

Creating Community for a Lifetime Roadmap

Recommendations—Physical Activity and Nutrition

Capacity-Building and Accountability

Goal 1

Increase the community capacity to deliver affordable, effective, culturally appropriate health and wellness programs for older adults.

Objectives

- Provide oversight, coordination and planning through a Steering Committee that:
 - Identifies existing health programs to determine service gaps across the age and health continuum and set priorities.
 - Explores new opportunities – including funding.
 - Supports or coordinates training opportunities such as “Stages of Change” and “Motivational Interviewing” to improve the skill and practices of care managers, case workers, and other professionals who interact with older adults.
 - Develops and promotes community standards for health and wellness.
 - Develops and implements state-of-the-art approaches to evaluation for individual programs¹¹ and initiative effectiveness that includes a system for collecting standardized data across the community.
- Develop a structure to include programming, funding, outreach and evaluation subcommittees which report to the steering committee on their progress in implementing goals #2 – 5.

Goal 2

Increase funding for planning and effective prevention programs.

Objectives

- Increase the capacity of community and aging service providers to identify and solicit funds related to health and wellness from various funders including foundations, insurance companies, and private pay.
- Explore the development of one funding committee through Creating Community for a Lifetime to act as a resource and clearinghouse for funding support and information.
- Advocate for changes in Medicare and Medicaid that allow reimbursement for proven prevention activities.
- Educate funders and the community about the cost effectiveness of prevention activities.

Goal 3

Improve program effectiveness through appropriate evaluation, utilizing professionals with expertise in prevention, community intervention and evaluation.

Physical Activity and Nutrition continued

Objectives

- Encourage the development of outcome measures and evaluation tools to assess effectiveness of health education, health activity, and health promotion interventions.
- Develop standardized data collection, outcome measures and evaluation tools for use among identified community programs to facilitate increased community data collection and analysis.
- Develop an evaluation plan for the health and wellness structure/initiative to assess function, effectiveness and efficiency.
- Identify opportunities to use outcome and demographic data for planning and targeting of resources.

Access

Goal 4

Preserve independence through increased access to effective, evidence-based health and wellness programs targeted to meet the needs of people across the continuum of strength and frailty.

Objective

- Initiate and support evidence-based health programs—using “peer” health coach models where appropriate—for maximum community impact on targeted populations and health issues by ensuring access to:
 - A full continuum of programs such as PATH, Enhanced Fitness, Matter of Balance and nutrition education.
 - Healthy foods and programs that encourage healthy selection, storage and preparation of food.
 - Home-based programs, such as care management and home health care that incorporate evidence-based health prevention and promotion practices into their services.

Outreach

Goal 5

Create a culture and environment that supports healthy choices.

Objectives

- Plan and provide opportunities for:
 - Persons impacted by disparities in health outcomes to learn about and make healthy lifestyle choices.
 - Health professionals and service providers to support healthy lifestyle choices by older adults.
- Involve older adults in planning at every level.
- Mount effective campaigns to promote healthy practices and choices and establish a culture of wellness.

Physical Activity and Nutrition continued

- Solicit a health champion(s) to increase community awareness—this could include public figures and/or health care professionals with a passion for prevention.
- Utilize tested materials developed nationally to reach targeted groups including those who have less income, persons who are frail, and persons of color.
- Increase community awareness of the negative impact of chronic disease and depression on quality of life and of the proven positive impact of current treatment options.
- Increase the number of physicians and health care providers who counsel, refer and recommend healthy aging practices to their patients.
 - Increase health provider understanding of benefits of prevention for the frail elderly.
 - Increase health provider awareness of the negative impact of chronic disease and depression on quality of life of older adults and of the proven positive impact of current treatment options.

Work Group

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