



A SENIOR LIVING RESOURCE

Submit Your Content Here

Do you have content that will help educate seniors and their families about senior living and its benefits? Wonderful!

We're looking for educational, objective articles, lists, short essays, testimonials and personal anecdotes that help move people from overwhelmed to empowered when making decisions about senior living.

Content submissions are welcomed from:

- Community leaders
- Community staff
- Senior living leaders (management, marketing, operations, financial or developers)
- Medical professionals specializing in aging adult wellness
- Medical research professionals specializing in aging adult research
- Research from companies related to senior living or wellness as we age
- Authors and speakers who advise on wellness for seniors
- Senior living bloggers

Each article approved for posting will include the author's name, title and community or organization as a byline.

All new content may be submitted at Content@WhereYouLiveMatters.org, and will be reviewed against the following guidelines.

Content Criteria

- Provides support to others
- Offers guidance to others
- Presents research-based data or objective information
- Is educational in nature
- Presents authentic material using real people
- Doesn't promote a company or specific community
- Offers resource listings that are noncommercial and related to senior living education and senior wellness

Content We'd Love to See

Your submission should fall into one of our existing website paths. Here are some story starter ideas to consider.

Active Adult

Active Adult and 55+ communities are gaining in popularity. In fact, a 2017 Where to Retire Magazine poll found 58% of readers were very interested in living in a 55+ master-planned community. That's why we'll continue to bring you more information about these low-maintenance, age-qualified communities.

Assisted Living

What is assisted living? How do you know if you or a loved one needs it? What do assisted living communities offer — and how much do they cost? Get an inside look at this unique senior living option.

Checklists

Doing your senior living homework can feel overwhelming at times. Keep your thoughts organized and know what questions to ask with these checklists for your senior living community visits, home safety prep, financial caregiving and more.

Cost

Understanding the cost and overall value of any major purchase or investment is key to making a smart financial decision — and that includes senior living. If you're wondering if you can afford a senior living community, use these resources to learn how to compare senior living costs and get a true sense of the value your investment can bring.

Downloads

Checklists, worksheets, infographics, guides and more ... get the senior living information you need in downloadable PDFs you can print and share.

Evaluating a Community

How do you know if a senior living community you're considering is a good one? How do you measure quality? What should you be looking for and asking about when you visit? These articles and checklists can help you evaluate senior living communities in an impartial way, so you can make the best decision for yourself or a loved one.

For Caregivers

If you're the caregiver for an aging parent, spouse, partner or other senior loved one, you need information and support. These articles and resources offer help for caregiver stress and burnout, practical ideas you can use every day, advice on family interaction, gift ideas, and resources to help you take better care of yourself and your loved one.

For Families

The choice to move to a senior living community impacts the whole family. So whether you're looking to find care for your mom or dad, or you're looking at senior living options for yourself, use these resources to help you consider all the implications and make a decision the whole family can support.

Future Planning

How do you want to enjoy your retirement years? What will you do if you ever need long-term care? Are you sure your financial planning will cover the unexpected costs of getting older? Here are some resources that can help you think through these kinds of issues and make sure your retirement planning gives you a life plan that lets you thrive.

Independent Living

Most people want to maintain independence as they get older. But is that all there is to true independent living? Explore this senior living option that includes senior apartments, active adult/55+ communities and Life Plan Communities.

Lifestyle

There are a lot of misconceptions about what a senior living lifestyle is like today. But with so many communities offering holistic approaches to wellness, lifelong learning, social connections and opportunities to keep growing as a person, more older adults are choosing to make the move long before they need care. So what's senior living really like? Read on.

Types of Communities

Senior living is senior living, right? Actually — no. To make the best choice for yourself or a loved one, you need to know the difference between types of senior living communities. Explore this section to learn more about Life Plan Communities, sometimes called continuing care retirement communities (CCRCs), stand-alone and 55+ retirement communities, and everything in between.

Videos

Each of these videos will help you understand a little more about your senior living options. Get information and answers from residents, families, staff and senior living experts.

Wellness

Did you know that, according to the MacArthur Foundation Study on Aging, approximately 70% of physical aging, and 50% of mental aging, is determined by the lifestyle choices you make every day? In this section, you'll find more information about senior health and wellness, what you or your aging parents can do for wellness, and how senior living communities are embracing holistic wellness so residents can improve their lives.

Website Content Submission and Approval Process

If you'd like to share an article or story on the Where You Live Matters website, please do. Email your content to content@WhereYouLiveMatters.org and include your name, title, and community or organization name. Please keep your content centered around senior living choices and the decision-making process.

- All content submissions will be submitted to the ASHA Consumer Education Committee leadership for review, editing or recommended approval
- ASHA contacts those making submissions for review/approval
- Final approval is granted
- Note: Social channel sharing from Facebook or Twitter does not require approval

By submitting your name, title and company name, you give permission to use your content on the Where You Live Matters website created by the American Seniors Housing Association.