Social Media Toolkit
Title: Healthy Aging
For use during week 02 (January 13-19, 2020)
Launch Date: December 30, 2019

Introduction
*Describe content of toolkit.
*Describe background of topic
*Describe the source(s) for the toolkit content

This toolkit focuses on healthy aging, and contains five Facebook and five Instagram posts; ten tweets; and 10 hashtags.

General Information
The population of older Americans is growing and living longer than ever.¹
● 10,000 people are turning 65 each day
● 80 percent of people age 50 and older plan to work past age 65
● People over 50 in the US contribute $7.6 trillion to the economy annually

However, aging brings an increase in the prevalence of chronic diseases, such as hypertension, diabetes, arthritis, and dementia. For example, Alzheimer’s disease, the most common type of dementia, is the 5th leading cause of death among older Americans. Older adults also face more challenges with everyday living activities.¹
● 80 percent of older adults have at least one chronic health condition
● 1 in 3 older adults has limitations in activities such as preparing meals and housekeeping

As the percentage of older Americans is growing, and birth rates decline, this results in a potential shortage of caregivers. Caregivers themselves are at risk for health problems. Trends show they will be working longer hours and caring for people with more than one chronic disease.¹

Factors that Influence Health Aging²
Research has identified action steps individuals can take to maintain health and function as they age. Specific actions that might influence health are:
● Exercise and physical activity;
● Paying attention to weight and shape;
● Healthy food – thinking about what we eat; and
● Participating in enjoyable activities

Exercise and physical activity: Scientific evidence suggests that people who exercise regularly not only live longer, they live better. Being physically active can help people stay more independent as they age. Specifically, regular exercise and physical activity can reduce the risk of developing some diseases and disabilities that often occur with aging. For instance, balance exercises help prevent falls, a major cause of disability in older adults. Strength exercises build muscles and reduce the risk of osteoporosis. Flexibility or stretching exercises help keep the body limber and give you the freedom of movement you need to do everyday activities.²

Paying attention to weight and shape: Many health problems are connected to being overweight or obese. People who are overweight or obese are at greater risk for type 2 diabetes, high blood pressure, heart disease, stroke, some types of cancer, sleep apnea and osteoarthritis; but data show that for older adults, thinner is not always healthier, either. Researchers found that older adults who are thin (a body-mass index or BMI of less than 19) have a higher mortality rate compared with those who are obese or of normal weight.³ Another study showed that women with low BMI had an increased risk of mortality.⁴ Being, or becoming, thin as an older adult can be a symptom of disease, or an indication of developing frailty. Those are possible reasons why some scientists think maintaining a higher BMI may not necessarily be bad as we age.²

Thinking about what we eat: Food has been shown to be an important part of how people age. One study investigated how dietary patterns influenced changes in body mass index (BMI) and waist circumference, which are risk factors for
many diseases. Scientists grouped participants into clusters based on which foods contributed to the greatest proportion of calories they consumed. Participants who had a "meat and potatoes" eating pattern had a greater annual increase in BMI, and participants in the "white-bread" pattern had a greater increase in waist circumference compared with those in the "healthy" cluster. "Healthy" eaters had the highest intake of foods like high-fiber cereal, low-fat dairy, fruit, nonwhite bread, whole grains, beans and legumes, and vegetables, and low intake of red and processed meat, fast food, and soda. This same group had the smallest gains in BMI and waist circumference. 

Scientists think there are likely many factors that contribute to the relationship between diet and changes in BMI and waist circumference. One factor may involve the glycemic index value (sometimes called glycemic load) of food. Foods with a low glycemic index value (such as most vegetables and fruits and high-fiber, grainy breads) decrease hunger but have little effect on blood sugar and, therefore, are healthier. Foods like white bread have a high glycemic index value and tend to cause the highest rise in blood sugar.

Participating in enjoyable activities: Doing what you enjoy may be good for your health. Research studies show that people who are sociable, generous, and goal-oriented report higher levels of happiness and lower levels of depression than those who do not. People who are involved in hobbies and social and leisure activities may be at lower risk for some health problems. For example, one study followed participants for up to 21 years and linked leisure activities like reading, playing board games, playing musical instruments, and dancing with a lower risk for dementia. Another study showed that older adults who participated in social activities (for example, played games, belonged to social groups, attended local events, or traveled) or productive activities (for example, had paid or unpaid jobs, cooked, or gardened) lived longer than people who did not report taking part in these types of activities.

Target audience/high-risk subsets
*Describe target audience
Everyone, because hopefully we all will see an old age.

*Describe high-risk or sub-populations, if appropriate
Older adults

Target Audience Needs/Issues/Considerations
*Include considerations that the opposition may provide
There is no apparent opposition to this topic.

Supporting Campaigns
*Include organizations that would have credible information and would be likely to have their own campaigns
American Association for Retired People
Centers for Disease Control and Prevention
National Council on Aging
National Institute on Aging
United States Department of Health and Human Services

References


## Toolkit Content

<table>
<thead>
<tr>
<th>Please list: Developer(s)</th>
<th>Sandra Vasenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliation(s)</td>
<td>NEOMED</td>
</tr>
<tr>
<td>Title(s)</td>
<td>MPH Graduate Student</td>
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<tr>
<td>Estimated time used to create</td>
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<tr>
<td>Date submitted</td>
<td>12/14/19</td>
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| DUE date & TARGET date for release (Monday) | Due date: December 13, 2019  
Target Release Date: December 30, 2019 |

### Approvals
(Needs at least one reviewer per column—initial appropriate column)

<table>
<thead>
<tr>
<th>Reviewer</th>
<th>Date</th>
<th>Format &amp; language (grammar)</th>
<th>Social media content</th>
<th>Public health content</th>
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<td>Amy Lee</td>
<td>12/19/19</td>
<td>AL</td>
<td>JW</td>
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</tr>
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<td>Jessica Wakelee</td>
<td>12/20/19</td>
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<td>Dawn Cole</td>
<td>12/23/19</td>
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### Approvers Instructions
- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits.

<table>
<thead>
<tr>
<th>Reviewer</th>
<th>Items for review</th>
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<tr>
<td></td>
<td>Public health content Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td>
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<tr>
<td></td>
<td>Social media content Layout, imaging, length of posts</td>
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<td></td>
<td>Format and language Good grammar, punctuation, format compliant with toolkit guidelines.</td>
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### Content recency
All messages in this toolkit were generated in December, 2019 and contain up-to-date information prior to the launch date.

### Accuracy
Sources of all data are provided (all credible sources) YES or NO

### Social Media Platforms Included

<table>
<thead>
<tr>
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<th>Ideal number</th>
<th>In this toolkit</th>
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<td>Video (YouTube)</td>
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<td>Print media (e.g. press release)</td>
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<tr>
<td>Other (list): Photos Blog post ideas</td>
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</table>
Message: The definition of healthy eating changes as you age. For example, as you grow older, your metabolism slows down, so you need fewer calories than before. Your body also needs more of certain nutrients. That means it is more important than ever to choose foods that give you the best nutritional value.


Source of message: National Council on Aging  
Accessed: 12/13/19

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**Facebook 1**

Image: Healthy Food Photography by Dr. Jenson Mak

Embed the attribution with license icons on your website by pasting this on your website: `<p style="font-size: 0.9rem; font-style: italic;"> <img src="https://mir-s3-cdn-cf.behance.net/project_modules/1400/e5d5f61078441.5a6259acdc495.jpg" alt="Healthy Food Photography"> <a href="https://www.behance.net/gallery/61078441/Healthy-Food-Photography" title="Healthy Food Photography" rel="noopener noreferrer"> "Healthy Food Photography" by Dr. Jenson Mak</a> is licensed under <a href="https://creativecommons.org/licenses/by-nc-nd/4.0/?ref=ccsearch&atype=html" style="margin-right: 5px;" title="Creative Commons license"> CC BY-NC-ND 4.0 </a> </p>  

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**Facebook 2**

**Facebook 3**

**Facebook 4**

**Facebook 5**

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<table>
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<tr>
<th>Infographic</th>
<th>Website</th>
<th>Caption (if provided)</th>
<th>When accessed</th>
<th>Permission</th>
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<td>Facebook 2</td>
<td><img src="https://www.who.int/ageing/events/world-report-2015-launch/healthy-ageing-infographic.jpg?ua=1" alt="Image" /></td>
<td>Aging and Health</td>
<td>12/13/19</td>
<td>Source: World Health Organization</td>
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<td><img src="https://www.who.int/ageing/UHC-gif2.gif" alt="Image" /></td>
<td>Diversity in Aging</td>
<td>12/13/19</td>
<td>Source: World Health Organization</td>
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**TWEETS**

**Twitter best practices**
- Keep it short and simple—although messages can be <280 characters now, keep them short anyway!
- Post often—it is recommended to post 3 tweets per day, with different framing to reach diverse populations
- Post other relevant content from partners or followers
- Use relevant hashtags (maximum of 2 hashtags)

<table>
<thead>
<tr>
<th>Tweet 1</th>
<th>Stay active as you age! Join a walking club or pick up new hobbies with new friends!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweet 2</td>
<td>Exercise is key to healthy aging. Physical activity can make your muscles stronger, improve your balance, and stretch your muscles, just to name a few benefits.</td>
</tr>
<tr>
<td>Tweet 3</td>
<td>“#OlderAdults are among the fastest growing age groups in the US. Learn about #HealthyAging at <a href="https://www.hhs.gov/aging/healthy-aging/index.html">https://www.hhs.gov/aging/healthy-aging/index.html</a></td>
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<td>Tweet 4</td>
<td>“#Exercise has been linked to improving chronic illnesses and related disabilities, such as #arthritis and #dementia, in #OlderAdults.</td>
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<td>Tweet 5</td>
<td>Adopting healthy habits and behaviors, staying involved in your community, using preventive services, managing health conditions, and understanding all your medications can contribute to a productive and meaningful life.</td>
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<td>Tweet 6</td>
<td>Among older people, being underweight is of concern and may be related to not having enough to eat, not eating enough foods that are nutrient dense, or having an illness or disease. <a href="https://www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults">https://www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults</a></td>
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<td>Tweet 7</td>
<td>When you get older, your body begins to need fewer calories, but you need just as many nutrients. <a href="https://www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults">https://www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults</a></td>
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<td>Tweet 8</td>
<td>#PhysicalActivity is good for your #health at every age. If you have never been active, starting regular physical activity now may improve your endurance, strength, balance, and flexibility.</td>
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<tr>
<td>Tweet 9</td>
<td>Maintain muscle mass as you age by doing strength and flexibility exercises. #HealthyAging</td>
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<td>Tweet 10</td>
<td>Middle-aged and #OlderAdults are just as capable of learning new things and thriving in new environments as younger adults. Plus, they have the wisdom that comes with life experience!</td>
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</table>
**Instagram best practices**

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

<table>
<thead>
<tr>
<th>Instagram 1</th>
<th>Instagram 2</th>
<th>Instagram 3</th>
<th>Instagram 4</th>
<th>Instagram 5</th>
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<td>Instagram 1</td>
<td><img src="https://www.nia.nih.gov/health/infographics/aging-place-tips-making-home-safe-and-accessible" alt="Image" /></td>
<td>Tips on making your home safe and accessible as you age.</td>
<td>12/13/19</td>
<td>Source: National Institute on Aging (National Institutes of Health)</td>
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<td><img src="https://www.nia.nih.gov/health/infographics/talking-your-doctor-tips-seniors-infographic" alt="Image" /></td>
<td>Talking with your Doctor – Tips for Seniors</td>
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<td>Source: National Institute on Aging (National Institutes of Health)</td>
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<td>Get Fit for Free</td>
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<td><a href="https://publichealth.wustl.edu/exercise-your-body-exercise-your-brain/healthy-aging-four-pillars/">https://publichealth.wustl.edu/exercise-your-body-exercise-your-brain/healthy-aging-four-pillars/</a></td>
<td>The Four Pillars of Aging</td>
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<td>Source: Washington University, St. Louis, Institute for Public Health</td>
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