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THE FOREST AT DUKE

KEEP GROWINGSM



Senior living community, The Forest at Duke, wins Beacon Award for ‘Best in Wellness’

Durham, NC – The Forest at Duke has won the 2020 ICAA NuStep Beacon Award, which recognizes and honors the *Top 25 ‘Best in Wellness’ senior living communities in North America*. The Forest at Duke is among those recognized as best-in-class for successfully fostering a wellness-centered environment to benefit all who live and work in their community. The award was created as a joint effort between International Council on Active Aging (ICAA) and NuStep, LLC, a major manufacturer of recumbent cross-trainers used in healthcare, senior living and fitness, already mentioned above.

The ICAA is responsible for leading, connecting and defining the active-aging industry. CEO and founder Colin Milner says, “Senior living communities have long been aware of how important wellness is for the health and well-being of their residents, but in recent years, wellness has evolved from being a programming option to becoming a way of life” This evolution, says Milner, is also reflected in a survey recently conducted by the ICAA. The survey found that 59% of senior living communities state their business model will be wellness-centered with care services by 2023.* The Forest at Duke has successively partnered with its residents and staff to create relevant, meaningful opportunities and inspire participants to improve their quality of life.

Wellness is typically defined by seven key dimensions: emotional, physical, intellectual, social, spiritual, vocational and environmental. When each of these dimensions is equally nurtured and prioritized, it can enhance a sense of well-being among residents. It is this commitment and acknowledgement of how important wellness is for older adults that elevates resident health to new heights.

“I am really proud of the Keep Growing Wellness Program at The Forest at Duke,” Sandy Mouras, Director of Resident Life at The Forest at Duke, shares. “It is based on eight dimensions of wellness, similar to the seven recognized by ICAA with the addition of a cultural element. They are all important dimensions that support overall wellness, but they sound a little clinical: Emotional Wellness, Intellectual Wellness, etc. At The Forest, we’ve transformed these ideals into person centered, empowering statements such as ‘Keep Being,’ ‘Keep Learning,’ etc. and each individual is responsible for their own level of interest, development, and/or growth.”

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As the older adult population continues to grow and more individuals seek a better, longer life, where they choose to live is becoming increasingly important. How communities structure their wellness culture can have a significant effect on health and longevity. It's more than just practicing wellness; it's about having it permeate all aspects of life. As winners of the Beacon award, The Forest at Duke is leading the way.

About The Forest at Duke

Since its opening in 1992, The Forest at Duke has been recognized as Durham's premier retirement community of choice. From an award-winning Health and Wellness center, to the addition of 15 new individual homes and a beautifully renovated 40,000 sq. ft Community Center, The Forest at Duke continues to build on the legacy of offering exceptional service and care.

About NuStep, LLC

www.nustep.com/

NuStep, LLC designs, manufactures and distributes recumbent cross trainer exercise equipment. NuStep products, accessories and adaptive equipment empower users of virtually all functional abilities and fitness levels to engage in exercise that helps build strength, enhance independence and improve health outcomes. From 1998 to 2018, NuStep sponsored the Pinnacle Award to recognize senior communities and senior centers transforming lives through whole-person wellness programming. The award also served as a vehicle to educate and encourage senior organizations to integrate whole-person wellness into their programming.

About the International Council on Active Aging (ICAA)

www.icaa.cc

ICAA, a professional association that leads, connects and defines the active-aging industry and supports professionals who aspire to develop wellness cultures for adults over 50. This includes creating wellness environments, programs and services. The association is focused on active aging - an approach to aging that helps older adults live life as fully as possible within all dimensions of wellness and provides its members with education, information, resources and tools. As an active-aging educator and advocate, ICAA has advised numerous organizations and governmental bodies, including the US Administration on Aging, the National Institute on Aging (one of the US National Institutes of Health), the US Department of Health and Human Services, Canada's Special Senate Committee on Aging, and the British Columbia (Canada) Ministries of Health and Healthy Living and Sport.

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