

Presenter's Preparation Guide

for the program:

Eat Smart! Be Smart!

A "Recipe" For Keeping Your Brain in Shape

Revised March 2011

Mary Meck Higgins, Ph.D., R.D., L.D.
Associate Professor and Extension Nutrition Specialist
mhiggins@ksu.edu

Department of Human Nutrition
Kansas State University
Manhattan KS

Original developed with:

Jodi Stotts, M.S.
Instructor and Research Assistant

Valentina Remig, Ph.D., R.D., L.D., F.A.D.A.
Assistant Professor
remig@ksu.edu

Other programs available include:

- Live Smart! Be Smart! How a Healthy Lifestyle Promotes Mental and Emotional Vitality
- Medicine and Herbal Safety: Easing Your Mind

Acknowledgments

The development and publication of these modules of the Presenter's Preparation Guide and its companion materials have been supported by the Department of Human Nutrition, Kansas State University (K-State); the Family Nutrition Program, K-State; the Center on Aging, K-State; the Kansas Mental Health and Aging Coalition; and a Title XIX contract through the Kansas Department on Aging; the Kansas Social and Rehabilitation Services; and the United States Department of Health and Human Services.

Revised March 2011. Kansas State University Agricultural Experiment Station and Cooperative Extension Service, Manhattan, Kansas. Contents of this publication may be reproduced for educational purposes. All other rights reserved. Kansas State University is an equal opportunity provider & employer. Kansas State University, County Extension Councils, Extension Districts, and the U.S. Department of Agriculture cooperating. The Food Assistance Program can help people of all ages with low income buy nutritious foods for a better diet. To find out more, call 1-888-369-4777.

TABLE OF CONTENTS

GENERAL INFORMATION.....	1
--------------------------	---

Eat Smart! Be Smart! A “Recipe” for Keeping Your Brain in Shape

Section 1: Introduction.....	2-2
Section 2: Planning the Program.....	2-3
Section 3: Promoting the Program	2-6
<i>Promotion Materials</i>	2-8
Section 4: Preparing for the Program	2-12
<i>Take Home Booklet Materials</i>	2-14
<i>Participant Survey</i>	2-33
Section 5: Conducting the Program.....	2-36
<i>18 Presentation Scripts</i>	2-37
Section 6: Presenter Evaluation of the Program	2-56
<i>Presenter Evaluation Report</i>	2-57
Section 7: References	2-58

GENERAL INFORMATION

A healthy lifestyle promotes mental and emotional vitality at any age, even in the later years of life. Eating a well-balanced diet, staying physically active, being a life-long learner, socializing, seeking treatment for pain, managing health conditions, using medicines safely, relieving stress, and seeking professional help, when needed, are all important components of a healthy lifestyle. These lifestyle choices have been shown to promote good mental performance; reduce the risk of depression, Alzheimer's disease and some forms of dementia; and enhance emotional stability.

However, many older adults are unaware that there are lifestyle measures that they can take to help ensure their mental and emotional health. Three programs were developed to increase their awareness about this important topic:

- *Live Smart! Be Smart! How a Healthy Lifestyle Promotes Mental and Emotional Vitality*
- *Eat Smart! Be Smart! A "Recipe" For Keeping Your Brain in Shape*
- *Medicine and Herbal Safety: Easing Your Mind*

Deciding which program(s) to present will depend on your objectives and your target audience's needs. The three programs are a cohesive unit, yet each is also designed to stand alone. Hence, some of the presenter's presentation guide information is repeated in each section. Additionally, each of the three programs could be presented in several segments over a period of time, rather than all in one session. The material contained in this notebook supports the information found in "A Mental Health Guide."¹ Presentations developed from the Guide can be used in connection with these programs, as desired.

¹ For more information about the resource by the Kansas Department on Aging, "Mental Health Guide," published in 2008, contact the Kansas Department on Aging at 1-800-432-3535, or visit the website www.agingkansas.org/Publications/Other/2008MentalHealthGuide.pdf

EAT SMART! BE SMART!

***A "RECIPE" FOR KEEPING YOUR BRAIN IN
SHAPE***

Section 1: Introduction

The objective of this program is to increase older adults' awareness of how diet and other lifestyle choices promote mental and emotional well-being.

This program was designed based on older adult learning theory. For instance, the interactive portions of the presentation will help your audience benefit more from your talk, so do not skip over doing the various activities. Other components were included to help maximize your efforts as well.

This program was pilot tested with a small audience of older adults who reside at a continuing care retirement community in Manhattan, Kansas. They found the program and booklet of take-home materials to be interesting, informative, useful, and to contain the correct length and amount of information. Presentations and survey questions were adjusted based on pilot audience responses.

Section 2: Planning the Program

TARGET AUDIENCE

This program has been designed for older adults in Kansas. Others, such as caregivers or health professionals, may also be interested in learning about the topic.

LENGTH

The presentation takes approximately 30 minutes to deliver. Additional time is needed for discussion, passing out booklets, and filling out participant surveys.

If desired, the program can be presented in multiple, shorter segments over a period of time.

SELECTING A LOCATION

When you are selecting the location for your presentation, use the following checklist that covers details that can help make the presentation successful.

Room

- Can the chairs be arranged so that everyone can see you and the screen?
- Are there enough chairs for the number you are expecting?
- Is a table available for displaying materials and handouts?
- Will you have access to the room to set up prior to your presentation?
- Is the lighting appropriate to view the program on the screen?
- Do you know where the light switch is?

EQUIPMENT

- Will you need to bring a laptop computer or another device, or will one be provided?
- If a computer or another device is provided, is PowerPoint installed on it?
- Do you have the program loaded onto a “thumb drive” so that you can transfer the program to the computer or other device that you will use?
- Will you need a projector?
- Do you know how to work the projector and does it work properly?
- Do you know how to connect the computer or other device to the projector?
- Is there an electrical outlet for the computer or other device, and projector?
- Will you need an extension cord?
- Will you need a three-prong adapter?
- Is there a screen available?
- Is the screen large enough for the audience size?
- Will you have access to an amplification system? (The use of an amplification system – a microphone and receiver – is highly recommended, especially for older adult audiences)
- Do you know how to work the microphone properly?
- Is the microphone sound level properly adjusted?

SUPPLIES

- Have you photocopied the prepared resource materials?
- Do you have enough take-home booklets for each participant? Participant surveys for everyone?

CLEAN UP

- Gather all materials you brought, be certain to collect the participant surveys.
- Leave additional materials if requested.
- Return chairs and tables to the arrangement in which you found them.
- Make sure all equipment is turned off and returned to the individual in charge.
- If requested, turn out the lights and/or secure the room.

Section 3: Promoting the Program

Promotion is a critical task. If you don't promote your program, you will not have an audience! Make sure to gear your promotion efforts to your audience. For example, if your target audience is older persons living independently in the community, then you might want to advertise your presentation in your local senior center's newsletter or community newspaper. You may also want to post a flyer at the senior center and at other places around town where your target audience congregates (e.g., the public library, area churches, coffee shops, beauty shops, etc.). In addition, you may want to submit a press release to your local newspaper. You may also want to submit a public service announcement for your local television and radio stations. If you have the funds, you may want to send a flyer to your target audience using, for example, the senior center's mailing list.

Promotion takes time and energy. Do not be afraid to ask for help with promotion tasks. Many organizations might be glad to help you promote your event. Possible organizations to contact include the senior center, your county Extension office, your United Way chapter, your AARP chapter, the health department, your local hospital, the Chamber of Commerce, and any other organization that tries to help or reach your target audience.

When you contact these organizations, try to be specific about the sort of help that you want.

- You may want to ask them if they can advertise your event in their newsletter.
- You may want to see if they will give you a copy of their mailing list.
- You may want to ask if they will announce your upcoming program at their next meeting.
- You may want to see if they would be willing to subsidize a mailing for you.

In any event, make sure that you know what you want before you call for help.

You may also want to ask for people to work with you on a promotion committee. Perhaps there is someone at the senior center who would want to serve on this committee. Perhaps your County extension agent would help with this task. Having other hands to help with this critical task is a wise idea.

Make sure you allow yourself plenty of time to distribute your promotional materials. For example, some newsletters may need at least one month's lead time in order to promote your event.

This section contains materials specifically designed to promote the program, "*Eat Smart! Be Smart! A "Recipe" For Keeping Your Brain in Shape.*" A press release, radio public service announcement (PSA) and a flyer have been prepared for your use.

Typing may be added to the electronic version of the flyer by typing in the blank spaces before you print and photocopy it. Or, if you prefer, fill in the blanks by handwriting in your program information.

Promotion Materials

- Flyer
- Press Release
- Radio PSA

This is a sample only of a completed flyer.

Eat Smart! Be Smart!



A “Recipe” for Keeping Your Brain in Shape

Now is the time to learn how to choose foods to promote mental and emotional well-being!

To sign up to attend the program, please call:

Sponsor:

SAMPLE only

Phone:

Where:

When:

Who:

Cost:

SAMPLE only: Select the hand icon on the toolbar, mouse over the area to type in, and add your information to the blank flyer on the next page.

Brought to you in partnership with Kansas State University Agricultural Experiment Station and Cooperative Extension Service, and the Kansas Mental Health and Aging Coalition. Kansas State University is an equal opportunity provider and employer. Kansas State University, County Extension Councils, Extension Districts, and the U.S. Department of Agriculture cooperating.

Eat Smart! Be Smart!



A “Recipe” for Keeping Your Brain in Shape

Now is the time to learn how to choose foods to promote mental and emotional well-being!

To sign up to attend the program, please call:

Sponsor:

Phone:

Where:

When:

Who:

Cost:

Brought to you in partnership with Kansas State University Agricultural Experiment Station and Cooperative Extension Service, and the Kansas Mental Health and Aging Coalition. Kansas State University is an equal opportunity provider and employer. Kansas State University, County Extension Councils, Extension Districts, and the U.S. Department of Agriculture cooperating.

Date:

From:

Phone #:

Eat Smart! Be Smart! A “Recipe” For Keeping Your Brain in Shape

30 second Radio PSA

Research shows that a healthy diet decreases the risk for memory loss, depression, anxiety and Alzheimer’s disease. To learn more about choosing foods to help promote mental and emotional well-being, plan to attend the program called “Eat Smart! Be Smart! A “Recipe” For Keeping Your Brain in Shape.” This program is brought to you in partnership with K-State Research & Extension and the Kansas Mental Health & Aging Coalition. Pre-registration is required. For more information, call the

Kansas State University Agricultural Experiment Station and Cooperative Extension Service, Manhattan, Kansas. Kansas State University is an equal opportunity provider and employer. Kansas State University, County Extension Councils, Extension Districts, and the U.S. Department of Agriculture cooperating.

A Press release for the program called, “Eat Smart! Be Smart! A ‘Recipe’ for Keeping Your Brain in Shape”

Release Date:

Upcoming Program Promotes Diet for Brain Health

Kan. -- Research shows that a healthy diet decreases the risk for memory loss, depression, anxiety and Alzheimer’s disease.

Eating a well-balanced diet promotes good overall health, including good brain health. A healthy diet also reduces the risk for chronic diseases such as heart disease, certain cancers, diabetes, stroke, hypertension, and osteoporosis.

To learn more about choosing foods to help promote mental and emotional well-being, plan to attend the program called “Eat Smart! Be Smart! A ‘Recipe’ For Keeping Your Brain in Shape” on

This program is brought to you in partnership with K-State Research & Extension and the Kansas Mental Health & Aging Coalition. Pre-registration is required. For more information, call

-30-

K-State Research and Extension is a short name for the Kansas State University Agricultural Experiment Station and Cooperative Extension Service, a program designed to generate and distribute useful knowledge for the well-being of Kansans. Supported by county, state, federal and private funds, the program has county Extension offices, experiment fields, area Extension offices and regional research centers statewide. Its headquarters is on the K-State campus in Manhattan.

