

Older Americans Month 2011

Every May since 1963, people in towns and cities across the country have come together to celebrate the enormous contributions of older Americans—borne of wisdom, experience, and the will to realize their dreams and speak their minds. Older Americans Month is an opportunity to show our appreciation and support our seniors as they continue to enrich and strengthen our communities. Area Agencies on Aging across the country are joining the festivities with special activities and events.

The theme of this year's celebration—Older Americans: Connecting the Community—pays homage to the many ways in which older adults bring inspiration and continuity to the fabric of our communities. Their shared histories, diverse experiences, and wealth of knowledge have made our culture, economy, and local character what they are today. The theme also highlights the many ways technology is helping older Americans live longer, healthier and more engaged lives.

Older Americans step up to help one another as well. Across the country, seniors connect with other seniors by delivering meals, helping with home repair, assisting with shopping, and offering companionship, counseling, and care. Their efforts remind us that when older adults are active and engaged in their communities, everyone benefits.

Contact your local Area Agency on Aging to find out about volunteer opportunities with programs that provide services for seniors to improve health literacy, increase access to quality health services, deliver food and nutrition services, provide financial and housing counseling, sponsor social and civic activities, and more. We think you will discover that when you help seniors thrive in your community, you gain far more than you give. Use this website to find your local Area Agency on Aging <http://www.n4a.org>.

The Community Connection Video Game Tournament

As part of Older Americans Month activities, the U.S. Administration on Aging in partnership with the National Institute of Senior Centers (NISC), a program of the National Council on Aging, is inviting senior centers all across the country to compete in this fun activity designed to encourage health and exercise while also promoting connections among seniors in the community. Using the interactive Nintendo Wii video game consoles, participating groups will hold tournaments within their senior centers. At the end of two rounds of play the senior centers with the highest average score in Wii bowling will be publically recognized by the U.S. Administration on Aging. The highest scoring player from each team will be announced on the Older Americans Month Web site after each round of play. [Click here](#) to find out more.

About Social Service Coordinators

SSC is the nation's leading private social service company serving Medicare Advantage plans in providing education, advocacy, and enrollment assistance to qualifying members. Millions of Americans are eligible for—but not enrolled into—programs that can improve their quality of life. However, only a fraction of eligible recipients receive the benefits they are due. These services play a great role in promoting member loyalty, while increasing retention and satisfaction.

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