

## **Brand Usage Guidelines for the *AVOID Frailty - Take Control* Campaign**

Are you looking to use CFN's *AVOID Frailty -- Take Control* branding and messaging for your organization, institution, or research? No problem.

We just ask that you follow these 5 simple guidelines:

1. When using the *AVOID Frailty -- Take Control* graphics, please adhere to the following design specs as outlined in *AVOID-Brand\_2020* (attached)
2. Always use *AVOID* together with *Frailty* – so it is referred to as the *AVOID Frailty* campaign, not simply the *AVOID* campaign – as it is unclear messaging in this case.
3. Always credit the Canadian Frailty Network when promoting or presenting by including one of the following wordings and/or CFN logo:
  - *AVOID Frailty* is a trademark of the Canadian Frailty Network, used under license in Canada.
  - The *AVOID Frailty* campaign is an initiative of the Canadian Frailty Network, a pan-Canadian network committed to improving care for older adults living with frailty and their family and friend caregivers. *AVOID Frailty* is a trademark of the Canadian Frailty Network, used under license in Canada.
  - *AVOID Frailty* logo together with the following text - \*TM of the Canadian Frailty Network
4. When you spell out the acronym A.V.O.I.D., please use the following key messages:

### **A = ACTIVITY or A = ACTIVITY & EXERCISE or A= ACTIVITY & SLEEP**

- Staying active is one the best ways to stay mobile, strong and healthy into old age.
- Choose a variety of physical activities that you enjoy. Challenge your balance and get your heart beating a little faster each day. Keep your muscles strong with muscle strengthening exercises at least twice a week.
- It's never too late to start! Exercise can slow, and in some cases reverse frailty. Even adults in their 80s and 90s have been known to rebuild muscle strength with regular exercise.
- Sleep changes as we age, but older adults still need 7 to 8 hours of sleep per day.

### **V = VACCINATE**

- As we age, our body's ability to fight infection is reduced.
- **Vaccines are safe and effective** in protecting adults from infectious diseases.
- An annual flu vaccine can help prevent a downward health spiral caused from flu infections. After age 65, a high dose flu shot is best.
- Consider a shingles & pneumonia vaccine after age 50 and keep your booster shots up to date -- Diphtheria, Tetanus and Pertussis.

### **O = OPTIMIZE MEDICATIONS**

- 1 out of 4 Canadian adults over age 65, take at least 10 different types of medications. Some medications may no longer be required, while other new medications may be needed.
- Taking numerous medications may cause side effects such as poor nutrient absorption, confusion, dizziness or falls, which can lead to frailty.

- Have your pharmacist and your health care provider **review ALL your medications annually**, including prescriptions, over the counter drugs and even vitamins and natural supplements to ensure that you are on the least number of medications necessary for your present health and stage of life.

**I = INTERACT or I = INTERACT SOCIALLY**

- Evidence suggests that loneliness and social isolation can accelerate physiological aging and may lead to several negative health effects like high blood pressure, depression, dementia, and frailty.
- Maintaining levels of social engagement that you are comfortable with as you age is very important.
- **Older adults with strong social relationships enjoy a better quality of life and often live longer!**
- Consider volunteering, encourage inter-generational friendships, take a class, join a club, stay current with technology.
- Be candid if you are feeling lonely or isolated - reach out, talk to your care providers, utilize resources that are available to you.

**D = DIET & NUTRITION**

- As we age, we need additional protein to keep our muscles and bones strong.
- Choose a high protein source at every meal (e.g. lean meats, eggs, fish, nuts, poultry, dairy, soy, lentils, beans...)
- Vitamin D and calcium taken together support bone and muscle strength and may help prevent frailty.
- Food is Medicine -- Eat foods that are low in calories and high in nutrition.

N.B. Additionally, [www.avoidfrailty.ca](http://www.avoidfrailty.ca) offers specific Health Canada diet and nutrition recommendations for protein, calcium, and vitamin D intake that you may also wish to share.

For more information on CFN, visit <https://www.cfn-nce.ca>  
(Alternatively, you may drive to this website – [www.avoidfrailty.ca](http://www.avoidfrailty.ca) )

5. If you are using our campaign branding and messaging, we recommend that you refer to our definition of frailty, should you need to define it for your own purposes:

FRAILITY is a condition of reduced function and health. Older adults with frailty are more susceptible to large declines in health from minor illnesses such as the flu or falls, and are more likely to be hospitalized, need long-term care or die. However, Frailty is NOT an inevitable part of aging! Use the AVOID Frailty strategy to stay healthy long into old age.

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Variations to this text for your select location may be approved with permission from the Canadian Frailty Network. Should you have any questions about the *AVOID Frailty - Take Control* Branding Usage Guidelines, please contact CFN Communications, at [info@cfn-nce.ca](mailto:info@cfn-nce.ca).