



@ a glance

Welcome to the spring issue of *Healthy Aging @ a glance*. This newsletter brings you an update on the Healthy Aging Initiative at Comprehensive Health Education Foundation (C.H.E.F.®). It also includes news about upcoming health promotion opportunities for seniors and valuable resources. If you have any comments or suggestions about this newsletter, please e-mail Karen Lewis (karen-l@chef.org) or Julie Peterson (julie-p@chef.org).



Media Campaign Spreads the Word

The *Healthy Aging Partnership* (HAP) is hitting the media with a big splash this summer. C.H.E.F. is a major supporter of HAP, which promotes the toll-free information and assistance line 1-888-4ELDERS (1-888-435-3377). Financial support from C.H.E.F. and

other partners, is helping HAP launch a campaign this June and July to tell seniors and their caregivers about this valuable telephone resource.

Sixty-second radio ads will air for two weeks beginning June 18 on KIXI (880 AM), KVI (570 AM) and KOMO (1000 AM)—all popular with listeners over the age of 65. HAP is also underwriting "The Swing Years and Beyond" on KUOW-NPR (94.9 FM) on Saturday nights for eight weeks beginning July 16. In July, quarter-page
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Media Campaign Spreads the Word (continued)

newspaper ads are planned for 30 community newspapers throughout King, Kitsap, Pierce and Snohomish counties.

1-888-4ELDERS and www.4elders.org offer professional assistance and information on virtually every topic of interest to older adults and the people who care about them.



Register for the 12th Annual Northwest Wellness Conference for Seniors, "2001: A Health Odyssey"!

Where else can you hear nationally known keynote speakers, learn all you need to know about wellness, and enjoy line dancing? Throw in a campfire sing-along, fantastic food and a beach poker-walk and you're at the **12th Annual Northwest Wellness Conference for Seniors**. This

extraordinary event is about friendship, community, good nutrition, humor, exercise, and fun. It's about how to improve your own sense of well-being, while learning how to spread the tools of wellness to others.

Using a team approach, conference participants will work together to explore current, credible information. You'll become better able to tap into your own resources, and connect with others to enhance everyone's health. This all happens as you live, play and learn among other participants, speakers and conference staff. Your team will leave the conference well organized and ready to boost the wellness of your community.

Come and be swept away by these four extraordinary keynote speakers:

Marilyn Grey

"Dealing with Change: There's Got to be a Laugh in Here Somewhere"

In her own words, Marilyn "was born in Portland, Oregon in a year somewhat prior to the current one!" Her Bachelor's degrees in English and Psychology and Master's in School Psychology were put to good use as a school psychologist

and later with adults in a Wellness and Employee Assistance Program. She speaks about the effect of laughter on stress reduction, team building, and empowering ourselves in times of change. Her entertaining and informative book, *It's All in Your Head* is a complement to any reading list.

Albert Messah

"Shaking off Your Fear Snakes"

Albert grew up in impoverished Ghana, West Africa. Against daunting odds, he left Ghana for the United States where he created success, first as a businessman, and now as a powerfully uplifting speaker. Audiences are moved to not only tears and laughter by his talks, but to action. Albert helps his listeners understand how opportunity, change, fear

and courage can all lead us to success.

Don Essig, Ph.D.

"How Old Would You be If You Didn't Know How Old You Were?"

Don has been providing management and organization development consulting for over 30 years. A former teacher and principal, he has brought his passion for education to over 45 wellness conferences around the country.



The Northwest Wellness Conference for Seniors will be held October 21-26, 2001, in Seaside, Oregon. Cost is \$295 per participant (includes conference, housing and meals). Team registration only (4-8 people who represent communities, agencies or organizations).

For more information, contact June Shigeno at C.H.E.F.®, 206-824-2907 or 1-800-323-2433 (fax: 206-824-3072; e-mail: june-s@chef.org). You can also check out the conference at www.chef.org/nwcs.htm.



Rx for Communication™ hits the road!

Rx for Communication: Working Effectively With Your Doctor is C.H.E.F.'s latest healthy aging program. It hit the road in April to begin a round of train-the-trainer workshops. Fifty people from Spokane and Seattle attended pilot train-the-trainer workshops to learn about the program and discuss implementation strategies that are sure to be successful with their senior audiences. The people who attended the training came from a variety of work settings, such as senior centers, hospitals, community health centers, universities, and aging and long-term care programs.

In June, each trainer will receive a finalized curriculum kit that will include the Trainer's Guide, the video "*Partners in Health*," medication tracking cards, and other supplemental materials to support the program.



Rx for Communication teaches assertiveness, communication and planning skills to assist older adults in working with their doctors and other health care professionals to get the best care possible. The program includes interactive activities, skill-building tools and valuable resources.

If you are interested in attending a future train-the-trainer workshop, please call Karen Lewis at 1-800-323-2433. C.H.E.F. plans to host additional trainings this fall.



Peer Training Promotes Health for Everyone . . . Thanks to HEP

Senior Services continues its good work bringing health promotion services to residents of King County. HEP (Health Enhancement Program), supported by the Robert Wood Johnson Foundation Local Initiative Funding Partners Program and other local funders, has been working hard to bring excellent services to seniors. Lifetime Fitness classes, enjoyed by over 650 King County seniors already this year, are also taught in the four residential buildings participating in HEP. Classes focus on stretching, balance and aerobics for cardio health.



Mary Childres, M.S.W., the Project Coordinator and Social Worker (on right) with her participant.

A mentor training was held on April 5. Six seniors were trained in the areas of exercise, chronic disease self-management, and the general progression of the aging process. Mentors learned what communication skills best motivate others and how they, along with the HEP nurses and social workers, can best meet the needs of their fellow seniors.

In February and March, Group Health Cooperative sponsored *Living a Healthy Life* workshops developed by Stanford University. HEP seniors who attended are now ready to conduct six-week workshops in participating HEP buildings for seniors living with a chronic illness. Participants will learn skills to manage their day-to-day activities and improve their confidence in taking a more important role in their own self-management. Leaders generally live with a chronic illness themselves, making them more knowledgeable about and sympathetic towards those who attend their workshops.

Now more seniors will be served by HEP. After an informal meeting at Brittany Park, it was concluded that this new and

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Peer Training Promotes Health for Everyone . . . Thanks to HEP (continued)

fifth building would be a great addition to the program. The diversity of all five HEP sites is an exciting challenge for nurses and social workers, as they learn to effectively work with interpreters to deliver their valuable services and make non-English speaking seniors comfortable in the HEP program.

For further information, please contact Susan Snyder at Senior Services of Seattle/King County at 206-727-6297.

DON'T FORGET . . . C.H.E.F.'s Next Grants Cycle Deadline is September 30!

C.H.E.F. will consider grants in Washington State for healthy aging programs in the following areas:

- behavior change programs that prevent or help seniors manage chronic diseases and conditions
- foster psychosocial programs aimed at improving and



- maintaining positive mental health
- communication programs that improve consumer and health care provider relationships

Check out our Web site at www.chef.org/grants.htm to learn more about our grant process; to access guidelines, frequently asked questions, and applications; and to view past grant recipients.

If you would like to receive a grant application packet, please call Sue Haughton at 206-824-2907, or e-mail her at sue-h@chef.org.

This newsletter and information about our other initiatives can be found on our Web site at www.chef.org.

Good Reads

Chicken Soup for the Golden Soul: Heartwarming Stories for People 60 and Over, by Jack Canfield (editor) et al.

This book is divided into chapters with titles such as "Staying Young at Heart," "Sharing with Others," and "Reminiscing and Ageless Wisdom." This collection of inspirational stories celebrates the experiences, joys and wisdom that come from living a full life. The book is available in large print and audiotape.

In an effort to improve the quality of life for people of all ages, part of the proceeds from *Chicken Soup for the Golden Soul* will be donated to the following organizations: Literacy Volunteers of America, Inc., Alzheimer's Association, National Parkinson Foundation and the National Council on Aging.

"The purpose of life, after all, is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience."

— Eleanor Roosevelt

Check This Out!

The National Association of Area Agencies on Aging
Web site: www.n4a.org

This Web site provides great advocacy updates, a training events calendar and an eldercare locator.

Beth Olenchek

C.H.E.F.[®] is proud to announce the addition of **Beth Olenchek** to our staff.



Beth received her Bachelor's degree in pharmacy from the University of Wisconsin. She spent the next ten years as a pharmacist and researcher. Beth was an Americorp-VISTA volunteer in the public health field in 1996. Prior to her arrival at C.H.E.F., Beth worked in health education.

She will be coordinating the Northwest Wellness Conference for Seniors in October in Seaside, Oregon, and assisting with the Rx for Communication™ trainings.