



## Communications & Marketing Update

February 19, 2004



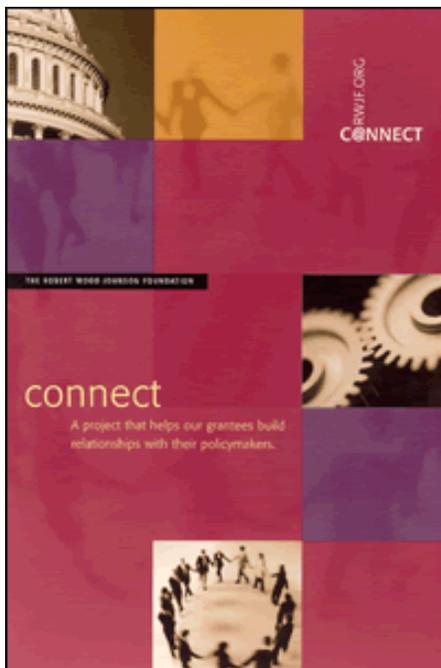
**From the Active for Life National Program Office**

### ***Two-for-one***

We missed getting the February 5<sup>th</sup> AFL *Communications and Marketing Update* to you so this issue is twice as big! We hope you find the information helpful. AFL grantees and others receiving these updates are encouraged to let us know about topics you would like to see covered as well as to share information you might have related to reaching adults 50 and older with health and physical activity information. Contact Brigid Sanner at [Brigid@sannerandcompany.com](mailto:Brigid@sannerandcompany.com) with your ideas.



### ***Planning for upcoming AFL grantee meetings***



The *Active for Life* National Program Office (NPO) is planning for the fall 2004 AFL Grantee Meeting, which is scheduled for October 19 – 22 and will be held in Chicago, IL.

In addition, the NPO is looking at the potential to offer The Robert Wood Johnson Foundation's *Connect Program* to grantees in early 2005. *Connect* is designed to help RWJF grantees build relationships with their members of Congress and other policymakers. Grantees work at the local level to address some of the nation's most critical health care needs. *Connect* gives them an opportunity to share the challenges they face and the lessons they've learned with their representatives in government.

Through *Connect*, grantees learn to:

- Educate members of Congress about the health challenges facing people in their districts or states, and illustrate how local institutions and constituents are tackling those problems;

- Engage policymakers as respected voices of support in the community; and
- Gain media attention for their work and goals, which may in turn prompt new relationships with other state and local leaders.

*Connect* is one of only a few efforts under way in the philanthropic world to educate policymakers about the important work grantees are doing in communities throughout the nation. To date, hundreds of RWJF grantees have benefited from reaching out to their members of Congress.

More information about *Connect* will be provided over the next several months. Stay tuned to the C&M Updates for more information. There will also be continued coverage of this topic shared in the monthly Grantee Teleconferences.

### ***Information on various March health observances***

- ✓ **National Colorectal Cancer Awareness Month**  
Cancer Research Foundation of America  
<http://www.preventcancer.org>
- ✓ **National Kidney Month**  
National Kidney Foundation  
<http://www.kidney.org>
- ✓ **National Nutrition Month**  
American Dietetic Association  
<http://www.eatright.org>
- ✓ **American Diabetes Alert Day (March 25<sup>th</sup>)**  
American Diabetes Association  
<http://www.diabetes.org>



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

#### ***Value in afternoon ‘Soaps’***

According to a report from the CDC conference *Setting the Agenda for Entertainment Education* (May 2000), CDC analysis of data from a national census-based survey reconfirms other studies that describe regular soap opera viewers with characteristics similar to audiences at greatest risk for preventable diseases. Findings indicate nearly half of regular soap opera viewers said they learned something about health from soap operas and one-third took some action as a result.

## ***New Zealand study provides insight for marketing physical activity to US adults***

A new SPARC (Sport and Recreation New Zealand) study has revealed the key motivators and barriers to physical activity experienced by inactive people - an estimated 1.3 million adult New Zealanders. According to the report, key motivators include:

- Awareness that physical activity is good for you,
- Desire to maintain a healthy weight, and
- Desire for approval by others.

Key barriers include:

- Lack of time and/or energy,
- Lack of encouragement or support from others, and
- Difficulty in sticking to a routine.

Go to [www.sparc.org.nz/news/290104\\_obstacles\\_to\\_action.php](http://www.sparc.org.nz/news/290104_obstacles_to_action.php) for more information and data tables.

## ***Online ads are reaching consumers***

According to the February 17<sup>th</sup> issue of *DIRECTnewsline*, online advertising revenue in the U.S. totaled \$2.2 billion for the quarter ended December 31<sup>st</sup>, a 38 percent increase over the same period last year. The data is from the Interactive Advertising Bureau. Total revenue for the year 2003 is expected to reach \$7.2 billion, compared with \$6 billion last year.

## ***Aging US population changing the face of the workforce***



According to an existing study (*Monthly Labor Review*, 2000) the average age of the US population is increasing. In 1990, 40 percent of the US population was younger than 35 years old; by 2010, only a third will be younger than 35. In 2010, the majority of the US population will be 45 years and older, a change that represents a major turning point for the US population demographic. This increase will change the profile of the US labor force. With more people being 45 years and older, combined with a growing tendency toward delayed retirement, the labor force will shift toward older workers. This shift will occur steadily over the next several years. By 2020, one in five workers will be 55 years and older. This represents a more than 50 percent increase over 2000, in which 13 percent of the labor force was made up of the 55-plus age group. The aging labor force is likely to mean greater pressure from businesses to keep aging employees as productive as possible throughout their careers.

## ***Average age of computer user is rising***

People who range from 55 to 64 years old are 44 percent more likely to use a computer than those who range from 65 to 74 notes marketing research conducted by Forrester Research for Microsoft. People who range from 55 to 64 years old currently use computers in the workplace at a higher rate than people in their 60s and 70s did at earlier ages. As current 55- to 64-year-olds mature into their 60s and 70s, they will continue to use computers. Therefore, in 10 years there will be 2.5 times as many adults who range from 65 to 74 years old using computers as there are today. This growth comes from two areas: the greater use of computers by older individuals (the generational wave of computer use) and the increased total number of people in each group (population dynamics).



### **Tips, Tactics & Tools**

## ***Medicare education campaign***

The Department of Health and Human Services is launching a nationwide education campaign to inform seniors about the benefits being offered to them under the new Medicare law. The first major segment of the education campaign is a television ad. The ad encourages seniors to call a toll-free help line (1-800-Medicare) or visit [www.Medicare.gov](http://www.Medicare.gov) to learn more about the new benefits being offered them. This ad is an extension of the existing 1-800-Medicare campaign to provide people with the information they need to make informed choices about their health care.

The 30-second television advertisement informs seniors that it will be the same Medicare they've always counted on with even more benefits. The ad outlines when some of the prescription drug benefits will be available and it reassures seniors that they can choose to keep their same Medicare coverage if they prefer. HHS will soon send useful information to every beneficiary explaining how the new Medicare law provides improved coverage, including a prescription drug benefit. The first in a series of fact sheets, *The Facts About Upcoming New Benefits in Medicare*, is currently available at <http://www.medicare.gov/Publications/Pubs/pdf/11054.pdf>.



[Centers for Medicare & Medicaid Services](http://www.Medicare.gov)



[Department of Health and Human Services](http://www.HHS.gov)



## ***In the News***

### ***AARP releases new quality-of-life index for 50+ America***

Adults aged 50-64 years improved on every economic measure in the past decade, according to a new report from AARP, a non-profit membership organization that serves people 50 and older. In addition, individuals aged 65-plus improved on most measures. But people in the 65-plus age group faced decreases in their employment rate and self-reported health status, as well as a decline in their share of income from non-Social Security sources, the report notes.

The picture is more negative when the focus is on the immediate past, however. Both age groups have suffered financial and healthcare setbacks. Based on 20 indicators, the quality of life index in AARP's "State of 50+ America" report describes the well-being of these generations, noting whether their lives are getting better or worse. Highlights include the following:

- The percentage of adults who describe their health as "excellent" or "very good" grew to 47 percent, a 2 percent increase from a decade ago. But a disparity exists between the groups. Among those ages 50-64 years, 45.5 percent do not report excellent or very good health, while 61.9 percent of those 65 and older report the same.
- More 50-plus adults now engage in physical activity, according to the report. The percentage increased by nearly 2 percent in the decade, rising to 25.4 percent of this population. Most recent available figures show that 28.9 percent of younger individuals report physical activity, while just 21 percent of the 65-plus group do so.

### ***Strength training among adults age 65 and older***

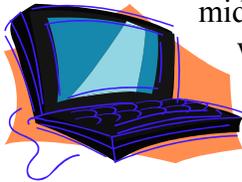
Strength training (also referred to as resistance training) enables adults to improve their overall health and fitness by increasing muscular strength, endurance, and bone density and by improving their insulin sensitivity and glucose metabolism. For adults aged 65 years and older, strength-training exercises are recommended to decrease the risk for falls and fractures and to promote independent living. The American College of Sports Medicine recommends that adults include strength training as part of a comprehensive physical activity program. To determine the percentage and characteristics of older adults who perform strength training, CDC analyzed data from the 2001 National Health Interview Survey (NHIS). This report summarizes the results of that analysis, which indicated that approximately 12 percent of persons aged 65 to 74 years and 10 percent of persons aged 75 and older met the strength-training objective. These findings underscore the need for programs that encourage older adults to incorporate strength training into their lives along with regular physical activity.

*For more information see the January 23, 2004 issue of MMWR Report at [www.cdc.gov/mmwr](http://www.cdc.gov/mmwr).*

## ***Computer tips from Microsoft***

Microsoft Corporation offers some ***Tips for the Awkward Age of Computing***. These are suggestions on how older adults can use Microsoft Windows XP to customize their computers and counter the effects of age-related difficulties with vision, hearing and dexterity.

The information is part of a new Microsoft initiative on the aging workforce and technology accessibility. Many of the 44.5 million aging information workers are beginning to experience age-related physiological changes. The likelihood of developing age-related impairments increases during middle age, Microsoft points out. “Unless business and industry are proactive, they will miss the opportunity to tap the considerable value of aging workers, resulting in a decline of workplace productivity and a negative impact on U.S. business and the nation's overall economic growth,” it says.



For information on the initiative, go to: [www.microsoft.com/enable/aging/workforce.aspx](http://www.microsoft.com/enable/aging/workforce.aspx).



## **Grants and available resources**

### ***Foundation Fundraising: An Introductory Course***

Beginning fundraisers will benefit from this full-day workshop sponsored by the Foundation Center to help prepare their organizations to seek grants. The course provides an introduction to the world of foundations and instruction in identifying prospective funders. Through a combination of worksheets and group exercises, you'll learn what steps your organization needs to take before approaching funders; the different types of funders; and how to conduct research in order to find the most receptive donors. This course is approved for continuing education credit / .6 CEU by the Association of Fundraising Professionals (AFP) Continuing Education Review Board. Courses will be offered as noted below.

Cleveland, OH	February 25 and May 12
Washington, DC	March 3, April 2, and May 5
New York, NY	March 15, April 29, June 3 and July 19
San Francisco, CA	March 22, April 30 and May 21
Atlanta, GA	April 2 and June 18
San Francisco, CA	April 30 and May 21

For more information go to [www.fdncenter.org](http://www.fdncenter.org).

### ***Promoting healthy weight in women***

The Maternal and Child Health Bureau is offering a new grant titled ***Innovative Approaches to Promoting a Healthy Weight in Women*** (IPHWW). The grant will fund projects to develop

creative, innovative approaches that are effective in reducing the prevalence of overweight/obesity in women by increasing the number of women who adopt positive health lifestyles. The interventions must be substantive in nature and positively impact the women's knowledge, attitudes, and behaviors. These approaches should target women in communities who have limited access to preventive health services. A total of \$600,000 is available to fund up to four (4) projects for three (3) years (9/1/04 through 8/31/07) with awards up to \$150,000 per project for each budget year. **Application Deadline: April 16, 2004.**

For more information, visit [www.hrsa.gov/grants/preview/guidancemchb/hrsao4063.htm](http://www.hrsa.gov/grants/preview/guidancemchb/hrsao4063.htm)

### ***Overweight and obesity control at worksite***

The National Heart, Lung and Blood Institute (NHLBI) invites applications for research project (R01) grants to test interventions that are innovative and emphasize environmental approaches or a combination of environmental and individual approaches at worksites to prevent or treat obesity in adults. The purpose is to support studies designed to determine whether worksite interventions that include environmental strategies are successful in preventing or controlling obesity. **Applications are due March 12.**

For additional information see <http://grants2.nih.gov/grants/guide/rfa-files/RFA-HL-04-006.html>.



**Public Policy Info**

### ***FY 2005 budget request for the Administration on Aging is \$1.4 billion***

This amount includes increases to test new models of home and community-based care and provide nutrition, caregiver, and supportive services. The budget includes \$5 million for the second year of funding for the *White House Conference on Aging*. Some highlights of the proposed budget are noted below. Go to <http://www.hhs.gov/budget/05budget/fy2005bibfinal.pdf> for complete information.

**National Family Caregiver Support Program:** Family caregivers have always been the main source of long-term care services provided in the United States. The FY 2005 budget includes \$162 million for the National Family Caregiver Support Program. For a minimal cost, this national program provides information, training, counseling, respite and assistance services that support the efforts of America's caregivers.

Caregivers provide an invaluable resource to their loved ones:

- Approximately 95 percent of all older adults who experience limitations in their daily activities have family members involved in their personal care.
- 22.4 million households are involved in providing care to persons aged 50 and older. These households are expected to increase to 39 million by 2007.
- The economic value of informal care giving is estimated to be valued at \$257 billion.

- The average caregiver is a 46 year-old married female who works outside the home.

**Home and Community-based Supportive Services and Centers:** These supportive services provide a variety of activities that enable elderly Americans to remain at home and in their communities. Three categories of services: access, in-home, and community work together to improve the quality of life for elderly Americans. The budget for these services totals \$357 million.

**Nutrition Programs:** The budget requests a total of \$719 million for nutrition programs. Through a variety of state and community mechanisms, these programs provide nutritious meals to the nation's most frail and at-risk elderly, and also provide supplemental nutrition screening, education, and counseling services which further enable elders to maintain their own health and independence.

**Program Innovations:** In FY 2003, AoA first partnered with the Centers for Medicare and Medicaid Services to establish Aging and Disability Resource Centers in 12 states. These centers serve as reliable resources and help to eliminate the confusion and frustration many older Americans face as they search for information about long-term care by providing objective information about the options that are available to them. They also provide information on best practices and assist states in replicating the significant strides that several other states have made in creating more citizen-centered systems of care by reducing nursing home expenditures and increasing community-based choices, while containing costs. In FY 2004, AoA expects to establish centers in an additional 12 states and is requesting an investment of \$11 million in FY 2005 to further expand this collaboration with CMS.

**Prevention, Protection, and Network Support:** The FY 2005 request includes \$54 million to fund activities which educate older Americans about healthier lifestyles in order to delay or prevent the onset of chronic disease; protect vulnerable older Americans from abuse/neglect and empower them to assert greater control over their living situations; and identify additional local resources available for older Americans and their families.

### *Safe Routes to School funding passes U.S. Senate*



The Senate approved legislation on February 12<sup>th</sup> to fund transportation projects throughout the country, including initiatives to promote physical activity. Included in the bill is \$420 million for the Safe Routes to School program, a program designed to promote walking and biking to school.

Physical inactivity remains a significant risk factor for heart disease, stroke, obesity, and other chronic diseases. Creating opportunities to be physically active in our transportation infrastructure (e.g., sidewalks and bike paths) is one way we can help prevent cardiovascular disease.

Other programs in the bill are designed to "enhance" existing road projects with bike paths, sidewalks, and other means to create safe, convenient and effective ways to be physically active. The overall bill authorizes \$318 billion over six years for surface transportation projects. A similar bill, which is awaiting action in the House, would provide \$1.5 billion for Safe Routes to School.

*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®.