The Lifestyle Profile

CAMPAIGN IDEAS

The purpose the Lifestyle Profile is to give residents a participant-driven experience that uses their responses to the fill-in-the-blank statements to generate a lifestyle summary and connect them to personalized content based on their current lifestyle choices. Residents are encouraged to return to the Lifestyle Profile whenever they experience transitions (a move, an injury, a sickness, loss of a loved one, major accomplishments in one of the areas of focus, etc.).

Over the years, organizations have encouraged use of the Lifestyle Profile in a variety of creative formats.

**Team Completion:** Promotes camaraderie and a sense of community.

* Create teams based on birthday months’ who work together in competition against other birthday month teams.
* Build teams based on areas of the community, building, department or floors.
* Design resident and team member teams with a popular team leader such as a maintenance director or dining manager.

**Promotion & Education:** Promotes completing the Lifestyle Profile as a part of life-long learning.

* Send a link to this video of Dr. Roger Landry encouraging participation in the Lifestyle Profile.
* Share the information about the benefits of participating in a variety of formats and locations. (Examples include bulletin boards, mailbox memos, newsletter articles, meeting announcements, dining table tents, voicemail, etc.)
* Promote the Lifestyle Profile by using the supporting articles in the Lifestyle Profile Resources.
* Extend a personal invitation to every resident or team member.
* Encourage the Champion Team/Floor Captains/Resident Representatives/Departments to divvy up the resident list and personally invite residents.
* Distribute a sample lifestyle summary and an image of the data dashboard.
* Share your story (as the Executive Director or the Lifestyle Director) of completing the Lifestyle Profile and any goals or action steps you are taking as a result of your participation.
* Complete the Lifestyle Profile together as a group to offer technology support and answer questions.

**Planning and Logistics:** Promotes inclusivity of the entire community.

* Anticipate special needs and address them early. (visual, auditory, non-computer users)
* Develop a plan for introducing the and offering the Lifestyle Profile to new residents.

**Programs and Campaigns:**

* Plan and offer the program, **Fending Off Falls**. This program includes the Movement and Motion instructional videos and handouts for participants to track progress.
* Plan and promote the **Living It Campaign.** This campaign inspires participants to try new actions in the foundational areas of focus. This is a great opportunity to invite participants to complete the Lifestyle Profile.