

Physical Fitness and Social Engagement: Strategies, Activities and Partners

Webinar Instructions

Audio Options

- Use your computer speakers, **OR** dial in using the phone number in your registration email.
- All participants are muted.

Questions and Answers (Q&A)

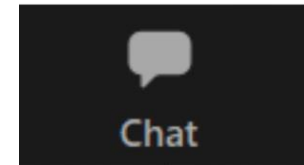
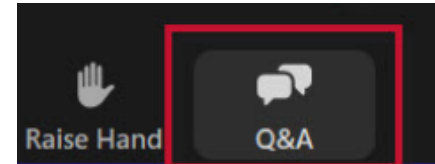
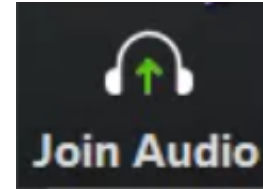
- You can submit questions for the panelists at any time during this presentation. On the Zoom module on the bottom of your screen, click the Q&A icon, type your question in the box and submit.

Chat Feature

- The Chat feature allows webinar attendees, the host, co-hosts and panelists to communicate for the duration of the webinar.

Recording

- The recording will be available on www.engagingolderadults.org.



CLICK HERE TO START CHAT

Accessibility and Support

- **Screen Reader Users: Reduce unwanted chatter**
 - Request speech on demand: Insert, Spacebar, “S”
- **Webinar participants can view closed caption subtitles, watch a live transcript of the meeting or adjust the size of subtitle text**
 - To control closed captions, click on the CC Live Transcript button in the control bar at the bottom of the Zoom window
- **To get our attention if you need tech assistance:**
 - Raise or Lower Hand: Alt + Y

USAging

- USAging represents and supports the national network of Area Agencies on Aging and advocates for the Title VI Native American Aging Programs that help older adults and people with disabilities live with optimal health, well-being, independence and dignity in their homes and communities.
- <https://www.usaging.org/>

Overview of engAGED

- National effort to increase social engagement among older adults, people with disabilities and their caregivers
- Administered by USAging
- Funded by the U.S. Administration on Aging, which is part of the Administration for Community Living
- Broad-based Project Advisory Committee
- www.engagingolderadults.org

Connect With Us!

- www.engagingolderadults.org
- Facebook: @engAGEDCenter
- Twitter: @engAGEDCenter
- info@engagingolderadults.org

Presenters



Heather Hodge M.Ed.
Senior Director, Equity, Access,
Engagement, and Health Approaches,
YMCA of the USA



Jennifer L. Tripken, EdD, CHES
Director, Center for Healthy Aging,
National Council on Aging

Cina Makres
Program Specialist, Health & Wellness,
National Recreation and Park Association

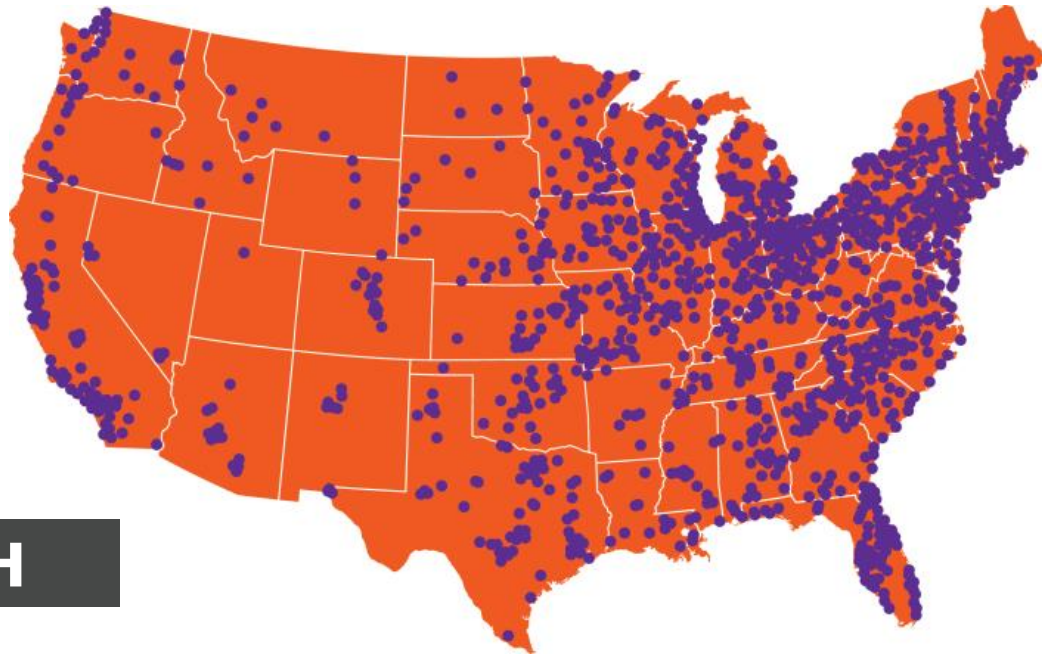


**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

STRENGTHENING COMMUNITY THROUGH PHYSICAL ACTIVITY AND SOCIAL CONNECTEDNESS

August 24, 2023

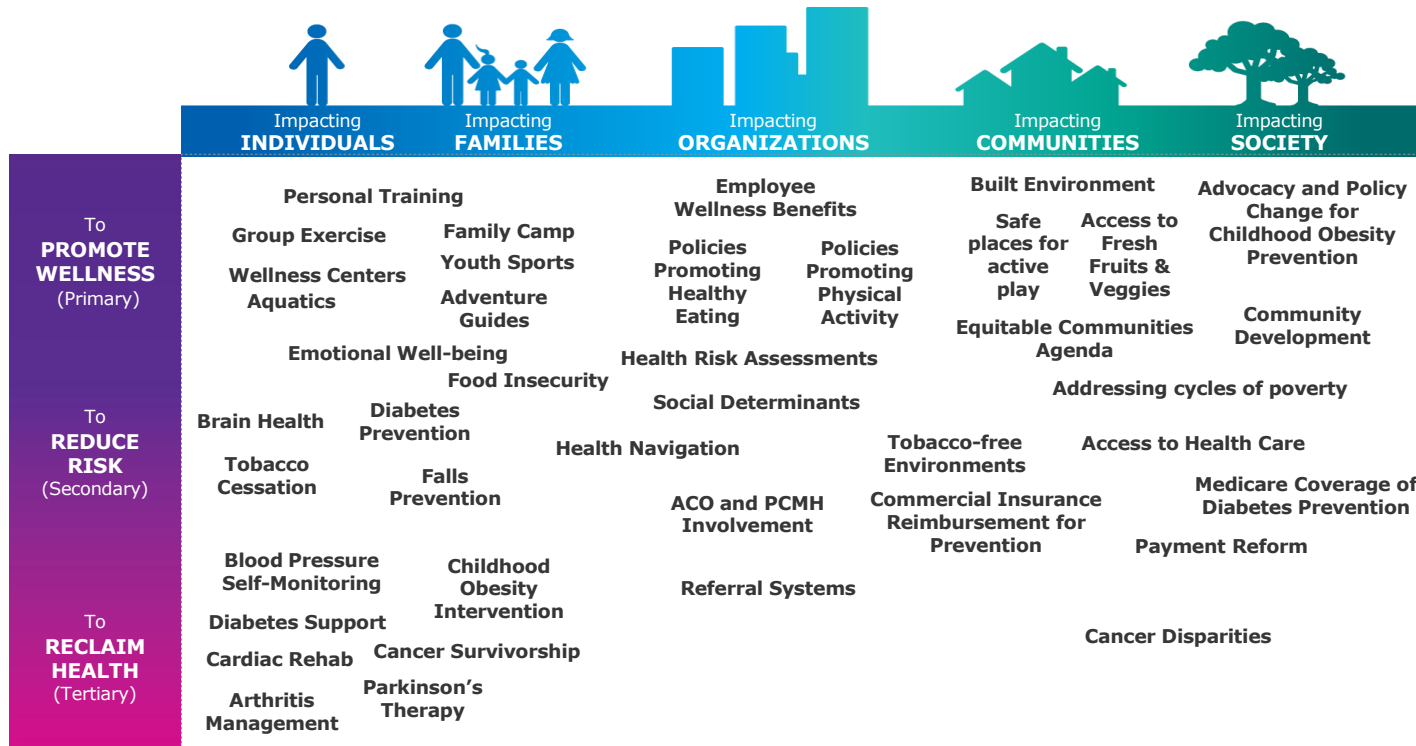
THE YMCA AS A COMMUNITY PARTNER IN IMPROVING HEALTH OUTCOMES



OUR REACH

- **2,560 YMCAs**
- Serves **4.8 million youth** under the age of 18
- Serves **8.2 million adults**
- Engages more than **13 million members** nationwide
- **77%** of the U.S. population is **within 10 miles of a Y branch**

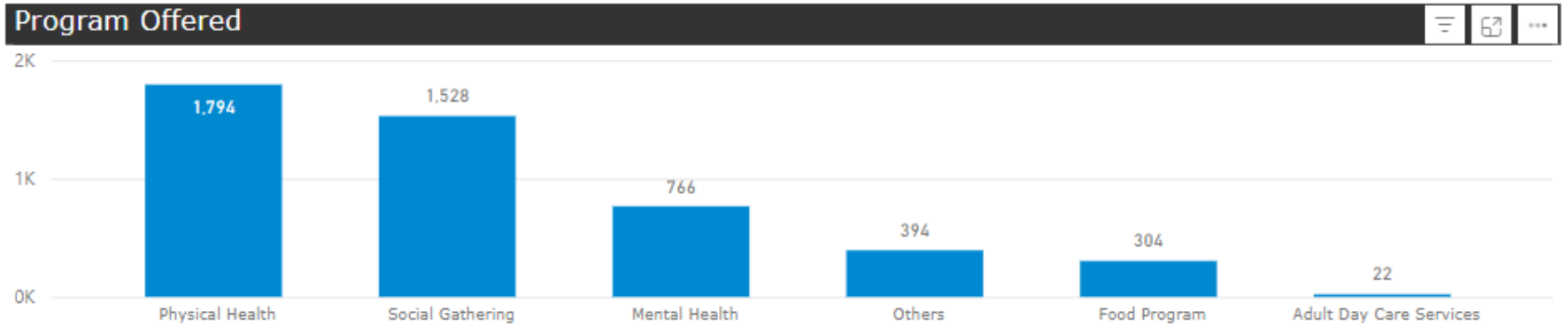
THE Y'S APPROACH TO COMMUNITY HEALTH



PHYSICAL ACTIVITY



HEALTH AND WELLNESS OFFERINGS



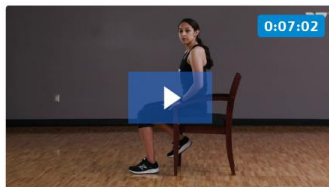
YMCA360 – YMCA360.ORG

The screenshot shows a web browser window with the URL <https://ymca360.org/on-demand/category/14>. The page header includes the YMCA 360 logo, an 'Account' link, and navigation links for 'NEW RELEASES', 'CATEGORIES', and 'CONTACT'. The main content area features a large background image of a woman exercising, with the text 'YMCA HEALTH & FITNESS VIDEOS' and 'Active Older Adults'. Below this, a paragraph reads: 'As the average life expectancy lengthens there are more years for us to look forward to. Engaging with good health, exercise, and fitness earlier in life is important but you're never "too old" to start exercising and pursuing a healthier lifestyle that can help prevent, manage, and treat diseases and ailments.'

← Back to all categories



AOA WITH NATALIE -



ACTIVE OLDER ADULTS



AOA WITH SUMMER -

PORTFOLIO OF CHRONIC DISEASE PROGRAMS



Enhance@Fitness

For older adults living with arthritis or at risk for falls



Healthy Weight and Your Child

Weight management program for children 7-13 and their caregivers



LIVESTRONG at the YMCA®

For adults living with or beyond cancer treatment



Moving For Better Balance

For adults with impaired stability and/or mobility



YMCA's Blood Pressure Self-Monitoring Program

For adults who have been diagnosed with high blood pressure



YMCA's Diabetes Prevention Program

For adults with elevated BMI and at risk for type 2 diabetes

SOCIAL CONNECTEDNESS

SOCIAL CONNECTEDNESS

- Older Adult Social Clubs 1065 Ys
- Older Adult Sports 848 Ys
- Older Adult Trips and Programs 805 Ys
- Older Adult Volunteer Programs 815 Ys



2018 PROJECT

Programs: YMCA's Diabetes Prevention Program, LIVESTRONG® at the YMCA, Enhance®Fitness, and Moving For Better Balance

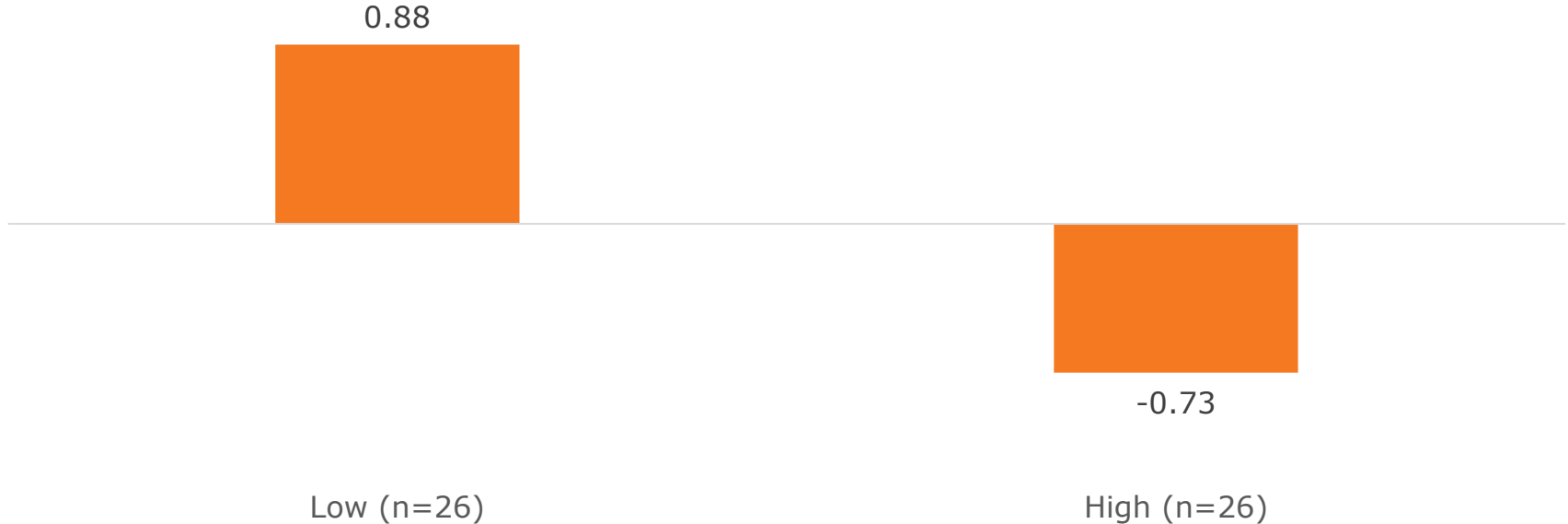
With support from the AARP Foundation, Y-USA tested a social connectedness hypothesis and evaluated to what extent group-based chronic disease programs delivered through the Y improve social connectedness and how social connectedness is improved or sustained following these programs.

Project objectives:

- Quantify change in social connectedness of participants in group-based health interventions and to explore impacting sociodemographic factors
- Identify the supports and activities that sustain or improve social connectedness, post group-based health intervention participation, and explore barriers.

CHANGE IN SOCIAL CONNECTEDNESS FROM BASELINE TO FIRST FOLLOW UP IS STATISTICALLY SIGNIFICANT BETWEEN THOSE WITH A LOW BL DSSI-10 SCORE AND THOSE WITH A HIGH BL DSSI-10 SCORE

p=0.01



2019 PROJECT

Y Membership and Chronic Disease Programs

With support from a private donor, Y-USA engaged NORC to explore if older adults report better quality of life and social connectedness through Y engagement and to identify factors that influence older adults' outcomes related to quality of life and social connectedness.

Questions:

1. Do older adults report better quality of life and social connectedness through Y engagement?
2. What factors influence older adults' outcomes related to quality of life and social connectedness?
3. What are successful Y programs and models for improving quality of life and social connectedness in the older adult population?

IMPROVEMENTS IN QUALITY OF LIFE AND SOCIAL CONNECTEDNESS

Survey Findings

Mean difference between pre-and post-test scores was significant across all variables of interest:

- **Overall well-being** mean score increased by 2.15 ($p < .0001$)
- **Social connectedness** mean score increased by 0.73 ($p < .0001$)
- **Loneliness** mean difference was -3.26 ($p < .0001$)

Also observed improvements in social well-being, spiritual well-being, physical health, and mental health

DOSE OF PARTICIPATION AFFECTED OUTCOMES

Survey Findings for Loneliness and Social Connectedness*

Higher social connectedness scores and lower loneliness scores for people who participated **more frequently**

- People who participated in the Y more times per week (**4x** per week) reported **higher social connectedness** scores (reference group: 1x or less)
- People who participated in the Y more times per week (**3x, 4x, 5x or more** per week) reported lower loneliness scores (reference group: 1x or less per week)

*When controlling for pre-score and socio-demographic factors

PARTNERSHIPS

AREAS OF PARTNERSHIP

A few ways in which Ys are working with aging network partners

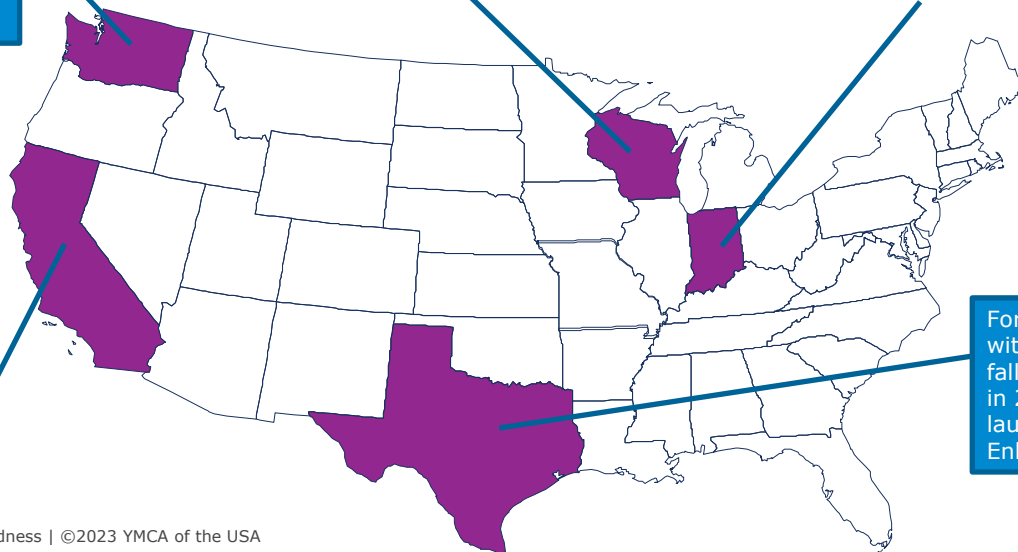
Tacoma: collaborates with county agencies on aging and DOH to connect individuals to falls prevention programs and the Y's Community Café which focuses on connecting older adults and caregivers to a virtual community of health, wellness, and connection

Eau Claire: works with local ADRC's dementia specialist to create a brain and body fitness program for individuals with moderate dementia and caregivers

Indianapolis: support from AAA has allowed 50-60 individuals to participate in DPP for the past 7 years

Sacramento: partners with Alzheimer's Association and Dignity Health to offer health workshops and a grant from Kaiser to offer stretch and balance classes for falls prevention

Fort Worth: partnership with the AAA around falls prevention starting in 2019 to support launch of Enhance@Fitness



**Visit [YMCA.org](https://www.yymca.org) to find
your nearest YMCA**

**Reach out to the Health
& Wellness Director at
your YMCA**

**Share information with YMCA
colleagues on your work
supporting physical activity and
social connectedness and how
they may connect**

**Explore opportunities for
collaborations to support
your communities; invite
YMCAs to
meetings/events or
participate in YMCA-
hosted events**



THANK YOU!

Heather Hodge, M.Ed.

YMCA of the USA

Heather.Hodge@ymca.net

Physical Fitness and Social Engagement

Strategies, Activities, & Partners

Jennifer L. Tripken, Ed.D.

Director, Center for Healthy Aging

August 2023



Overview

1. About the NCOA Center for Healthy Aging

2. Evidence-Based Programs (EBPs)

3. Impact of EBPs across the Aging Network

4. Resources Available

NCOA - Who we are

Vision

A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

Mission

Improve the lives of millions of older adults, especially those who are struggling

Goal

Impact the health and economic security of 40 million older adults by 2030, especially women, people of color, LGBTQ+, low-income, and rural individuals

The work we do

Resources



Trusted, unbiased information that enable older adults and their caregivers to take small steps that can have a big impact on their health and financial security

Tools



Personalized, online support for individuals to find benefits, choose a Medicare plan, prevent falls, and plan for a healthy and secure life

Best Practices



Technical assistance and support for professionals in community-based organizations who serve older adults every day

Advocacy



A national platform and voice to fight against ageism—and to strengthen the federal programs we all depend on as we age

Center for Healthy Aging



Goal: Increase the quality and years of healthy life for older adults and adults with disabilities.

- **Three national resource centers funded by the Administration for Community Living (ACL)**
 - Chronic Disease Self-Management Education (CDSME)
 - Falls Prevention
 - Modernizing Senior Centers
- **Other key areas:** Behavioral health, physical activity, immunizations, oral health

Evidence-Based Programs



We support the expansion and sustainability of evidence-based disease prevention and health promotion programs

- Evidence-based programs (EBPs) offer proven ways to promote health and prevent disease among older adults.
- Based on Solid Research and are Packaged Programs
- EBPs can educate older adults about important health information, including proven strategies for managing chronic conditions and preventing falls.
- Benefits include those to both older adults and the community-based organizations

Evidence-Based Programs

- The Administration for Community Living/Administration on Aging (ACL/AoA) provides guidance on:

Older Americans Act Title III-D Program funding:

<https://acl.gov/programs/health-wellness/disease-prevention>



Search for

Evidence-Based Programs

Evidence-based programs offer proven ways to promote health and prevent disease among older adults. Use this tool to search for evidence-based programs that match your community's needs and are approved for funding through Older Americans Act Title III-D. The programs included are not exhaustive and represent those that have been approved through the Evidence-Based Program Review Process.

<https://ncoa.org/evidence-based-programs>

Evidence-Based Programs

Depending on program, can be offered in-person, online, telephonically, or by mail.

Chronic Disease Self-Management

- The [suite of CDSME programs](#) developed by Stanford University have been proven to help older adults better manage their chronic conditions, improve their quality of life, and lower health care costs.
 - CDSMP (SP), CPSMP, DSMP (SP)
- PEARLS – Program to Encourage Active, Rewarding Lives

Falls Prevention

- Enhance Fitness
- A Matter of Balance
- Stepping On
- Tai Chi for Arthritis for Falls Prevention
- Tai Ji Quan: Moving for Better Balance
- Bingocize

Secondary Benefits: Reduced social isolation

Research on Evidence-Based Programs

<https://ncoa.org/article/research-on-evidence-based-programs>

FIGURE 1. NATIONAL CDSME DATABASE PROGRAM REACH (3/1/2010 – 1/16/2023)



FIGURE 9. LOCATION OF MOST COMMON IMPLEMENTATION SITE (VENUE) TYPES FOR ALL WORKSHOPS, 2010 TO 2022 (N=45,324)

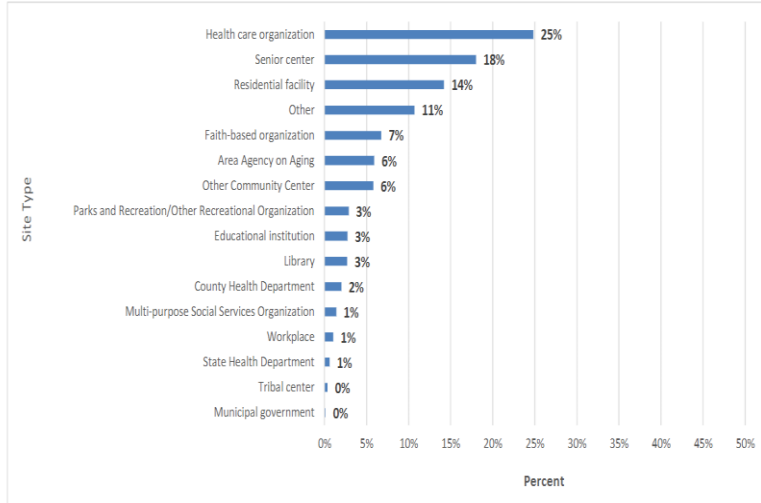


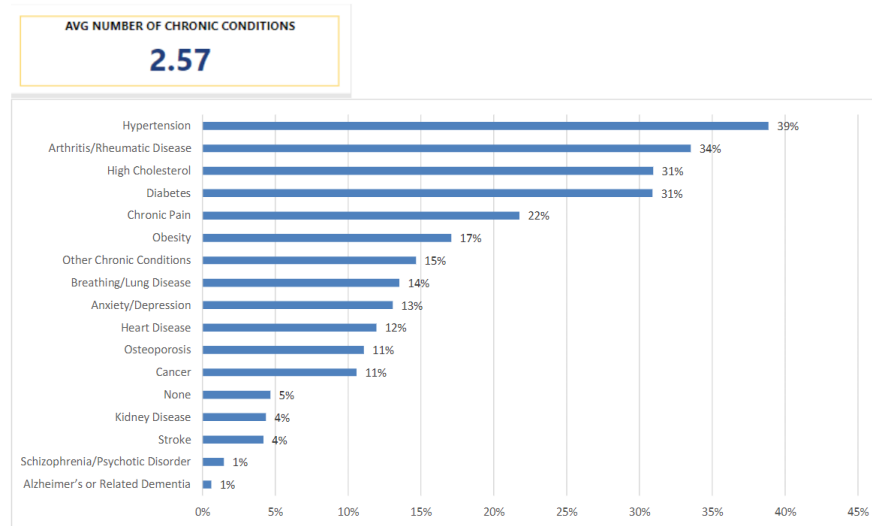
FIGURE 6. PARTICIPANT DEMOGRAPHICS COMPARED TO GENERAL OLDER ADULT POPULATION; N=112,988 (1/1/2018 TO 1/16/2023)

	CDSME	General Older Adult Population (age 65+)
Average Age	66 years	n/a
Female	76%	56%
Race/Ethnicity	<ul style="list-style-type: none"> White (72%) African-American (21%) Hispanic (15%) Asian (5%) Native Hawaiian/Pacific Islander (1%) American Indian (2%) 	<ul style="list-style-type: none"> White (76%) African-American (9%) Hispanic (8%) Asian (5%) Native Hawaiian/ Pacific Islander (.1%) American Indian (.6%)
Education	30% Bachelors or higher	33% Bachelors or higher
Caregiver	36%	19% (age 65+); 24.4% (age 45 to 64 yrs)
In Poor or Fair Health	32%	20% (age 65 to 74) & 27% (age 75+)
Disability	31%	38%
Top Chronic Health Conditions	<ul style="list-style-type: none"> Hypertension (39%) Arthritis/Rheumatic disease (34%) High cholesterol (31%) Diabetes (31%) Chronic pain (22%) 	<ul style="list-style-type: none"> Arthritis (47%) Heart disease (27%) Cancer (26%) Diabetes (21%) COPD, emphysema, chronic bronchitis (11%)
Lives Alone	45%	27%

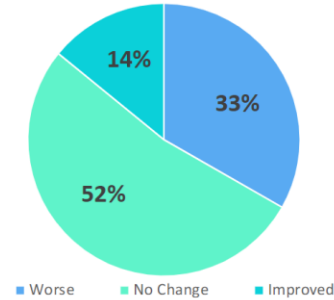
Research on Evidence-Based Programs

<https://ncoa.org/article/research-on-evidence-based-programs>

FIGURE 7. MOST COMMON CHRONIC HEALTH CONDITIONS AMONG PARTICIPANTS (N=112,988), 1/1/2018 TO 1/16/2023



Distribution of Direction of Change in Loneliness (n=615)



- About half (52%) of participants with both pre and post test scores experienced no change in their loneliness score after completing their program.
- In fact, 33% scored worse on their loneliness score upon completing the program.
- About 15% improved at the end of the program.

Research on Evidence-Based Programs

<https://ncoa.org/article/research-on-evidence-based-programs>

ALL NATIONAL EVIDENCE-BASED FALLS PREVENTION DATABASE

Core Demographics for All Grantees

Includes participants in workshops between 1/1/2014 and 1/23/2023

Filters: Cohort = -All-
Program = -All-
Delivery Mode = -All-

For all grantees, with selected filters:

Participants:	172520	Host Organizations:	1060
Workshops:	14728	Implementation Sites:	6458

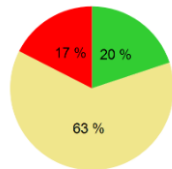
Falls in past 3 months (pre) (V. 1, 2, 3)

None	1-2	3+	N/A
73790 (72%)	23404 (23%)	5218 (5%)	30677

- Falls with Injury (V. 1, 2, 3)

None	1-2	3+	N/A
51749 (84%)	9033 (15%)	687 (1%)	71620

How often lonely, isolated (V. 3)



Improved	Maintained	Declined	N/A
1453 (20%)	4569 (63%)	1277 (17%)	8488

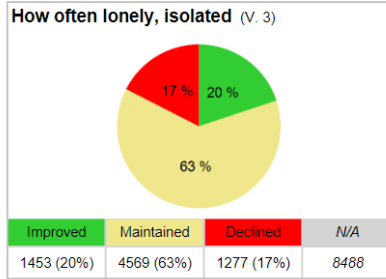
Demographic Profile

Age	N	% of known
Average Age (yrs)	75.1	-
Under 60	5394	4%
60-64	8914	7%
65-69	21005	15%
70-74	27952	21%
75-79	28005	21%
80-84	23086	17%
85-89	14443	11%
90 and older	6736	5%
Unknown	36975	21%
Sex		
Female	113735	82%
Male	25310	18%
Prefer not to say	50	0%
Unknown	33425	19%
Race		
American Indian or Alaska Native	1597	1%
Asian	4835	4%
Black/ African American	11280	9%
Native Hawaiian/ Pacific Islander	160	0%
White	112063	88%
Multi-racial	1176	1%
Unknown	41627	24%
Ethnicity		
Hispanic/ Latino	6912	5%
Not Hispanic/ Latino	121089	95%
Unknown	44519	26%
Living Arrangement		
Living alone	58723	45%
Living with someone	70936	55%
Unknown	42861	25%

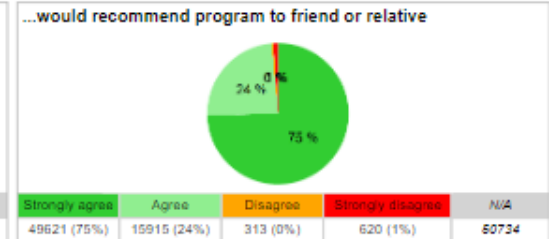
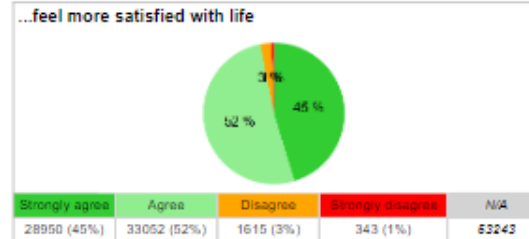
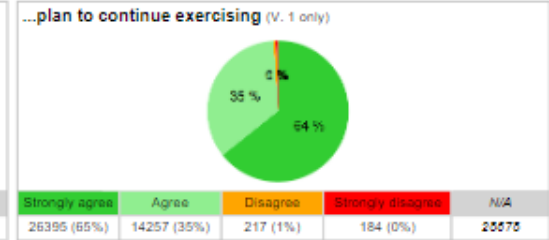
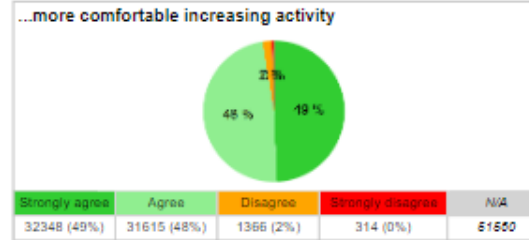
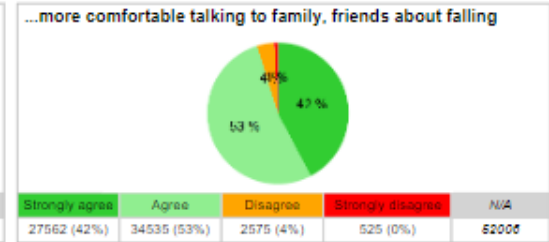
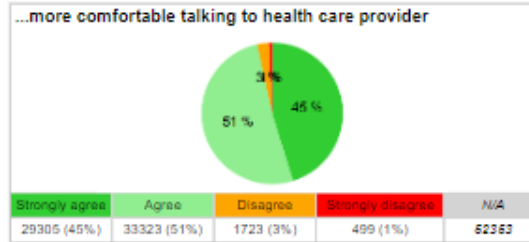
Education	N	% of known
Some elementary, middle or high school	8363	7%
High school grad or GED	29166	21%
Some coll/ voc school	39434	30%
Coll grad or higher	51244	42%
Unknown	50313	29%
Chronic Conditions (select all that apply)		
Alzheimers, other dementia **	300	0%
Anxiety disorder **	1228	1%
Arthritis, other bone/joint dis.	66265	64%
Breathing, lung dis. (asthma, emphy, etc.)	17556	17%
Cancer *	8903	8%
Chronic pain **	2234	2%
Depression	13265	18%
Diabetes	24492	23%
Glaucoma/ other vision prob.	15844	15%
Heart dis., blood circ prob.	26762	26%
High blood pressure *	27445	26%
High cholesterol **	4423	4%
Kidney disease **	662	1%
Obesity **	2543	2%
Osteoporosis *	12478	12%
Parkinson's Disease *	1019	1%
Schizophrenia, other psychotic dis. **	207	0%
Stroke **	668	1%
Traumatic brain injury **	247	0%
Urinary incontinence **	1685	2%
Other	27174	26%
None	6263	6%
Unknown	69167	40%
* conditions added in 2018		
** conditions added in 2021		
Multiple conditions	72821	70%
1 condition	31532	30%
2 conditions	30239	29%
3 conditions	20590	20%
4 conditions	11806	11%
5 conditions	5783	6%
6 or more conditions	4423	4%

Research on Evidence-Based Programs

<https://ncoa.org/article/research-on-evidence-based-programs>



As a result of program... (V. 1, 2 using response options Strongly agree, Agree, Disagree, Strongly disagree)



Recruiting Participants using Social

Social Media Platform	Sample Messaging Copy to Use
<p>Facebook and Instagram</p>	<p>Falls are "the main thing that causes injuries to #Seniors," says Debbie Jopson, an exercise instructor at the Arbutus Senior Center in Baltimore.</p> <p>Reminders as you age:</p> <ul style="list-style-type: none"> ♥ Falling is not a natural or normal part of aging, and even healthy and active people can fall. ♥ Taking steps to prevent a fall can help you remain independent for as long as possible. <p>Find out how you can prevent a fall by signing up for an evidence-based #FallsPrevention program. Watch this video created by the National Council on Aging 📺👉</p> <p>https://bit.ly/Why-Evidence-Based-Falls-Prevention-Programs-Are-Important</p>
<p>Twitter</p>	<p>You can help prevent falls by sharing information about evidence-based #FallsPrevention programs in your community.</p> <p>Find out why these programs are so important, and how they can help seniors who are recovering from injury.</p> <p>Watch the video below. 📺👉</p> <p>https://youtu.be/mLuulFswxmM</p>

<https://www.ncoa.org/article/how-to-recruit-older-adults-for-evidence-based-falls-prevention-programs-on-social-media>

<https://www.ncoa.org/article/how-to-recruit-older-adults-for-chronic-disease-self-management-education-programs-on-social-media>



<https://www.youtube.com/watch?v=j2rK6kDd4x4>

Key Resources:

<https://ncoa.org/professionals/health/center-for-healthy-aging>

Tip Sheets and Articles

[Best Practices Clearinghouse](#)

Explore best practices and resources from the field to foster the expansion and sustainability of evidence-based health promotion programs.

Webinars and Workgroups

[Grand Round Monthly Workgroup](#)

Monthly "grand rounds" webinars discuss best practices and strategies for offering evidence-based health programs remotely. Community-based organizations from across the country share how they are delivering evidence-based programs in the virtual/remote environment, successes of their work, and lessons learned.

Evidence-Based Programs

[Evidence-Based Programs](#)

From preventing falls to managing chronic conditions, discover expert content and programs to support your work. Get the latest knowledge, best practices, and tools to help.

Search and review all approved evidence-based programs.

Contact

Jennifer L. Tripken

Director, Center for Healthy Aging

National Council on Aging

Jennifer.Tripken@ncoa.org

Visit www.ncoa.org to learn more about our work.

Supporting Healthy Aging Through Parks and Recreation

Strategies to Promote Physical Fitness and Social Engagement



NATIONAL
RECREATION AND PARK
ASSOCIATION



Cina Makres
(she/her)

Program Specialist

National Recreation and Park Association

cmakres@nrpa.org



ABOUT NRPA



The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit www.nrpa.org. For digital access to NRPA's flagship publication, *Parks & Recreation*, visit parksandrecreation.org.



THE POWER OF PARKS AND RECREATION



Parks and Recreation is Vital to Community Health and Well-Being



Park and recreation professionals are uniquely suited to serve as stewards of **Community Wellness Hubs** – trusted gathering places that connect every member of the community to essential programs, services and spaces that advance health equity, improve health outcomes and enhance quality of life.

Health Benefits of Parks & Recreation

- **275 million** people visited a local park or recreational facility at least once in 2022
- **93%** of U.S. adults believe parks and recreation are essential to their physical and mental health
- **92%** of U.S. adults look to parks and recreation to provide activities for older adults in the community
- People who use parks and recreational facilities are **three times more likely** to achieve recommended levels of physical activity
- Greenspace exposure corresponds with **improved physical health** (decreases in stress, blood pressure, etc.) and **alleviating mental health conditions and illnesses** such as depression, anxiety and Alzheimer's

NRPA PARK PULSE
Parks and Recreation Provides Opportunities for Older Adults

More than **9 in 10** U.S. adults want their local park and recreation agency to provide activities for older adults. Top activities include:

Outdoor activities: Illustration of two older adults hiking with backpacks and walking sticks.

Indoor activities: Illustration of three older adults sitting around a table, one in a wheelchair, engaged in conversation.

Physical activities: Illustration of two older adults performing stretching exercises.

Educational opportunities: Illustration of an older adult sitting at a desk with a laptop, while a younger person stands and presents information on a screen.

According to the 2023 NRPA Agency Performance Review (nrpa.org/APR), **77%** of park and recreation agencies provide programs specifically for older adults.

Each month, through a poll of 1000 U.S. residents, focused on park and recreation issues, NRPA Park Pulse helps tell the parks and recreation story. Questions span from the serious to the more lighthearted. The survey was conducted by Wakefield Research (www.wakefieldresearch.com).

Visit nrpa.org/ParkPulse for more information.

NRPA NATIONAL RECREATION AND PARK ASSOCIATION





Specific to Older Adult Programming...

- **92%** of agencies offer facilities, activities, and programming dedicated to older adults.
- **76%** of agencies offer one or more evidence-based programs to older adults.
- **71%** of agencies characterize themselves as the leader, or one of the leaders, providing services and programming for older adults.

Most Common P&R Offerings to Older Adults



Exercise Classes

91% of agencies offer exercise classes, including programs focused on diabetes, falls prevention, and arthritis.



Field Trips

70% of agencies offer field trips, tours, or vacations for older adults.



Arts & Crafts

67% of agencies offer classes focused on arts & crafts.



Volunteer Opportunities

58% of agencies offer opportunities for older adults to volunteer at recreation centers.



Special Events

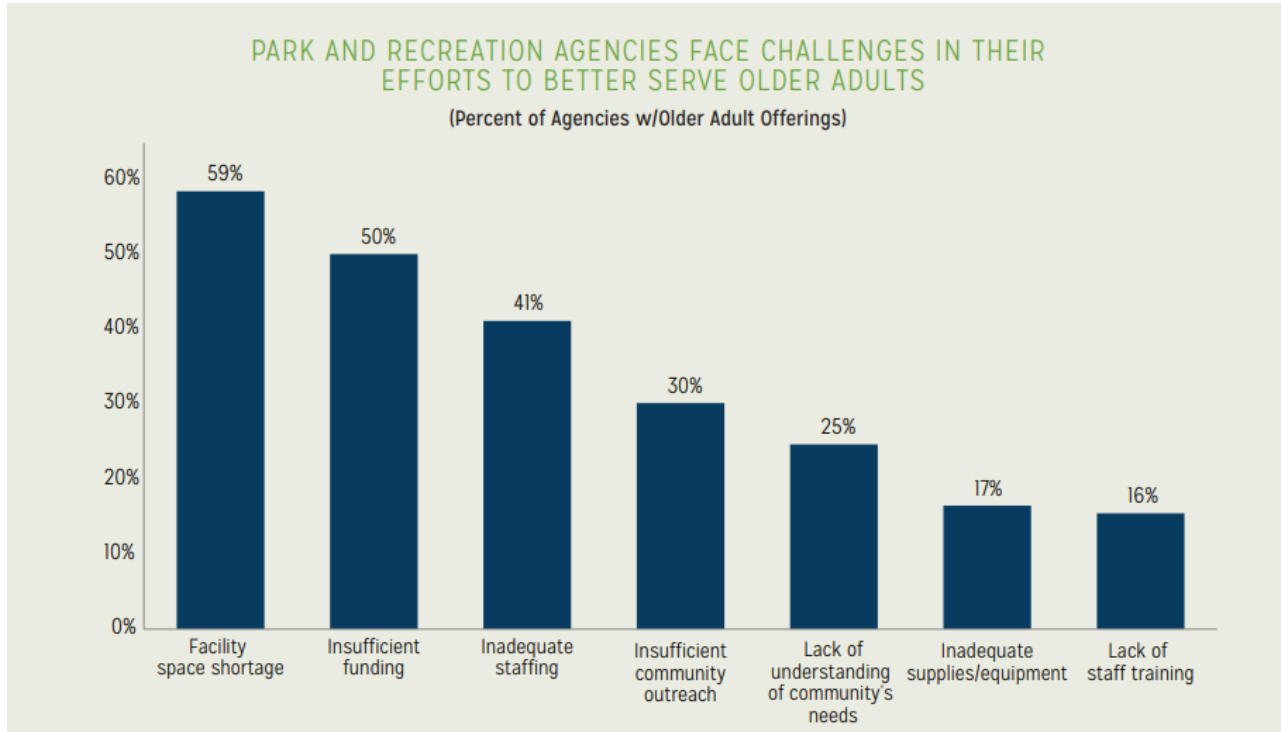
58% of agencies offer special events and festivals specifically geared for older adults.



NRPA's Work to Support Healthy Aging

- Since **2016**, NRPA has worked to enhance the health, wellness, and quality of life of adults with chronic conditions by:
 - Scaling **evidence-based interventions** through parks and recreation, including virtual programming during COVID-19
 - Supporting **communities of practice** focused on healthy aging, centering health equity, and advancing Community Wellness Hubs
 - Evaluating the **impact of park and recreation programs** on older adult health and well-being
 - **Facilitating connections** between healthcare providers and parks and recreation
 - Supporting **partnership building** to expand older adult programming

The BAD News...



In addition to various other challenges, P&R agencies still work with relatively small operating budgets for older adult programming.

The GOOD News...



Park and recreation agencies are **NOT** alone when developing and delivering older adult services!

More than **9 in 10** P&R agencies partner with outside organizations to better serve older adults in their communities.



Common Partnerships with P&R that Support Healthy Aging

- Area Agencies on Aging (AAA)
- Retirement Communities
- Senior Meal Providers
- Healthcare Providers
- Local Health Departments
- Community-based Organizations (Ex. YMCAs, faith-based, etc.)

EXAMPLES FROM THE FIELD...





Detroit Parks & Recreation, MI

- Offers older adult programs and fitness classes at **12 recreation centers** across Detroit
- Implements Arthritis-Appropriate, Evidence-Based Interventions, including Walk with Ease and Fit & Strong
- Manages over 300 parks, many of which have designated walking paths
- Partners with the **Detroit Area Agency on Aging** to host events, such as Senior Friendship Day, which features music, dancing, and fitness and health education and classes

Philadelphia Parks & Recreation, PA



- Partners with the **Philadelphia Corporation for Aging** to provide the following services for older adults:
 - Exercise Programs
 - Life-long Learning Classes
 - Social Services
 - Volunteer Opportunities
 - Art Programs
 - Cultural Programs
 - Transportation Services
 - Healthy Meals and Nutrition Education



Newport News Parks, Recreation & Tourism, VA



- Partners with the **Peninsula Agency on Aging** to implement their Active Lifestyles Program for ages 50+. This partnership involves:
 - Hosting community events for older adults
 - Offering educational workshops
 - Implementing fitness classes
 - Ex. Walk With Ease, Tai Chi
 - Marketing/promotion for programs and events
 - Sharing facilities and resources
 - Recruiting program instructors and participants

Partnering with Your Local P&R Agency

Tips to Consider



Attend P&R Events

Attend community events or meetings that P&R voices lead. Invite P&R to attend your events as well!



Tour P&R Facilities

Schedule a tour with your local P&R agency to learn more about their sites, facilities, and operations. Invite P&R to learn more about your organization too!



Welcome P&R Voices

Invite P&R voices to join advisory boards, task forces, or committees. Inquire about joining P&R advisory boards.



Explore Similar Goals

Explore like-minded goals or outcomes to identify areas of collaboration.



How Can You Support & Sustain a Partnership with P&R?

Areas where P&R agencies seek additional resources:

- Marketing/outreach
- Intergenerational programming
- Funding
- Evidence-based programming
- Accommodating those with different abilities
- Volunteer-based programming for older adults
- Nature-based opportunities

Tips to consider when building a sustainable partnership:

- Establish goals
- Include community members
- Practice effective communication

THANK YOU!

Cina Makres

Program Specialist

Health & Wellness

cmakres@nrpa.org



engAGED Resources

- New! Connecting Generations: Finding Intergenerational Activities Within Your Community
- New! 2023 What Works: Social Engagement Innovations and Best Practices
- Updated! A re-launched and updated Other resources:
 - Social Engagement Innovations Hub continues to grow
 - Community Awareness Toolkit
 - Tips for holding virtual events manual
 - Tips for hybrid events manual
 - Videos
 - Consumer brochures
- Monthly newsletter and blog
- www.engagingolderadults.org



WHAT WORKS: Social Engagement Innovations and Best Practices



Highlights from the Innovations Hub

Commit to Connect

- Fostering a nationwide network of champions who are committed to addressing social isolation and loneliness
 - Online discussions
 - Communities of Practice
 - Engaging webinars
 - Peer Networking opportunities
 - Newsletter and resources
- Funded by ACL
- USAging serves as the Coordinating Center
- <https://committoconnect.org/>



Questions and Discussion

Please submit your questions or comments
through the Q&A.

Thank You!

- Please complete the survey which will be displayed in your browser after Zoom closes. There is also a brief 3-month survey.
- The recording will be available on www.engagingolderadults.org.