

**Marketing Messages from the Research on Aging**

***Suggested Statements to Show the Health Value of Living in Your Community***

* Research shows that being part of a community reduces the likelihood of developing both heart disease and dementia.
* We encourage continued growth in all areas of our lives.
* We believe firmly that if you have a pulse, you are growing.
* The research on successful aging shows us there is a different way to view aging, and we have a moral imperative to support that vision here.
* We have many people who moved here because they realized that becoming isolated was dangerous to their health.
* Did you know that studies have shown that lifestyle, including the environment in which we live, determines how we age?

***How Can Living in a Community Help You Stay Healthy?***

* Fact: Senior Living Communities offer the opportunity to become a member of a tight-knit community.
* Fact: Being socially connected is associated with numerous positive health effects documented in numerous research studies:
  + - Social connectedness is one of the most powerful determinants of wellbeing.
    - Most researchers theorize that being connected socially stimulates the immune system, which protects us from disease.
    - The more integrated we are into a social network, the less likely we are to suffer from colds, heart attacks, strokes, cancer, depression, and premature death from any cause.
    - The positive effects of being socially connected are as powerful as the negative effects of smoking, high blood pressure, obesity, and a sedentary lifestyle.
* If you do not belong to a group, when you join one, you cut your risk of dying in the next year by one half.

**Additional Marketing Messages for Masterpiece Living Communities:**

* Have you heard of the book Successful Aging? It shares the results of a ten-year study on how to age successfully. Dr. Kahn, the co-author, worked with the Masterpiece Alliance Foundation to help develop Masterpiece Living, which supports residents on their aging journey.
* The book *Live Long, Die Short: An Authentic Guide to Health and Successful Aging* is a great resource for our values. We work to create an environment that embraces the 10 Tips to Successful Aging highlighted in the book. In fact, we partner with Masterpiece Living, and their President, Dr. Roger Landry, is the author of the book.
* We are partnered with Masterpiece Living and that makes us one of the few communities in the country that has partnered with experts in aging to make sure that those who live here continue to grow in all aspects of their lives.
* We know and believe that older adults can continue to grow for as long as they are alive. So, whether one focuses on physical, intellectual, social, and/or spiritual aspects of health, you will find more opportunities here to grow.
* Here, we don’t just claim people are happy and healthier—we collect data that shows it! You are invited to participate in the Masterpiece Living Review process that will provide you with the opportunity to compare your lifestyle with the lifestyle research that shows us what will most likely lead one on a successful aging journey.
* All communities will offer you safety and comfort, and many will even offer a fitness center. Here we offer all that and the opportunity to become all you want to be … the opportunity to grow. Your neighbors will be growing with you, which makes it more exciting. We are more like a college campus than a retirement community!
* We recognize the skills, abilities, and experiences of each person who lives here. We encourage the residents to take ownership of their community. They do that through leading events and experiences for their fellow neighbors and by partnering with others, working together to make this community a place of growth and potential.
* We are a village here at [community] and just like any other village, everyone has a role. Some are teachers, some are artists… how would you like to contribute to our village?”
* Since Masterpiece Living partnered with [community], I’ve been empowered to support my own successful aging journey. This culture is not just for the residents, it is for the entire community. We want to support a culture that encourages all to age in a better way.
* Everyone at this community is on their own successful aging journey, and we support each person through the Masterpiece Living culture.