



NuStep Pinnacle Award®

Advancing Older Adult Wellness

NuStep, Inc.
Pinnacle Award
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December 2016

Dear NuStep Pinnacle Award Applicant:

NuStep, Inc. invites senior living communities and senior centers with whole-person wellness programs that promote and support successful aging to submit applications for the 2016 Pinnacle Award.

MAKING A DIFFERENCE IN OLDER ADULT WELLNESS

NuStep, Inc. established the Pinnacle Award 19 years ago to recognize organizations that are advancing older adult wellness through the seven dimensions of wellness:

•Emotional •Environmental •Intellectual •Physical •Social •Spiritual •Vocational

To nominate your community or center for a Pinnacle Award, please follow the entry guidelines outlined on the following pages.

The deadline to enter is July 1, 2017.

The Pinnacle Award judges will review all entries, select three finalists for each division and follow up with on-site visits and interviews to determine Gold, Silver and Bronze winners. Gold winners will receive a NuStep T5^{XR} Recumbent Cross Trainer for their organization. NuStep will host the Gold winners at the 2017 International Council on Active Aging (ICAA) Conference. Photos and information on the winners' wellness programs will be posted on the NuStep website. Press releases will be provided for industry publications and other media outlets. Good luck.

Yours in Good Health,

Steve Sarns
Vice President Sales and Marketing

Jane Benskey
Pinnacle Award Coordinator

If you have any questions, please contact Jane Benskey at 800-322-2209 ext. 1867 or jbenskey@nustep.com



Transforming Lives®

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NuStep Pinnacle Award®

Advancing Older Adult Wellness

The NuStep Pinnacle Award salutes senior living communities and senior centers that best demonstrate a culture of whole-person wellness throughout their entire organization.

The two Pinnacle Award divisions are defined as:

Senior Living Community

Any wellness program that is part of an independent living community, an assisted living community, a skilled nursing center or a memory care center.

Senior Center

Any wellness program catering to the 50+ population offered at a senior center, a community center, a parks and recreation center, or adult day service.

Gold, Silver and Bronze winners are chosen in each division.

To nominate your older adult whole-person wellness program for a Pinnacle Award, read the Rules for Entry and then describe your wellness program using the eight categories outlined on the next page.

Rules for Entry

NuStep, Inc. accepts Pinnacle Award applications from senior centers and *individual* senior living communities (*i.e., not the corporate office or parent company of multiple communities*). Use or ownership of a NuStep recumbent cross trainer is not required for eligibility.

In preparing your written application please:

- Respond to each category separately and cite supporting exhibits within your response. All exhibits, outcome data, photos and videos must be included with your entry.
- Keep the written narrative of your application to five pages (excluding exhibits, outcome data, photos and videos).
- Include contact information: name, phone number and email address.
- To mail your application, please send to:

NuStep, Inc.
Pinnacle Award Coordinator
5111 Venture Dr., Suite 1
Ann Arbor, MI 48108

- To email your application, please send to:
jbenskey@nustep.com

Entries must be postmarked or emailed by **July 1, 2017**.

Selection Process

The Pinnacle Award judges review each application and select finalists by early August. Subsequent on-site visits and interviews of the finalists are conducted in September to determine the Gold, Silver and Bronze winners. Winners are notified in early October.

Gold Pinnacle Award winners receive:

- NuStep T5^{XR} Recumbent Cross Trainer
- Airfare and two-night hotel stay to attend the 2017 International Council on Active Aging (ICAA) Conference
- Recognition at the ICAA Conference
- On-site award presentation
- Exposure in industry publications



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NuStep Pinnacle Award[®]

Document the Transformation

Describe your Whole-Person Wellness Program

- 1. Overview**

Focusing on the elements that make it unique and successful, please provide an overview of the wellness program at your senior community or senior center. Include your mission statement and a brief description of your facility. Describe the design of the wellness program, its medical soundness and how it's supported by your staff. Give examples of how you program for each of the seven dimensions of wellness: emotional, environmental, intellectual, physical, social, spiritual, and vocational.
- 2. Marketing**

Describe how you market/promote your wellness program. Include details about your target audience, marketing message and special marketing campaigns. Include examples of marketing materials that positively reflect how your community/center markets whole-person wellness.
- 3. Participation**

Detail what methods you use to measure participation in the wellness programs. Include examples of participation in each of the seven dimensions of wellness. Describe how your wellness program is reaching on-site employees. Include examples of how participation in wellness programming has enhanced connections between employees and the residents/members.
- 4. Motivation**

How do you motivate residents/members to take advantage of the wellness programs at your community or center? How do you motivate residents/members to take responsibility for their health and wellness? Provide examples of any behavior modification techniques you may use.
- 5. Program Enhancement**

Have you made enhancements in your wellness programming? Provide examples. What drives change in the programming you offer? How often do you solicit feedback? What methods do you use?
- 6. Educational Content**

Does your program provide ongoing education about whole-person wellness and the seven dimensions of wellness? Provide examples of programs you offer to educate residents/members/employees about wellness. Have you expanded the reach of your wellness programming beyond the "walls" of your organization to educate others in the community? Describe how.
- 7. Supportive Services**

Describe any strategies or special services you offer (e.g., individualized programming, interdisciplinary teams or cooperative efforts with other organizations) to support participants in reaching their pinnacle of wellness.
- 8. Outcomes**

Detail how you measure success within the whole-person wellness model. Provide individual and group data plus human interest stories. Discuss any surveys or other unique ways your center measures outcomes.

THANK YOU for applying for the NuStep Pinnacle Award. We look forward to reviewing your entry and learning about how your organization is transforming lives through whole-person wellness.