



For Older Adults:

Why Should I Get Involved in PrimeTime Health?

- To discover ways to keep healthy and maintain an active lifestyle.
- To take advantage of free health screenings, and education programs.
- To meet new friends.
- To get physically fit.

Who Can Attend the PrimeTime Health Promotion Programs?

- Philadelphians 60 and older can participate in the programs at any senior community center.

Come Join Us!

- You'll be welcome!
- You'll learn new things!
- You'll have fun!

How Can I Get More Information?

For more information, call PCA's Helpline at 215-765-9040 or visit PCA's website at www.pcaCares.org under PrimeTime Health.

PrimeTime Health is funded by the Pennsylvania Department of Aging.



Philadelphia Corporation for Aging (PCA), a private, non-profit Area Agency on Aging, was established in 1973 to coordinate social services for Philadelphians who are older or who have disabilities and to assist them in achieving optimum levels of health, independence, and productivity. One of the region's largest non-profit organizations, PCA is funded in part by the Federal Older Americans Act, Medical Assistance, and the Pennsylvania Lottery, all channeled through the Pennsylvania Department of Aging.

Guided by its Board of Directors and an Advisory Council, PCA employs more than 650 people and contracts with over 100 community organizations and service providers to deliver a variety of services to more than 100,000 older Philadelphians and people with disabilities each year.



PHILADELPHIA CORPORATION FOR AGING™

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GET INVOLVED!



PRIMETIME HEALTH PROMOTION PROGRAM



Promoting the Health
of Older Pennsylvanians

It's never too late to improve your health



PHILADELPHIA CORPORATION FOR AGING

Enriching lives, preserving dignity.™



What is the PrimeTime Health Promotion Program?

Philadelphia Corporation for Aging sponsors the PrimeTime Health Promotion Program to serve community agencies in the aging network. The goal of PrimeTime Health is to empower older persons by helping them live a healthy and safe lifestyle with reduced risk of dependency, disability and illness. Towards this end, the program provides information, education, skill building, screenings, and support to individuals, groups, and communities in Philadelphia through health promotion and education programs. PrimeTime Health's definition of "health promotion" encompasses physical, mental, social, emotional, and spiritual health.

The purpose of the PrimeTime Health Promotion Program (originally established in 1984 as the Senior Center Health Promotion Program) is to plan, develop, and implement health promotion and education programs for older adults primarily in senior community centers. It was developed in



response to requests from senior community centers for greater access to health information, programming, and linkages to existing community health organizations and providers.

For Professionals: Healthy Partnerships

A team of Health Promotion Consultants and a Nurse Supervisor work in partnership with health-care providers and community organizations to improve and expand available programs and resources for older adults. Through these collaborative efforts, the program:

- Provides clinical placement opportunities for students in health-care professions.
- Initiates and coordinates projects with professional organizations and schools to perform health/medical services.
- Links other community health resources to senior community centers.
- Participates in aging and health-related seminars, health fairs, conferences, and other events sponsored by community organizations.

PCA's PrimeTime Health Promotion Program welcomes ideas and proposals for collaborative projects which utilize community health resources in creative ways to meet the identified health needs of older adults in Philadelphia.



Information and Resources

Through education and skill building, PCA's PrimeTime Health Promotion Program encourages older persons to:

- Make informed decisions about health and consumer issues
- Use the health/medical system more effectively
- Sharpen their problem-solving and coping skills



PrimeTime Health Promotion Program priority areas:

- Alcoholism
- Chronic disabling conditions
- Exercise and nutrition
- Injury prevention
- Medication management
- Mental health/depression
- Urinary incontinence

PrimeTime Health Promotion staff contracts with experienced health promotion providers to deliver quality programs to older adults.