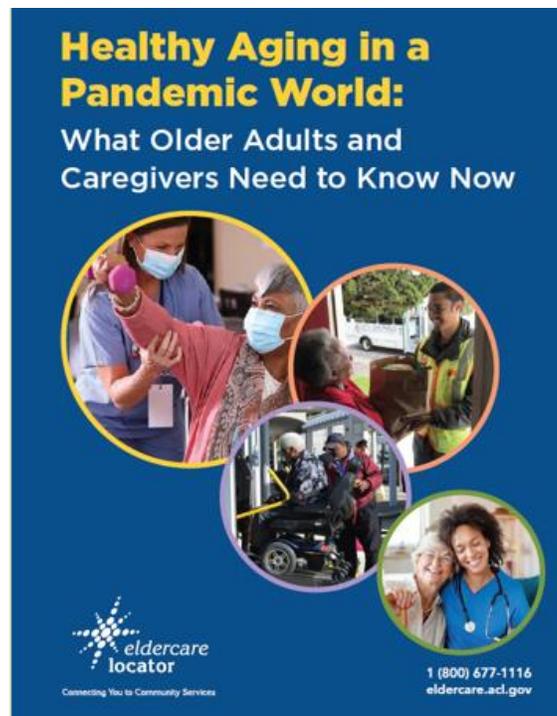


2021 Home for the Holidays Partner Toolkit

Healthy Aging in a Pandemic World: What Older Adults and Caregivers Need to Know



About This Toolkit

USAgging and the Eldercare Locator have developed this toolkit to help Area Agencies on Aging, Title VI Native American Aging Programs and others in the Aging Network share information about the local services they offer to support older adults and caregivers in communities around the country. Please customize and use our sample social media posts, newsletter article and press release template to participate in the campaign. For more information about the campaign, to order the brochure and to view other materials, visit www.usaging.org/H4H2021.

Sample Social Media Posts

Twitter

- We're excited to participate in Home for the Holidays, a campaign led by @theUSAgging and @EldercareLoc, focused on healthy #aging as we emerge from the COVID-19 pandemic. Learn more and join us: <https://bit.ly/3IU29bi>. #H4H2021
- Check out @theUSAgging and @EldercareLoc's Home for the Holidays campaign, focused on supporting #OlderAdults as they navigate a healthy aging during the COVID-19 pandemic: <https://bit.ly/3IU29bi>. #H4H2021
- Providing information about local #aging services to #OlderAdults is a top priority for [Agency Name]. That's why we're participating in @theUSAgging and @EldercareLoc's Home for the Holidays campaign on healthy aging in a pandemic world. <https://bit.ly/3IU29bi> #H4H2021
- Wondering where to find #aging programs and services, such as transportation, meals, in-home supports and social engagement activities in your community? [Agency Name] can help! Contact us at: [Insert Agency Phone Number and URL]. #H4H2021

Facebook

- We're excited to participate in Home for the Holidays, a campaign led by @theUSAgging and the @EldercareLoc, focused on healthy aging as we emerge from the COVID-19 pandemic. Learn more and join us: <https://bit.ly/3IU29bi>.
- Check out @theUSAgging and the @EldercareLoc's Home for the Holidays campaign, focused on supporting older adults as they navigate healthy aging during the COVID-19 pandemic: <https://bit.ly/3IU29bi>.
- Providing information about local aging services to older adults and caregivers is a top priority for [Agency Name]. That's why we're participating in @theUSAgging and the @EldercareLoc's Home for the Holidays campaign on healthy aging in a pandemic world. <https://bit.ly/3IU29bi>

- Wondering where to find aging programs and services, such as transportation, meals, in-home supports, caregiver services and social engagement activities in your community? [Agency Name] can help! Contact us at: [Insert Agency Phone Number and URL].

LinkedIn

- We're excited to participate in Home for the Holidays, a campaign led by @USAgings and the Eldercare Locator, focused on healthy aging as we emerge from the COVID-19 pandemic. Learn more and join us: <https://bit.ly/3IU29bi>.
- Check out @USAgings and the Eldercare Locator's Home for the Holidays campaign, focused on supporting older adults as they navigate healthy aging during the COVID-19 pandemic: <https://bit.ly/3IU29bi>.
- Providing information about local aging services to older adults and caregivers is a top priority for [Agency Name]. That's why we're participating in @USAgings and the Eldercare Locator's Home for the Holidays campaign on healthy aging in a pandemic world. <https://bit.ly/3IU29bi>

Sample Newsletter Article/Email Blast

[Agency Name] Joins National Campaign to Raise Awareness of Healthy Aging in a Pandemic World

Providing services older adults and caregivers can access such as transportation, meals, in-home supports, caregiver services, social engagement activities, help understanding medical benefits, elder abuse and employment is a top priority for [Agency Name]. This is why we are participating in [Home for the Holidays](#), a national campaign led by [USAgings](#) and the [Eldercare Locator](#).

Launched every year during the holiday season, Home for the Holidays encourages families to start conversations about what can be considered challenging topics about the health and welfare of older adults in their families. A new consumer brochure is the main component of this year's campaign, [Healthy Aging in a Pandemic World: What Older Adults and Caregivers Need to Know Now](#), which focuses on supporting older adults as they navigate a return to normal and assess the impacts of the pandemic on their own health and well-being.

To learn more about the campaign and local resources available for older adults and caregivers, contact [Name of Contact] at [insert email address or phone number].

Sample Press Release

Agency Logo

FOR IMMEDIATE RELEASE
December XX, 2021

CONTACT: Staff media contact name and title
Direct dial and/or cell phone / Staff email address

[Agency Name] Joins National Campaign to Raise Awareness of Healthy Aging in a Pandemic World

City, State—The [Agency Name] is excited to participate in [Home for the Holidays](#), a national campaign led by USAging and the Eldercare Locator. Launched every year during the holiday season, Home for the Holidays is intended to help families and friends discuss difficult topics with their loved ones.

A new consumer brochure is the centerpiece of this year's campaign, [Healthy Aging in a Pandemic World: What Older Adults and Caregivers Need to Know Now](#). The brochure focuses on supporting older adults and caregivers as they navigate healthy living during a pandemic and assess the impacts of the pandemic on their health and well-being.

"After nearly two years of living with COVID-19, the older adults we serve, could benefit from checking-up on healthy aging habits. The programs and services we offer directly meet this critical need," said [Name/Title]. "By providing connections to services that help older adults age well at home, the [Agency Name] is a starting point for those who are looking to emerge from the pandemic but are unsure of where to start, safely."

[Describe your agency's programs and services here and provide details on how older adults and caregivers can contact your agency for assistance.]

About [Agency Name]

Agency Name
Street Address
City, State, Zip Code
Agency Website
Agency Phone Number

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