

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.⁴

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.²

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.⁵ 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.⁶

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

¹Centers for Disease Control and Prevention. (2017, September 19). Healthy Aging: Promoting Well Being in Older Adults. Retrieved on 12/13/19 from: <https://www.cdc.gov/grand-rounds/pp/2017/20170919-senior-aging.html>

²National Institute on Aging. (2018, June 25). What do we know about Healthy Aging? Retrieved on 12/13/19 from: <https://www.nia.nih.gov/health/what-do-we-know-about-healthy-aging>

³Grabowski, DC and JE Ellis. (2001). High body mass index does not predict mortality in older people: analysis of the Longitudinal Study of Aging. *J Geriatr Soc.* 2001 Jul; 49(7): 968-79. DOI: [10.1046/j.1532-5415.2001.49189.x](https://doi.org/10.1046/j.1532-5415.2001.49189.x)

⁴Iwao, S, N Iwao, DC Muller, D Elahi, H Shimokata and R Andres. (2001). Does waist circumference add to the predictive power of the body mass index for coronary risk? *Obes Res.* 2001 Nov;9(11):685-95. DOI: [10.1038/oby.2001.93](https://doi.org/10.1038/oby.2001.93)

⁵ Vergheze J, RB Lipton, MJ Katz, CD Hall, CA Derbyu, G Kuslansky, AF Ambrose, M Sliwinski and H Buschke. (2003). Leisure activities and the risk of dementia in the elderly. N Engl J Med. 2003 Jun 19;348(25):2508-16. DOI: [10.1056/NEJMoa022252](https://doi.org/10.1056/NEJMoa022252)

⁶ Morrow-Howell N, J Hinterlong, PA Rozario and F Tang. (2003). Effects of volunteering on the well-being of older adults. J Gerontol B Psychol Sci Soc Sci. 2003 May;58(3):S137-45. DOI: [10.1093/geronb/58.3.s137](https://doi.org/10.1093/geronb/58.3.s137)

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Graduate Student																									
Estimated time used to create	8 hours																									
Date submitted	12/14/19																									
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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>12/19/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Jessica Wakelee</td> <td>12/20/19</td> <td>JW</td> <td>JW</td> <td>JW</td> </tr> <tr> <td>Dawn Cole</td> <td>12/23/19</td> <td>DC</td> <td>DC</td> <td>DC</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	12/19/19	AL			Jessica Wakelee	12/20/19	JW	JW	JW	Dawn Cole	12/23/19	DC	DC	DC					
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<p>Approvers Instructions</p> <ul style="list-style-type: none"> • 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 																										
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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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>1</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>	Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	1	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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FACEBOOK

<p>Facebook 1</p>		<p>Embed the attribution with license icons on your web page by pasting this on your website: <code><p style="font-size: 0.9rem;font-style: italic;">"Healthy Food Photography" by Dr. Jenson Mak is licensed under CC BY-NC-ND 4.0</p></code></p> <p>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.</p> <p>Message website: https://www.ncoa.org/economic-security/benefits/food-and-nutrition/#:~:targetText=The%20definition%20of%20healthy%20eating,you%20the%20best%20nutritional%20value.</p> <p>Source of message: National Council on Aging Accessed: 12/13/19</p>
<p>Facebook 2</p>		
<p>Facebook 3</p>		
<p>Facebook 4</p>		
<p>Facebook 5</p>		

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Facebook 1</p>		<p>https://www.nia.nih.gov/health/what-do-we-know-about-healthy-aging</p>	<p>Living Longer: Living Healthier?</p>	<p>12/13/19</p>	<p>Source: National Institute on Aging, National Institutes of Health</p>

Facebook 2		https://www.who.int/ageing/events/world-report-2015-launch/healthy-ageing-infographic.jpg?ua=1	Aging and Health	12/13/19	Source: World Health Organization
Facebook 3		https://www.who.int/ageing/UHC-gif2.gif	Diversity in Aging	12/13/19	Source: World Health Organization
Facebook 4		https://www.ncbi.nlm.nih.gov/books/NBK538955/figure/urghealthyaging.fig1/	Healthy Aging	12/14/19	Source: SOURCE: Modified from: Rowe JW, Kahn RL. <i>Successful Aging</i> . New York: Pantheon, 1998; and Marshal VW, Altpeter M. <i>Health & Social Work</i> 2005; 30(2):135-144.
Facebook 5					

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)*

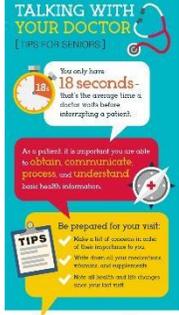
Tweet 1	Stay active as you age! Join a walking club or pick up new hobbies with new friends!
Tweet 2	Exercise is key to healthy aging. Physical activity can make your muscles stronger, improve your balance, and stretch your muscles, just to name a few benefits.
Tweet 3	"#OlderAdults are among the fastest growing age groups in the US. Learn about #HealthyAging at https://www.hhs.gov/aging/healthy-aging/index.html
Tweet 4	"#Exercise has been linked to improving chronic illnesses and related disabilities, such as #arthritis and #dementia, in #OlderAdults
Tweet 5	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.
Tweet 6	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. https://www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults
Tweet 7	When you get older, your body begins to need fewer calories, but you need just as many nutrients. https://www.eatright.org/health/wellness/healthy-aging/special-nutrient-needs-of-older-adults
Tweet 8	#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.
Tweet 9	Maintain muscle mass as you age by doing strength and flexibility exercises. #HealthyAging
Tweet 10	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!

INSTAGRAM

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

Instagram 1	
Instagram 2	
Instagram 3	
Instagram 4	
Instagram 5	

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1	 <p>AGING IN PLACE TIPS ON MAKING HOME SAFE AND ACCESSIBLE</p> <p>Many older adults want to "age in place" — stay in their own homes as long as possible — but may have concerns about safety, getting around, or other daily activities.</p> <p>A few changes can make your home a safer and easier place to live via solutions to the biggest safety risks.</p> <p>Check for tripping hazards Remove clutter, especially in high-traffic areas.</p> <p>Reduce tripping Use mats and rugs that are non-slip and have a non-slip backing.</p> <p>Handicap Bath Install grab bars in the shower and near the toilet.</p> <p>Stair Safety Use handrails on both sides of the stairs.</p> <p>Know when to call for help If you're unable to make changes to your home, call a professional contractor.</p> <p>NIH</p>	https://www.nia.nih.gov/health/infographics/aging-place-tips-making-home-safe-and-accessible	Tips on making your home safe and accessible as you age.	12/13/19	Source: National Institute on Aging (National Institutes of Health)
Instagram 2	 <p>TALKING WITH YOUR DOCTOR [TIPS FOR SENIORS]</p> <p>It only takes 18 seconds — that's the average time a doctor spends talking to a patient.</p> <p>As a patient, it is important you are able to obtain, communicate, process, and understand your health information.</p> <p>TIPS</p> <p>Be prepared for your visit:</p> <ul style="list-style-type: none"> Make a list of concerns to ask of your physician before you go. Write down all your medications, vitamins, and supplements. Write all health and life changes down and bring that. <p>NIH</p>	https://www.nia.nih.gov/health/infographics/talking-your-doctor-tips-seniors-infographic	Talking with your Doctor – Tips for Seniors	12/13/19	Source: National Institute on Aging (National Institutes of Health)

<p>Instagram 3</p>		<p>https://www.nia.nih.gov/health/infographics/spotting-signs-elder-abuse</p>		<p>12/13/19</p>	<p>Source: National Institute on Aging (National Institutes of Health)</p>
<p>Instagram 4</p>		<p>https://www.nia.nih.gov/health/infographics/get-fit-free</p>	<p>Get Fit for Free</p>	<p>12/13/19</p>	<p>Source: National Institute on Aging (National Institutes of Health)</p>
<p>Instagram 5</p>		<p>https://publichealth.wustl.edu/exercise-your-body-exercise-your-brain/healthy-aging-four-pillars/</p>	<p>The Four Pillars of Aging</p>	<p>12/14/19</p>	<p>Source: Washington University, St. Louis, Institute for Public Health</p>

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#HealthyAging
Hashtag 2	#Longevity
Hashtag 3	#Ageing
Hashtag 4	#HealthyYears
Hashtag 5	#OlderAdults
Hashtag 6	#SeniorCitizens
Hashtag 7	#Elderly
Hashtag 8	#ActiveSeniors
Hashtag 9	#HealthySeniors
Hashtag 10	#SeniorHealth

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=0GXv3mHs9AU#action=share	How Alzheimer's Changes the Brain (length: 3:59)	12/13/19	SV	Source: National Institute on Aging (National Institutes of Health)
Video #2						
Video #3						
