

A man in athletic wear is captured in a dynamic running pose on a grassy field. He is wearing a blue sleeveless top, black shorts, and black athletic shoes. The background features a vast, open landscape with a line of trees in the distance and a sky filled with scattered white clouds. The overall scene conveys a sense of energy and physical fitness.

**ICAA's Changing the Way We Age[®] Campaign:
A new vision for society**

“Be the change you want to see in the world.”

Mahatma Gandhi

Introducing ICAA's Changing the Way We Age® Campaign

Welcome to ICAA's Changing the Way We Age® Campaign. The overarching goal of this International Council on Active Aging campaign is to change society's perceptions of aging. Learn about the campaign here, then turn to page 7 to find out how you can support this groundbreaking endeavor.

The focus of this campaign is to inform the media, marketers, families and individuals about the untapped human potential associated with aging. As it stands now, older people are told (and therefore tell themselves) on a regular basis that they're too old to engage in many life-affirming activities that contribute to society, such as working or going back to work if they wish; gaining new knowledge; learning new activities; and being physically active. This simply is not true for most people.

Despite having years of job experience, older adults are not valued by the companies they work for; despite having high disposable incomes in many cases, they are not perceived as valuable to marketers. This means that companies are overlooking important human resources, wasting marketing dollars, and losing sales.

There is something seriously wrong with this picture. So why does it exist?

In many cases, society's perceptions of aging focus on decline and diminished value. These negative views can create low expectations of aging that extend into all areas of life—from the workplace to health-

care to leisure activities—and have an impact on how society and older people view this stage of life. By changing views and expectations of aging, the ICAA campaign will help society manage population aging better, and promote a new, more vibrant and meaningful way of aging. This is ICAA's vision.

ICAA has been changing the way we age for the past 10 years, as this is ICAA's mission. The new campaign represents an expansion of that mission with specific initiatives, guidelines and resources aimed at marketers, businesses, individuals and families—and in partnership with organizations committed to overturning ageist stereotypes and demonstrating the value, at every level, of promoting active aging.

What is active aging?

We can change the way we age by staying active, to the fullest extent possible, within all areas of life: physical, spiritual, emotional, intellectual, professional, environmental and social. Aging within these dimensions of wellness keeps us involved, alert and enjoying a productive life.

The concept of active aging is summed up in the phrase “engaged in life.” Individuals can participate in life as fully as possible, regardless of socioeconomic status or health conditions, within the wellness dimensions.

Source: International Council on Active Aging®



A multipronged campaign promotes a new vision for society

ICAA's Changing the Way We Age® Campaign has two streams: Rebranding aging, focused on the media and marketers; and ICAA Champions, focused on older adults and youth. The campaign's objectives, and the steps to take to realize them, are as follows:

Media and marketers objective: “Rebranding” aging

We use the term “rebranding” because it resonates with marketers and the media. These professions, like many others, have been slow to respond to the needs, dreams, desires, capabilities and expectations of burgeoning numbers of older people. To address this issue, ICAA will:

Create an ongoing public relations campaign that highlights the untapped human potential of an aging population and the opportunities it represents for society—e.g., volunteerism, intergenerational and peer education, new ideas and businesses.

Identify, create and share communications guidelines that more effectively reach people 50 years and older. The guidelines will encourage the media and marketers to provide a more realistic and complete picture of what it means to become and be old in North America.

Create a clearinghouse for best practices, guidelines, resources, images and references for use by the media and industry.

Provide presentations, best practices and research to show business leaders, associations and organizations that many older adults lead full lives. This reality has implications for a company's bottom line and how it markets products and services to this population.

Older-adult objectives: Change expectations, increase societal participation

ICAA and partners will select a team of ICAA Champions from among their customers and staff who can take on the roles of educators and role models in local communities. These individuals will visit community-based organizations to educate and inform staff about how rethinking the way we age can help everyone age better. They will also inspire older adults and counter stereotyping by encouraging customers to live their lives to the fullest.

ICAA will create an information portal to support the outreach needs of ICAA Champions, from campaign how-to-guides to PowerPoint presentations and posters.

Youth objective: Add new meaning to “old school cool”

This campaign will give ICAA Champions and partners the opportunity to encourage more positive expectations of aging among youth through exposure to positive role models.

One of the ICAA Champions deliverables will be charging individuals to earn their Presidential Active Lifestyle Award (PALA). ICAA Champions will also participate in support of First Lady Michelle Obama's “Let's Move! initiative,” which provides opportunities for intergenerational events that build relationships between youth and older people.

ICAA invites you to get involved.



ICAA's Changing the Way We Age® Campaign partner opportunities

To shift society's perceptions of aging, ICAA's Changing the Way We Age® Campaign is taking action to overturn stereotypes and encourage more positive, realistic views of aging. This campaign offers you an opportunity to make a lasting difference by encouraging a new vision of aging in society. By being part of the solution to negative views that limit people in later life, you can help create a society that recognizes, respects and responds to the rich potential of population aging.

ICAA is offering three levels of participation for organizations committed to assuming a prominent role in ICAA's Changing the Way We Age® Campaign:

- **Founding Gold Partner**
- **Founding Partner**
- **Founding Organization**

More information about these partnership opportunities appears on pages 9, 11 and 13.

Beyond partnership opportunities, there are other ways to support ICAA's Changing the Way We Age® Campaign. ICAA invites organizations, communities, professionals and individuals to participate in this endeavor by becoming ICAA Champions (see page 15 for details).



ICAA partner opportunities: Founding Gold Partner

By becoming a Founding Gold Partner (FGP) of ICAA's Changing the Way We Age® Campaign, you will be taking a leadership position in this ground-breaking endeavor.

Benefits to your organization

As an FGP, you will have a leadership position in all of ICAA's Changing the Way We Age® Campaign programs and materials provided to the media, marketers and businesses, including logo presence, corporate statements, website development, advertising, campaign materials and press releases.

ICAA has created a website to support the efforts aimed at media and marketers outlined above. This site will recognize you and other FGP organizations as committed to taking a leadership role in helping to shift society's perceptions of aging.

As an FGP, you will cohost five ICAA events. Event locations will be mutually agreed upon. At these events you can have a spokesperson or personality as a featured presenter or have an opportunity to address the audience on behalf of your company. This individual and your organization will also be featured in all pre- and post-event promotions and media outreach. The expenses of the spokesperson will be the responsibility of your organization.

You will also have the opportunity to select ICAA Champions from among your customers and staff. These are individuals who can take on the role of educator and role model in local communities.

ICAA Champions will visit schools and community-based organizations around North America to educate and inform people about active aging.

ICAA will also create and manage a section on the Changing the Way We Age® website specifically designed to support this campaign and inform all segments of the population. This website will recognize you and the other FGP organizations, and provide Web-based educational and promotional opportunities for FGPs.

ICAA will create a specific landing page for your customers as a benefit of FGP status.

ICAA will provide Web-based promotional materials for ICAA Champion organizations and communities that wish to host their own events.

ICAA will create downloadable public service announcements that ICAA members can use in promoting various aspects of these activities. Portions of these may be utilized on YouTube, Facebook, Twitter, and in other social media outlets.

As an FGP, your organization may use its role in ICAA's Changing the Way We Age® Campaign in its own media and marketing.

Commitment: \$75,000 for a single year or \$70,000 per year for a three-year term.



ICAA partner opportunities: Founding Partner

By becoming a Founding Partner (FP) of ICAA's Changing the Way We Age® Campaign, you will gain a high level of visibility in this ground-breaking endeavor.

Benefits to your organization

As an FP, you will be positioned in select ICAA's Changing the Way We Age® Campaign programs and materials provided to the media, marketers and businesses, including logo presence, corporate statements, website development, advertising, and campaign materials.

ICAA has created a website to support the efforts aimed at media and marketers. This site will recognize your organization and other FP organizations as committed to helping to shift society's perceptions of aging.

You will also have the opportunity to select ICAA Champions from among your customers and staff. These are individuals who can take on the role of educator and role model in local communities.

ICAA Champions will visit schools and community-based organizations around North America to educate and inform people about active aging.

Your organization will become an ICAA Champion host site, providing your organization the opportunity to host ICAA Champion events.

ICAA will also create and manage a section on the Changing the Way We Age® website specifically designed to support this campaign and inform all segments of the population. This website will recognize you and the other FP organizations, plus provide Web-based promotional opportunities for FPs.

ICAA will provide Web-based promotional materials for communities, organizations and individuals that wish to host their own events. Select materials will contain your brand.

As an FP, your organization may use its role in ICAA's Changing the Way We Age® Campaign in its own media and marketing.

Commitment: \$35,000 for a single year or \$31,000 per year for a three-year term.



ICAA partner opportunities: Founding Organization

By becoming a Founding Organization (FO) of ICAA's Changing the Way We Age® Campaign, you will be supporting this ground-breaking endeavor.

Benefits to your organization

As an FO, you will be positioned in select ICAA's Changing the Way We Age® Campaign programs and materials provided to marketers and businesses, including logo presence, corporate statements, website development and select campaign materials.

ICAA has created a website to support the efforts aimed at media and marketers. This site will recognize your organization and other FO organizations as committed to helping to shift society's perceptions of aging.

You will also have the opportunity to select ICAA Champions from among your customers and staff. These are individuals who can take on the role of educator and role model in local communities.

ICAA Champions will visit schools and community-based organizations around North America to educate and inform people about active aging.

Your organization will become an ICAA Champion host site, with opportunities to present ICAA Champion events.

ICAA will also create and manage a section on the Changing the Way We Age® website specifically designed to support this campaign and inform all segments of the population. This website will recognize your organization and the other FO organizations.

ICAA will provide Web-based promotional materials for additional ICAA Champion communities, organizations and individuals that wish to host their own events. Select material will contain your brand.

As an FO, your organization may use its role in ICAA's Changing the Way We Age® Campaign in its own media and marketing.

Commitment: \$15,000 for a single year or \$12,500 per year for a three-year term.



Become an ICAA Champion

The International Council on Active Aging® is inviting you to become an ICAA Champion in ICAA's Changing the Way We Age® Campaign.

An ICAA Champion's role is to inform the media, businesses, families and individuals about the untapped human potential associated with aging, and help them understand that tapping into this potential could help us address society's challenges and opportunities. The overarching aim of fostering this knowledge and recognition is to change society's perceptions of aging.

Expectations

ICAA Champions will visit or host school groups, as well as organize health fairs and other community events to educate and inform children and older adults about the positive aspects of aging. Individual Champions can choose to support ICAA's Changing the Way We Age® Campaign in other ways. Examples include writing a newsletter column or "blog" (online journal) about living fully in later life, talking to friends and acquaintances about active aging, and sharing stories and ideas on the Changing the Way We Age® website.

Support

ICAA has created and will manage a website specifically designed to provide ICAA Champions with campaign updates, as well as Web-based tools such as media releases, posters, postcards, handouts and schedules. The website will also feature a dedicated section that profiles ICAA Champions and their activities.

One of the ICAA Champions deliverables will be charging individuals to earn their Presidential Active Lifestyle Award (PALA). ICAA Champions will also participate in support of First Lady Michelle Obama's "Let's Move! initiative," which provides opportunities for intergenerational events that build relationships between youth and older people. For more information on the PALA, please visit: www.millionpalachallenge.org

To learn how to become an ICAA Champion, please email champions@icaa.cc or call ICAA at 866-335-9777 (toll-free) or 604-734-4466.

ICAA campaign spokesperson profile

Fitness and wellness expert Kathy Smith brings her passion for inspiring the best in others to ICAA's Changing the Way We Age® Campaign. Smith will serve as a media spokesperson for the campaign and as Master Champion. In the latter role, she will inspire a team of volunteer ICAA Champions who will visit schools, health fairs and other locations to offer positive examples of active aging.



Photo: Cindy Gold

Kathy Smith

"The concept of active aging is a major focus for me now, both personally and professionally," says Smith, who turns 60 in 2011. "In this new era of my career and my life, I'm more passionate than ever about helping people experience life."



Call to action

“By changing views and expectations of aging, it is our view that society will not only manage population aging better, but also promote a new vision of aging. In that sense, we are not just launching a campaign; we are changing lives.”

Colin Milner, CEO, International Council on Active Aging®

In today’s society, we’re flooded with negative messages and images about what it means to age and to be an older person. We are constantly exposed to stereotypes that show older adults through a lens of decline and diminished value, emphasizing the “burdens” of growing old. In North America, we seldom hear about the value of older adults, or the rich, untapped potential of an aging population. We don’t see enough portrayals of active older adults who are taking on new challenges, expanding their knowledge and skills base, or working tirelessly to help others. The result? Our views of aging are distorted.

To shift society’s perceptions of aging, ICAA’s Changing the Way We Age® Campaign is taking action to overturn stereotypes and encourage more positive, realistic views of aging.

ICAA recognizes that aging is filled with opportunities as well as challenges. As a community, ICAA and its members strive to support people over 50 in living as fully as possible, regardless of age or individual circumstances.

ICAA’s Changing the Way We Age® Campaign offers you an opportunity to make a lasting difference by encouraging this new vision of aging in society. **Get involved! Call ICAA today at 866-335-9777 (toll-free) or 604-734-4466, or email colinmilner@icaa.cc.** By doing so, you will help create a society that recognizes, respects and responds to the rich potential of our older population.



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