

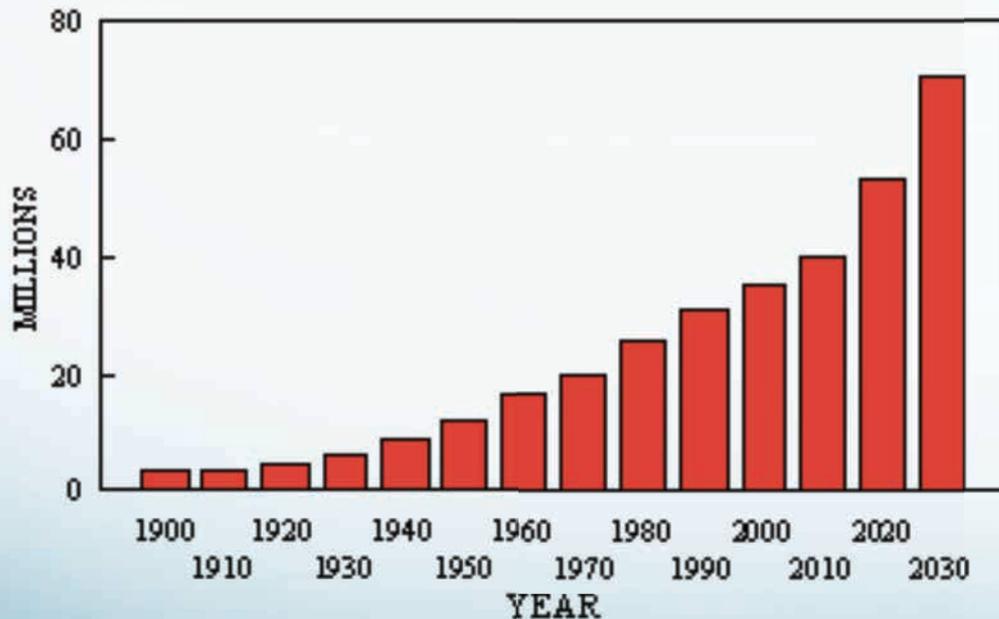
# Walking Moais in the Aging Community



Marcus Barlow, Katherine Holger, Lena Thompson, Tammy Walkner

# Why the Aging Community is Important

**Growth of the Elderly Population**  
1900 to 2030

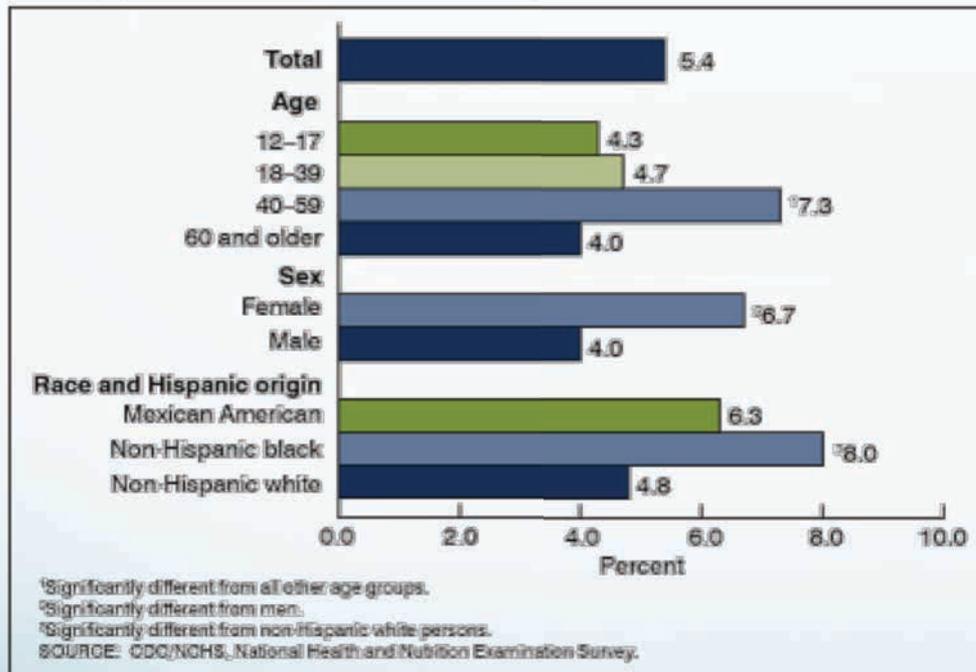


Source: U.S. Bureau of the Census



# Aging Community and Mental Health

Figure 1. Percentage of persons 12 years of age and older with depression by demographic characteristics: United States, 2005–2006



- Evidence suggests that aging community members suffer from depression, loneliness, loss of purpose (Ball et. Al. 2010).
- Half of aging community members felt lonely, thirty-six percent reported boredom (Ball et. Al., 2010).
- Eleven percent of aging community members only had one visitor a week.
- Thirty percent had a weekly phone call.
- Seventy percent watched over four hours of television daily (Ball et. Al., 2010).

# Blue Zones Bridges the Gaps

Blue Zones Project Walking Moai

Physical Exercise

Sense of Belonging

Togetherness

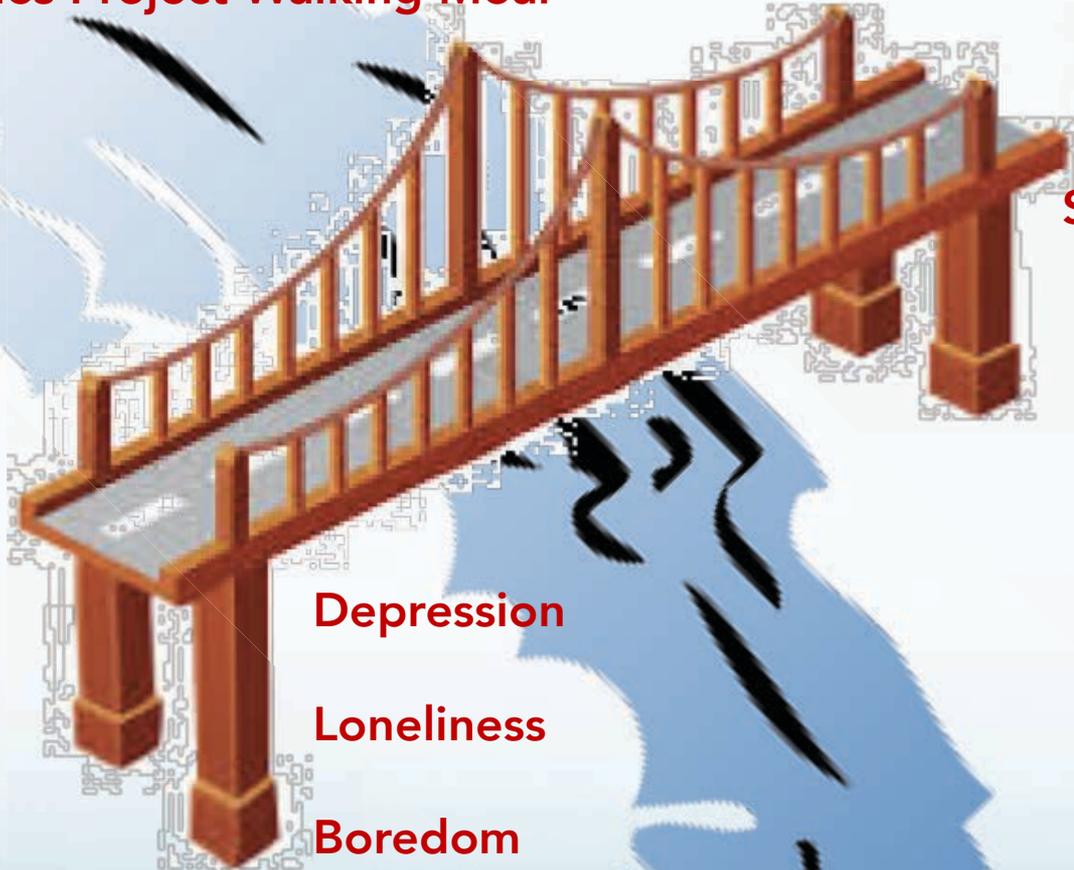
Elderly  
Population  
(65+)

Depression

Loneliness

Boredom

Loss of  
purpose



# Target Population

- February 2014 – Lindale Mall
  - - Blue Zones Walking Moais (preliminary focus group)
- March/April 2014
  - Witwer Healthy Aging:
    - Lauri Mitchell
    - Jo Ellen Haddad
- Paper survey



# Focus Groups

- Cedar Rapids community group
- Donutland
- Hiawatha
- YMCA Silver Sneakers



# Reaching Out to the Aging Population

- Pennysaver magazine
- Print Ads
- Postcards
- Personal stories
- Phone calls



# Possible Changes to Current Literature

- Fewer urls—possible website changes
- More pictures of different populations
- Phone Number to call—non automated, visible
- Larger print



# Suggested Material

- Simple, large text
- Contact name
- Phone number
- No computer instructions
- Places to sign up for Blue Zones (suggestion locations)
- Reasons to join a walking group
- Photo of people who are in the target age group and who are using walkers
- Photo shows that walking can be done indoors

**Blue Zones Project**  
In partnership with  
Wellmark

## JOINING A WALKING GROUP

For more information contact Stephanie Neff at (319) 883-1578

**You can sign up to join a walking group at one of the following locations:**

- Downtown Cedar Rapids Library
- Hiawatha Community Center
- Cedar Rapids YMCA
- Your physical therapist's office



**WHY JOIN A WALKING GROUP?**

- Walking is a low-impact form of exercise
- It is a low cost way to keep your body healthy
- You can make friends or spend time with old friends
- Cedar Rapids earns credit for your action if you sign up with Blue Zones

# Future Opportunities

- Witwer Community
  - Finding a group leader
- YMCA
  - Advertising
  - Silver Sneakers
- Physical Therapist and Internal Medicine office
- Other city resources



Witwer Center  
*Enriching life's journey*

# Witwer Senior Aging Agency

- Umbrella organization that coordinates services in various areas of Cedar Rapids Metro Area
- Nine area community sites (Oakhill Jackson Community Church, Hiawatha Community Center, Downtown Cedar Rapids Library)
- Jo Ellen Haddad, Lauri Mitchell
- Attach to current activities
  - Yogacize at Oakhill Jackson Community Church
  - Line dancing at Lowe's Park in Marion

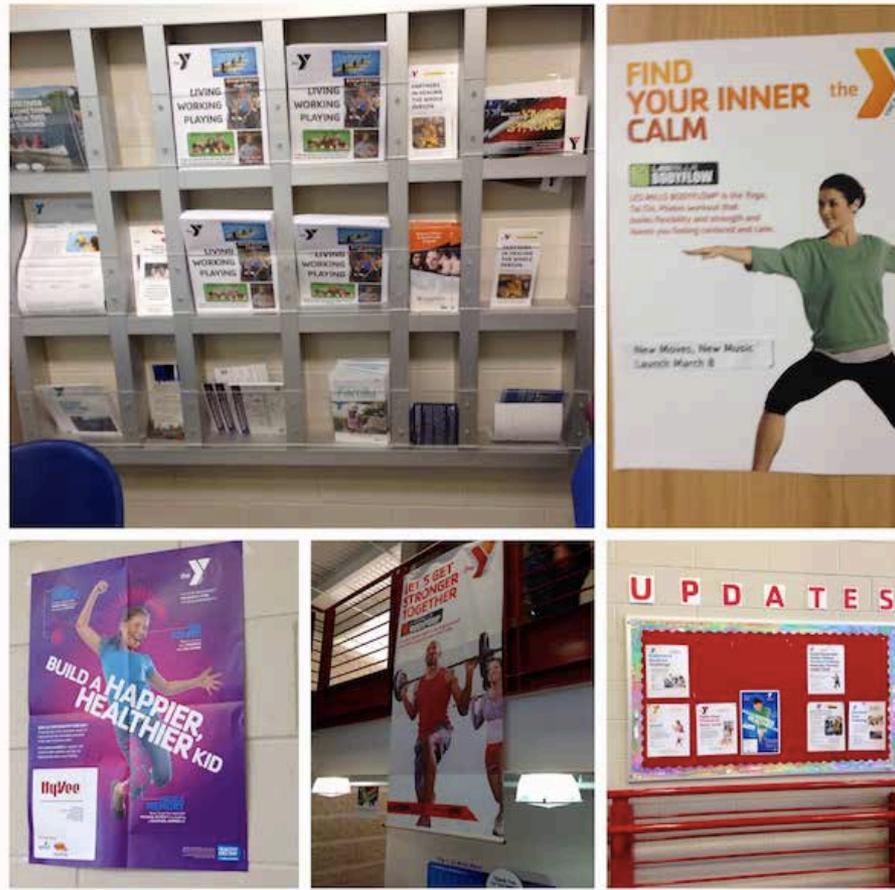


# YMCA

- Already a partner
- Place in the community as a promoter of health
- Advertising Opportunities
  - Walls
  - Banners
  - Flier Rack
- Use of current groups
  - Silver Sneaker exercise group
  - Silver Sneaker lunch potluck



# YMCA Marketing Opportunities



# Physical Therapist/Internal Medicine Offices

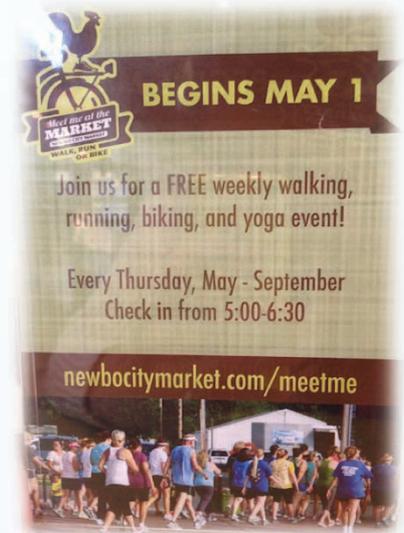


- At least seven physical therapy offices in Cedar Rapids
- At least four sites that practices internal medicine
- At least 120 internal medicine practitioners
- Give them a short piece they can say about Blue Zones and some information to sign up

# Other City Resources

- Local Hy-Vee
- Public Library
- Malls – recently lost one mall
- New-Bo
- Senior Centers – a new senior center?

<http://thegazette.com/2012/07/30/cedar-rapids-needs-a-better-senior-center/>



# Thank you!

Thanks to all of our partners!

- Stephanie Neff with the Blue Zones Project
- Lauri Mitchell and Jo Ellen Haddad with Witwer Aging Services
- YMCA Staff
- Individuals from the older adult community who talked with us

