect for others; Responsibility for your actions.
10. And of course be sure to get at least 30 minutes of moderate physical activity on most days!

AARP print ads

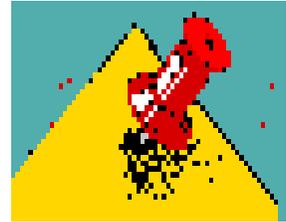
The *Active for Life*[®] (AFL) National Program Office is working with AARP and The Robert Wood Johnson Foundation to determine if and how AFL grantees might be able to use the print ads developed by AARP for the Madison, WI and Richmond, VA *Active for Life*[®] social marketing pilot project. As soon as we have specifics we will pass the information on to grantees. We also expect to have a new report from AARP on the results of their marketing work related to promoting active aging messages. Look for that soon.

Upcoming meeting

The joint conference of the American Society on Aging and The National Council on the Aging will be held in San Francisco, April 13-17, 2004. Among the sessions of interest to National Assembly members may be a day-long program on Civic Engagement and a pre-conference intensive on NCOA's BenefitsCheckUp Program. For more information, visit www.agingconference.org.

Observances to keep in mind as you plan upcoming activities

February is American Heart Month. The American Heart Association (AHA) is highlighting women's heart health this year. Heart disease is the leading killer of women in the U.S., claiming the lives of nearly 500,000 women annually. AHA's Heart Month theme is *Go Red for Women*.



Activities will focus on helping people discover unique lifesaving power by learning about heart disease and stroke and taking positive action – including increasing physical activity. The National Heart Lung and Blood Institute offers a complementary program called *Heart Truth*. For additional information about American Heart Month, go to www.americanheart.org or www.nhlbi.nih.gov/health/hearttruth/material/toolkit.htm.

February is Black History Month. Certain disease risk factors are more prevalent in African Americans. Healthy lifestyle programs that target African American audiences might especially focus on addressing specific risk factors.

- Physical inactivity is more prevalent among African Americans than Caucasians. Among non-Hispanic African Americans, 44.1 percent of men and 55.2 percent of women are sedentary, with no leisure-time physical activity. African Americans are at greater risk for cardiovascular disease and stroke death than Caucasians.
- Compared with Caucasians, young African Americans have a two- to three-fold greater risk of ischemic stroke, and African-American men and women are more likely to die of stroke.
- The prevalence of high blood pressure in African Americans in the United States is among the highest in the world. For non-Hispanic African Americans age 20 and older, 36.7 percent of men and 36.6 percent of women have high blood pressure, a leading cause of stroke.
- Among African Americans, 45 percent of men and 46 percent of women have total blood cholesterol levels over 200 mg/dL.
- 77.3 percent of non-Hispanic African-American women are overweight and 49.7 percent are obese. Among non-Hispanic African-American men, 60.7 percent are overweight and 28.1 percent are obese.

March is National Nutrition Month. *Eat Smart, Stay Healthy* is the theme of the American Dietetic Association's National Nutrition Month (NNM). To request a NNM merchandise catalog, fax your name, address, and phone number, along with the code "NNM catalog" to Jim Coleman, Ltd. at 847/963-8200. You can also e-mail your request to service@jimcolemanltd.com.

National Public Health Week (NPHW) will be observed April 5-11, 2004, with the focus of *Eliminating Health Disparities: Communities Moving from Statistics to Solutions*. To find out more about National Public Health Week 2004, see <http://www.apha.org/nphw/>.

May is Older Americans Month. The theme for 2004 is *Ageing Well, Living Well*. The observance will celebrate and recognize older Americans who are living longer, healthier, and more productive lives. Older persons are not only adding years to their lives, they are also improving the quality of their lives. For more information and resources go to www.aoa.gov/press/oam/oam.asp.



The epidemiology of walking for physical activity in the United States

Between 1999 and 2000, more than 1,800 men and women took part in the U.S. Physical Activity Study. Participants were categorized as:

1. *Regular walkers*-who met the Surgeon General's recommendation by walking at least 30 minutes daily, five or more times per week (34 percent of the population);
2. *Occasional walkers*-who walked at least 10 minutes at a time, but did not meet the recommendation (46 percent of the population);
3. *Never walkers*-who did not walk at least 10 minutes at a time while at work, for recreation, or for exercise (21 percent of the population).

More than 60 percent of *occasional* and *regular walkers* used neighborhood streets for regular physical activity. *Never walkers* were 1.5 times more likely than *regular walkers* to report a lack of sidewalks, no enjoyable scenery, lack of trails, and not seeing others exercising in their community. For more information see the University of South Carolina's Prevention Research Center Web site, www.prevention.sph.sc.edu/updates/oct2003article1.htm.



Tips from the pros – collaboration and simplify messages

Public health professionals have to learn what people need for health, find ways to get it to people and then persuade them to change individual behavior, said advertising executive Chris Jones at a symposium on behavior and public health at the Johns Hopkins School of Public Health. "Scaring people has only a short-term effect," said Jones, former CEO of the J. Walter Thompson Company. "Panic often subsides into complacency."

Jones said that an effective public health message has to be simple, can't preach and must offer more information so the audience can follow up. Reaching the public is more difficult today than even 20 years ago, he added. Cable television, the Internet and handheld computers now compete for the public's attention with radio, network television and print media. Public debate today is much more adversarial than in the past. This overwhelming load leads to commercial message fatigue and then to indifference. To break through the clutter and din, a public health communications strategy must identify which behaviors can be affected by communications, Jones said. Then - however difficult it seems - health and communications professionals must collaborate to simplify the message to make it persuasive for mass audiences.

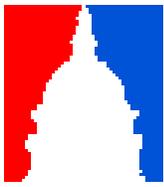


Funding Opportunities

The *Community Partnerships for Older Adults* program fosters efforts of local public-private partnerships to improve long term care and supportive services systems for older adults. The program challenges communities to build on their experience, share and learn from other communities, and help to shape state and national policy as they develop and implement solutions for the future. In its second round of funding, up to 17 communities will receive development grants of up to \$150,000 for 18 months. Development grantees will have an opportunity to compete for grants to implement the activities described in their plans. Twelve development grantees will be selected for implementation grant awards averaging \$750,000 over four years. Grantees will be given financial and technical assistance to develop and implement community-generated approaches to long term care and supportive services systems improvements for at-risk older adults—defined as individuals 60 years of age or older who are at increased risk of disability because of poverty, race, ethnicity, chronic illness or advanced age; and older adults who have physical or cognitive impairments requiring long term care and supportive services. For more information, see www.partnershipforolderadults.com.

One-stop shopping for grant searches and applications

Grants.gov is the new clearinghouse Web site for all federal grant programs. Grants.gov was launched in December 2003 with application packages from the U.S. Department of Health and Human Services and the Departments of Commerce, Education, Energy and Justice. More agencies are expected to post their programs in coming months. For more information, go to <http://www.grants.gov>.



Public Policy Info

Consolidated Appropriations Bill

Congress has finally reconciled the last of the FY 2004 spending bills into the Consolidated Appropriations Bill, approved by the House and awaiting Senate approval. Under the bill, most NIH institutes would receive a budget increase of three percent. The Centers for Disease Control and Prevention will get nearly a four percent increase in FY 2004. To examine the bill, go to <http://thomas.loc.gov/home/approp/app04.html>. For an analysis of overall R&D spending in the FY 2004 appropriations, check out the American Association for the Advancement of Science's report at <http://www.aaas.org/spp/rd/caprev04.pdf>