



Help Yourself to Better Health Campaign

The **Help Yourself to Better Health Campaign** is about helping people take charge of their lives by taking control of their health. We know that evidence-based self-management programs play a major role in living well and aging well; now it's time to make sure **EVERYBODY** knows this and is motivated to take steps to avoid injury and improve their health.

Why You?

You understand the value of health promotion and are in a good position to educate both consumers and policy-makers about the role prevention can play in our lives. You can articulate the benefits better than most because of your education and passion for community health.

Goals of the Campaign

The goals of the **Help Yourself to Better Health Campaign** are to:

- 1) Increase public awareness of and engagement in evidence-based health promotion programs, and
- 2) Ensure access to programs by advocating for funding to support and implement evidence-based health promotion programs that prevent injury and improve wellness.

Making the Case: Why Engage & Invest in Evidence-Based Health Promotion

Another 7.5 Years	Your health: You play a role	Stay Independent	Feel Confident Feel Better	Save Money
<p>How do you feel about aging — full of opportunities or an inevitable decline in health and abilities and a loss of independence?</p> <p>Research shows that people who have a positive perception of aging live an average of 7.5 years longer than those who don't. A positive outlook makes you more likely to engage in health promotion activities, which provide better health outcomes.</p>	<p>Did you know that only 20% of your health is determined by what happens in the doctor's office? The other 80% is based on your environment, social and economic factors like your education, health disparities, etc — and a full 30% is based on how well you take care of yourself.</p> <p>Taking part in health promotion programs give you some control over your own health.</p>	<p>Research shows that the biggest fear for older people is the loss of independence.</p> <p>Managing ongoing health problems and avoiding injuries are key factors in staying out of nursing homes and maintaining autonomy and independence.</p> <p>Evidence-based health promotion programs are proven to help people avoid injury and manage chronic health problems.</p>	<p>The second biggest fear for older adults is declining health.</p> <p>We all want to be well and have control over our health. Self-efficacy — the confidence in our ability to manage something — is an outcome of health promotion programs.</p> <p>Once you've learned what you can do to manage a condition or your injury risk, it's within your power to do things that make you feel better and safer.</p>	<p>Older adults' third biggest fear is running out of money.</p> <p>Evidence-based health promotion programs save money.</p> <p>For individuals - Co-payments, deductibles, and prescription charges can be costly; paying for assisted living or nursing home care can deplete a family's nest egg.</p> <p>For taxpayers - Saves Medicare and Medicaid dollars.</p>



Help Yourself to Better Health

Goal: Increased awareness of self-management concept; local participation in evidence-based health promotion programs

Strategy: Public Awareness & Engagement Campaign
Engage in state and local activities to educate and encourage people to take control of their health by taking an evidence-based health promotion workshop in their community.

Key messages:

- ◆ Perceptions about aging impact your health — positive perceptions increase longevity by 7.5 years
- ◆ You can do something to feel better and more confident in your ability to avoid injuries and improve your health thereby maintaining your autonomy and independence
- ◆ Evidence-based health promotion programs can help you improve your health and save money

Take the pledge:

- ◆ Participate in statewide campaign check-in calls.
- ◆ Integrate campaign materials into local marketing and outreach efforts and provide feedback on effectiveness.
- ◆ Incorporate a campaign activity into local outreach efforts.
- ◆ Participate in WIHA's 2019 media tour

Help Yourself to Better Health Campaign Pledge

I pledge to play a role in improving the health and wellness of people in my community by actively participating in the Help Yourself to Better Health Campaign. I intend to:

- Participate in statewide campaign check-in calls.
- Integrate campaign materials into my local marketing and outreach efforts and provide feedback to WIHA on effectiveness.
- Incorporate campaign activities into my local outreach efforts.
- Participate in WIHA's media tour in 2019. Please keep me informed about dates, locations and plans.
- Keep me informed about upcoming campaign activities and opportunities.

Name _____

Agency or organization _____

Email Address _____

Phone _____

wiha

Campaign Activities & Timeline:

Additional activities to be added throughout the year.

June 2018	Kick-off at 2018 Healthy Aging Summit Distribute Round 1 of Campaign activities & materials
Aug. 2018	Campaign Check-in Call Distribute Round 2 of Campaign activities & materials
Sept. 2018	Falls Awareness Outreach
Oct. 2018	Campaign Check-in Call Distribute Round 3 of Campaign activities & materials
Nov. 2018	Diabetes Outreach Caregiver Support Outreach
Dec. 2018	Campaign Check-in Call
Jan. 2019	Distribute Round 4 of Campaign activities & materials
Feb. 2019	Campaign Check-in Call Media Tour launch (locations TBD)
March 2019	Media Tour (locations TBD)
April 2019	Media Tour (locations TBD)
May 2019	Campaign Concludes

Some ideas to help people help themselves to better health in your community:

- ◆ Hold a *Help Yourself to Better Health Fair* — give mini presentations/commercials for your programs
- ◆ Identify and empower "Healthy Aging Ambassadors" to talk to their peers and others about the benefits of health promotion programs
- ◆ Use Conversation Starter cards to generate discussions about attitudes toward aging or self-managing health
- ◆ Hold "Prevention Parties" or "Longevity Luncheons" and start conversations about attitudes toward aging
- ◆ Distribute and discuss "Ask me about 7.5" buttons
- ◆ Hold an in-service at your agency to demonstrate how your work is "prevention" and helps people help themselves to better health
- ◆ Make presentations in your community (churches, dining sites, support groups, senior housing)
- ◆ Launch a community book club. Select a book that has a specific point of view on aging - for example, Ashton Applewhite's book, *This Chair Rocks*
- ◆ Hold a movie screening or film festival – Show and discuss movies with positive, negative, or unusual portrayals of older adults

Materials & Resources

PRINT MATERIALS

The “Help Yourself to Better Health” document (pictured at right) is designed to be customized with your local program information. The document is set up in MS Word. The text in the center gray box and in the entire bottom white space can be customized with your own text based on the programs you are offering. The image at the top is also customizable and can be replaced with one more reflective of your target audience (see some examples at bottom right). The document can be used in a variety of ways:

Poster: Add content and increase the document size to print and distribute as a poster.

Flyer: Add content and use as a handout after presentations and at other community events.

Display ad: Add content and insert into your newsletter or forward to a local newspaper.

FACEBOOK POSTS

Follow the WIHA Facebook page — find us at Wisconsin Institute for Healthy Aging — and SHARE campaign posts.

PRESENTATION/TALKING POINTS

We have created a standardized PowerPoint presentation along with talking points that can be customized for your own use when promoting your local programs.

CONVERSATION STARTER CARDS

Nothing drives a point home better than a good discussion. Distribute these conversation starter cards in senior dining sites, retirement community spaces, restaurants, doctor’s office waiting rooms, hospital cafeterias, and other community locations to start and guide discussions about wellness, self-management, and evidence-based health promotion programs.

Test Your Knowledge	Question: If you are 65 or older, what are the chances you will have a fall this year?
	1 in 100
	1 in 38
	1 in 4

Help Yourself to Better Health	ANSWER: 1 in 4
	According to the Centers for Disease Control and Prevention (CDC), every year 25% of people age 65 or older in the US have a fall.
	Help Yourself to Better Health Reduce your risk of a fall by 30%! Take a Stepping On falls prevention workshop today.



Help Yourself to Better Health

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Wisconsin Institute for Healthy Aging

Do ongoing health problems or the fear of a fall keep you from doing the things you want to do?

If there was something you could do to take control of your health — and your life — would you? There is. Sign up for a health promotion workshop near you.

Stepping On Falls Prevention Workshop 

When: Tuesdays - Aug. 20 - Sept. 30
Where: Grace Lutheran Church, Amherst, Wisconsin
Cost: FREE

This falls prevention program meets once-a-week for 7 weeks and is proven to reduce falls by 31%. If you're 60 or older and have fallen or are afraid of falling, this program is for you!

What you'll learn:

- Balance & strength exercises
- How medication & vision affect your fall risk
- How to get up safely if you do fall
- Ways to remove falls hazards at home and navigate safely outside

To register:
 Call (800) 222-3333 or
 Email: info@wihealthyaging.org

Add your own program information to these spaces. This document will accommodate 3 programs.

Where do I find materials?

Visit the WIHA website — wihealthyaging.org. Once there, click on the “Help Yourself to Better Health” box to access materials and get instructions for use.



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Helping People Help Themselves to Better Health

Goal: Ensure access to programs by advocating for funding for support and local implementation of evidence-based healthy aging programs that prevent injury and improve health.

Strategy: Engage decision-makers to both educate and encourage them to support funding for Healthy Aging Grants in the 2019-20 State Budget.

The Ask: Allocate a **permanent, annual \$600,000 state budget appropriation** for healthy aging grants to support county and tribal aging units, public health agencies, and other local community-based organization partners in developing and training program leaders, recruiting participants and delivering the evidence-based health promotion programs and for a statewide support center.

Key Messages:

- ◆ Evidence-based prevention programs in healthy aging are researched and proven to improve health, avoid injury, and enhance self-efficacy.
- ◆ By avoiding injury and encouraging self-management of chronic health problems, evidence-based programs save money by avoiding the need for health and long-term care services including: charges to publicly-funded programs such as Medicare and Medicaid; and charges to individuals for co-payments, deductibles, prescriptions and other health-related costs and for long-term care.
- ◆ Investing in self-management programs will expand the availability and menu of programs to ensure that more people who can benefit from them have access to them.

Campaign Activities & Timeline:

Additional activities to be added throughout the year.

Activities:

WIHA will alert you to the most strategic times, audiences, and activities based on opportunities to engage decision-makers. Some activities will include:

- ◆ Letters to the editor of your local paper
- ◆ Meetings with your local legislators
- ◆ Media opportunities and WIHA’s media tour

Timeline:

<i>June 2018</i>	Kick-off at 2018 Healthy Aging Summit
<i>August 2018</i>	Campaign Check-in Call
<i>Dec. 2018</i>	Campaign Check-in Call
<i>Feb. 2019</i>	Campaign Check-in Call

MATERIALS



WAAN Issue Brief

Use this brief, created by the Wisconsin Aging Advocacy Network, as a guide for describing the problem, solution, and requested budget appropriation for the Healthy Aging Grants.

Elevator Pitch & Template

Only have a minute to talk to a decision-maker? Get your message across with an elevator pitch. We created a sample and template for you to create your own to talk about the Healthy Aging Grants and/or make a case for your programs.

Where do I find materials?

Visit the WIHA website — wihealthyaging.org. Once there, click on the “Help Yourself to Better Health Campaign” box to access materials and get instructions for use.



Wisconsin Institute for Healthy Aging

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