



RADIO/NEWS RELEASE CONSUMER TIPS

0. Overall Keys to Embracing Aging

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 second tip:

Approximately 70,000 Americans are 100 years or older and as this number is expected to rise, we are learning more about their secrets to longevity. Many healthy centenarians are teaching us that aging can be a positive, joyful and exciting experience. They demonstrate that each new year of life brings increased knowledge, wisdom and a greater ability to engineer a positive approach to the aging process. Many centenarians contribute their longevity to a positive attitude, nutrition, physical activity, mental and social stimulation, staying in-tune with the times, safety, medical literacy, financial security, sleep, and taking time for oneself. When given the necessary attention, such lifestyle choices can positively affect future health, well-being and optimal aging. To learn about enhancing your longevity and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



1. Positive Attitude

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 second tip:

Attitude is everything. When it comes to aging, you can sit around thinking about what doesn't work anymore or the changes in your skin and appearance, but these thoughts are not going to allow you to age successfully. The power of our mind over our body is amazing!

Because the connection between the mind and body is so strong, having a positive attitude can influence your happiness, health and well-being. Similar to eating well and getting plenty of exercise, having a positive attitude should be a habit that starts early in life. A positive attitude can impact mental health and physical functioning, including the ability to fight disease and infection. A positive attitude can also bolster your relationships and social networks, and help make success in life more likely. The bottom line is this: being more positive across the lifespan causes less stress and enables people to live healthier, happy lives.

How can you improve your attitude? To learn more about enhancing your longevity and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



2. Eating Smart and Healthy

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 second tip:

A healthy diet is a prerequisite for optimal health throughout lifespan and into old age. Two factors that contribute toward a healthy diet are choosing foods lower in fat and cholesterol and foods higher in antioxidants.

Diets high in saturated fat and cholesterol are associated with higher risks for heart attack, stroke, and even Alzheimer's disease. To help cut back on fat and cholesterol, try to bake or grill food instead of frying, and choose foods with healthy fats, such as fish and olive oil.

Eating foods high in antioxidants also helps to protect the brain and heart, and can fight heart disease, diabetes, cancer, and more. Foods high in antioxidants include: citrus and bright-colored fruits, dark-colored vegetables, whole grains, nuts and seeds, cold water fish and shellfish.

Improve your diet by eating the rainbow – choose fresh fruits and vegetables of all different colors! To learn more about healthy eating, and Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



3. Physical Activity

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 second tip:

Adults and seniors should strive for a minimum of 150 minutes of exercise per week. This may sound like a lot of exercise, but if you break it down, 150 minutes is equivalent to 20 minutes of exercise a day for 7 days a week or 30 minutes of exercise a day for 5 days a week. When you think about achieving your exercise goal in shorter sessions, exercise seems much easier to accomplish!

To achieve the full benefit of physical activity, there are four types of recommended exercise—BALANCE, ENDURANCE, STRENGTH TRAINING, and STRETCHING. Balance exercises build muscle and help adults focus on stability. Endurance exercises help increase breathing and heart rate. Strength training makes you stronger by building muscle, and stretching keeps your body flexible by stretching the muscles and tissues that hold your bones together.

To learn more about physical activity and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



4. Brain Activity

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second tip:

The brain plays a critical role in all that you do. But if you don't use it, you lose it! This means that the health and function of the brain can improve with proper brain exercise. Brain exercise includes: mental stimulation, social and physical activity. Mental stimulation is about staying curious and involved. You can remain mentally active through reading, writing, playing games, attending events, and even gardening. Social activity should stimulate your mind and body, provide emotional support and contribute to personal relationships. You can be socially active at school, in the workplace, or during your free-time. Try participating in clubs or cultural activities to boost your social interactions. Finally, staying physically fit helps to maintain blood flow to the brain and encourages new brain cells to develop.

A combination of physical, social, and mental activity is a fun and effective way to boost your brain's power. To learn more about enhancing your brain activity and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



5. Social Activity

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second tip:

Social activity can reduce stress levels, help to maintain a healthy brain and heart, and can even enhance your immune system to help fight infection and disease. According to the National Institute on Aging, people who maintain strong social connections with friends, loved ones and confidants also have lower risks of illness, including heart disease and Alzheimer's disease. Social connections are integral to health and well-being, and can even promote successful aging and longevity.

How do you stay socially connected? Social connections can vary from close personal relationships, to sports and cultural activities. You can even stay socially active through your workplace, by volunteering, or by participating in clubs and churches. To learn more about enhancing your social activity and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



6. Tuning-in to the times

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second tip:

Can't teach an old dog a new trick? Not so fast! Contrary to popular belief, many centenarians – people who are 100 years old and older – stay in tune to the times and love it. Research even shows that a key to successful aging is to stay in tune to current trends and events. Have you ever watched reality television, played an interactive video game, downloaded music online, or face-timed with your loved ones? Have you joined facebook, twitter, or instagram? These are all fun ways to stay in tune with the times! You can also catch up with news and current events in a technologically savvy way – by turning to your computer, smartphone, or tablet for online news. Keeping up with the times keeps your mind sharp, and can even help you better engage with younger, more technology-friendly generations.

Snapchat, Wii, iPhone, iPads?!? Such technology defines the current times in which we are living. While technology might seem a little overwhelming at first, it is certainly a fun way to embrace aging! To learn more about tuning into the times, and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



7. Safety

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second tip:

Seniors are a target for scams, whether it is for unbelievable investment returns, fraudulent sweepstakes prizes, or a call from who you think is a grandchild in distress. Unfortunately, there's no end to the creativity of scam artists. Senior scams can happen by phone, mail, in person, or on the internet. They happen to the wealthy as well as those with limited means. Although scams can and do affect all age groups, seniors remain an attractive target. By staying alert and becoming aware of common senior scam tricks, you can take action to help protect yourself.

To help protect yourself from scams, never give out your personal information, such as your social security number, bank information, or Medicare Health Insurance Claim Number to anyone who shows up at your door or calls on the phone. Never send money to someone claiming to be a family member in distress before confirming that person's whereabouts with family members or asking several questions that only that person would know the answer to. Also, be cautious of telemarketers – if you are feeling pressured, hang up!

To learn about senior scams and safety, and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



8. Know Your Health Numbers

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second Tip:

These days our daily lives are flooded with numbers: PIN numbers, phone numbers, and various account numbers. But some numbers can save and extend your life – your health numbers. Cholesterol, triglycerides, blood pressure, blood sugar, body mass index (BMI), and waist circumference all have an impact on your health and well-being. What are you doing to boost your health numbers? A lifestyle including regular visits to a healthcare provider and proper nutrition and physical activity can lead to healthy numbers and contribute to healthy aging throughout the lifespan.

All adults should have their health numbers checked regularly – at least once per year. If you are at high risk for diabetes, it is also important to check your blood sugar regularly – and for some people this might be several times per day. To learn more about your health numbers, and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



9. Stress Management

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second Tip:

Stress, stress, stress! We all feel it. But what are the sources of your stress? Stress management starts with identifying the sources of life's stressors. This may not be as easy as it sounds as sometimes the sources of stress may not be so obvious. For example, it might be your time management that causes stress—NOT the demands of your duty! To identify true sources of stress, it is important to look at your habits, attitude and excuses. Then, ask yourself: Can I eliminate the source of my stress? What are some healthier methods of managing and coping with my stress? You can either change your reaction or change the situation.

In addition to a take-charge approach and positive attitude, you can reduce stress by nurturing yourself with a healthy lifestyle and by making time for fun and relaxation. This will help you be in a better place when life's stressors come knocking. To learn more about stress management, and other Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



10. Financial Affairs

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second tip:

Whether you're 20 or 80, it might seem like there is never enough money in the bank. Therefore, you need to plan! Establishing and maintaining a personal financial plan that includes a budget, money management, wise credit use, consumer protection and saving can contribute to successful financial management across the lifespan. Financial planning can help you make large purchases without adding to the financial stress in your budget, help you protect your household against the unforeseen loss of income, and even help you retire with enough money to meet your expenses.

There are always unexpected events out of our control that affect our finances. Changes in Medicare or Social Security, a natural disaster, or the furnace needing repair, are all examples. By having an accessible savings of six months' income, such unexpected events will be easier to financially manage. To learn more about financial security, and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



11. Sleep

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second tip:

No matter your age, sleep is important! Without enough sleep, your brain doesn't function as well, you might gain weight, experience hypertension, increased stress, and a weakened immune system. Yikes! You are also more prone to making mistakes while you're tired. Falling, taking the wrong medications, and car accidents are all more likely when you're sleep deprived. Have you ever been so tired that you're just plain grumpy? You're not alone. Poor sleep can cause irritability, moodiness, and the ability to enjoy the things you love.

So what can you do to get ample rest? It is a good idea to go to bed at the same time each night, and to sleep in a quiet, dark, and relaxing environment, which is neither too hot nor too cold. Invest in a comfortable bed, comforting sheets, and the perfect pillow. Don't forget to unplug – avoid watching television or using your smartphone or tablet before bed. To learn more about healthy sleep habits, and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.



12. Taking Time for You

My name is _____, Family and Consumer Sciences Extension Agent for _____ County/District.

60 Second tip:

One of the keys to living a long and healthy life is to take time for yourself. The American Heart Association recommends making a conscious decision to do something every day that you enjoy. Whether it is reading a book, listening to music, doing crafts, gardening, or testing new recipes, taking at least 10 minutes a day for yourself can reduce stress and help you feel more energized.

Ask yourself: What am I passionate about? What do I enjoy doing? It can be helpful to write down your values and long- and short-term goals. Identifying what you value and feel passionate about, helps you prioritize setting aside time for those things.

Today's world is busy and sometimes taking time for yourself is hard to do. But you are worth it! You are important! ...and you deserve at least 10-15 minutes of "me time" every day. To learn more about taking time for yourself, and the Keys to Embracing Aging, stop by your _____ County/District Extension office or contact us at _____ or by email at _____.