

# Super Seniors News *December 2011 Newsletter*

Dear Friends,

During the month of December we celebrate various holidays and traditions. It's usually a time when we want to spend time with family and friends. For some of us holiday meals bring back memories of special family gatherings and traditions. This issue of Super Senior News will be dedicated to providing holiday survival tips, and how marketers try to attract senior consumers.

Sincerely,

*Jacquelyn W. Gibson*

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Can you believe that the holiday season is officially here? Department stores have had holiday decorations up since the beginning of October, along with Halloween costumes, decorations, and candy. Some stores have already discounted holiday gifts and toys before the arrival Thanksgiving. With that in mind, it is no wonder that people who expect to have the perfect holiday are set up for feeling stressed out over the holidays. The season seems to get longer and longer each year.

According to a scientific poll conducted by Prevention Magazine, planning for Christmas and Hanukkah is just as stressful as asking your boss for a raise. Women are more likely than men to feel stressed out over the holiday season.

The holiday can be a stressful time if you let it. Focus on the things that are important to you and your family, and let the other things go. Remember, with a little planning and creativity you can reduce or eliminate holiday stress factors, and make this holiday season a healthy, and happy one.

## **Holiday Grocery Shopping**

As the price of milk, eggs, meat and wheat products continue to rise on a regular basis, what is one to do when preparing for the holiday season? Should we cancel holiday meals? No, we can make them special, but you do not have to break the bank to do it. The key to a great holiday meal is good food, fun, and time with family and friends.



Special foods, festive items, and fun ideas, all add to the bill.

**Here are a few tips to help save in the grocery store:**



- Plan holiday meals. Develop a menu and ingredient list for foods you plan to prepare.
- Always shop with a list. This cuts down on impulse spending.
- Substitute less expensive brands in recipes when possible. Most holiday recipes are written by companies promoting their items.

Buy holiday fixings early for Christmas, Hanukkah and New Years, etc. Prices are always cheaper around Thanksgiving.

- Some items to consider buying now, in quantity.
  - \*Butter
  - \*Baking basics: flour, sugar, baking soda, chocolate chips
  - \*Nuts
  - \*Evaporated Milk
  - \*Brown and/or powdered sugar
  - \*Frozen pie shells
  - \*Refrigerated cookie dough
- Use Less! When it comes to holiday meals, many families have a tradition of having more food than is needed. Think about having less total food, less meat (usually the most expensive), less of other expensive items and a smaller number of food served.
- Make It Yourself. In almost every case, it will cost more if you buy frozen convenience food.
- When it comes to Turkey. A whole turkey is less expensive per serving than a turkey roll or a turkey breast.
- Paper Products. Don't buy fancy paper plates, napkins, or decoration items. Make decorations. Think about buying cloth napkins, they may initially cost more, but they will pay for themselves quickly if you keep buying special napkins for each holiday.

## Holiday Exercise, No Gym Required

By adding heart-pumping twists to tasks already on a holiday to-do list, we can get daily exercise throughout the holiday season, say experts at The University of Texas MD Anderson Cancer Center.

"It's important to maintain your fitness as much as possible during the holidays, but don't worry if you're too busy to go to the gym," says Karen Basen-Engquist, Ph.D., professor in the Department of Behavioral Science at MD Anderson. "Many holiday activities offer ways to get the 30 minutes of daily moderate physical activity that your body needs to help fight off many forms of cancer and other diseases."

Exercising also helps the body burn extra holiday calories. "You can break up your 30 minutes of daily exercise into three 10-minute or two 15-minute chunks as your schedule allows," says Basen-Engquist.

**Here's how to turn exercise excuses into heart rate-boosting opportunities this holiday season.**

### Shopping?



Stop driving around in search of a parking space near the door. Park far from the entrance or, if you're taking the bus or train, get off a stop or two early. Once you're inside, opt for the stairs instead of the elevator or escalator. This way, you'll pack in some extra walking. "For walking to count as exercise, you should be a little out of breath and feel your heart beating a little faster," Basen-Engquist says. "You should be able to talk in short sentences, but not to sing holiday songs."

### Hosting guests?

Readying the house for guests—and cleaning up after they leave—is a great way to sneak in aerobic activity. Basen-Engquist recommends focusing on activities that use large muscle groups, like the legs and back. This includes vacuuming, mopping, scrubbing, gardening and even taking multiple trips upstairs to put away laundry or holiday decorations. "The most

important thing is to get your heart rate up at a consistent level," she says. "You should sustain the activity for at least 10 minutes without stopping."

## Traveling?

Use these tips to speed up your heart rate when on the road:



- *Flying or taking the train or bus?* While waiting to depart, take a brisk walk around the terminal—and avoid moving sidewalks. When you arrive at your destination, make your walk to baggage claim or the exit a quick one.
- *Driving?* Add physical activity to gas and bathroom breaks by adding a brisk walk.
- *Staying at a hotel or with friends or relatives?* Many hotels offer gyms and even exercise classes. If that's not an option, use an exercise DVD. Or explore the area by taking a jog, walk or hike.

If you can't fit exercise into your holiday activities, try these tips:

- Use your lunch break to jog or take a brisk walk.
- Take the stairs at work.
- Schedule workouts in advance.
- Enlist a friend or partner to walk with you during the holidays. Buddying up provides motivation and gives you a chance to catch up and stay connected.

"Remember, it's hard to start exercising after you've gotten out of the habit," Basen-Engquist says. "By making physical activity part of your holiday plans, you'll ensure you have the momentum to keep exercising in the New Year."

Source: <http://aginginstride.enevnewsworks.com>

## Crime Doesn't Take A Holiday . . . Holiday Safety Is Important



The holiday season can be a wonderful time of year, lots of shopping, parties to attend, maybe even a little trip to visit relatives is on the agenda. It is also the

time to be just a little more careful so your holidays are safe as well as fun.

Here are some things to remember during the season or any time of year for that matter . . .

- ✓ Always exercise caution when using any ATM.
- ✓ Be alert if a stranger is standing too close.
- ✓ Try not to carry large sums of cash. Instead, use checks, travelers checks, debit cards or credit cards to make your purchases.
- ✓ Use a purse that is hard to open and/or carry your wallet in a front pocket, jacket or button down shirt.
- ✓ If you are traveling, never leave your luggage, briefcase, laptop or purse unattended.
- ✓ When you are leaving a shopping center, keep alert. Always have your keys in your hand; if you feel uncomfortable about something, go back to the store and ask for a security guard.
- ✓ Keep your vehicle doors locked.
- ✓ Always put purchases in the trunk. Never leave anything on car seat.
- ✓ Automatic security lights that turn on at dusk can offer additional security.
- ✓ Be cautious when answering your door.
- ✓ Keep emergency numbers handy at home and when away from home.

**Have a SAFE and  
HAPPY Holiday!**

## Marketers May Use "Graywashing" to Attract Senior Consumers

Think twice before you buy products and services touted as "anti-aging," "age-defying," or "for seniors."

Baby boomers and their parents—until recently viewed as virtually non-existent by many marketers—are fast becoming coveted customers. People age 50 and above have over 2 trillion dollars in their wallets—and many have few qualms about spending that money to maintain an active lifestyle. Indeed, this burgeoning demographic spent 79 billion dollars in 2009 on products and services that claim to slow the aging process. However, according to Colin

Milner, CEO of the International Council on Active Aging (ICAA), "Most of those products and services don't deliver what they claim to."

Says Milner, "Companies increasingly are recognizing the spending power of older adults, and targeting them in advertising. Some are doing this responsibly, as part of an overall approach that acknowledges aging as a normal process that happens to everyone. Others are simply jumping on the bandwagon, positioning their products as appropriate for an older demographic when, in fact, they aren't...or coming up with products that allegedly 'combat' aging, as though there's something about getting older that needs fixing. Either way, the consumer loses."



You may have heard of the term "greenwashing," used when a company or product deceptively presents themselves as environmentally beneficial. Now, Milner has coined the word "graywashing" to refer to "the act of misleading consumers regarding any purported age-associated benefits of a product or service."

Similar to greenwashing, graywashing gives older consumers a false sense of security by positioning a product or service as uniquely beneficial to them, Milner explains. He says, "Consider a health club that wants to attract more members. The club sets up a 'senior discount' that allows older adults to use the club during off-peak hours at a reduced rate." This might lead older adults to think that the club offers programs that target the needs of seniors. However, the club's services and offerings might remain the same—geared to a younger population.

To help consumers avoid being graywashed, Milner offers the following tips:

- Understand that no pill or procedure will stop you from aging, no matter what anyone claims to the contrary.
- Expensive anti-wrinkle creams might make you feel better about the way you look, but beneficial lifestyle changes such as getting more rest and eating a balanced diet can make you feel better—and look better, as well.
- Before enrolling in a fitness center, ask for a tour. Do you see people like yourself engaged in activities that interest you? If not, look for a club or group geared to your interest, not your age.
- Does a product claim—whether it's for energy, brain boosting, weight loss, getting rid of "age spots," or some other purpose—sound too good to be true? If so, it probably is. Why throw away your money?

Graywashing can also perpetuate ageist stereotypes and self-stereotyping. Milner continues, "Products that claim to make you look 20 years younger instantly, for example, are a waste of money—and they're promoted on the assumption that there's something wrong with the way you look now. The companies that market them treat older adults as though they're damaged goods, reinforcing the erroneous belief that aging equals illness and decline."

Older adults themselves are not the only ones at risk of being graywashed. "Young people may buy greeting cards for their parents or grandparents that they think are appropriate, when in fact those cards use humor that demeans or trivializes an older person and reinforces negative stereotypes," Milner says.

Source: <http://aginginstride.eneewsworks.com>

## Holiday Desserts

### Chocolate Pecan Pie:

- 1/4 cup brown sugar
- 1 tablespoon all-purpose flour
- 1 tablespoons cocoa powder
- 6 egg whites or 3/4 cup nonfat egg substitute
- 1 tablespoon melted margarine
- 1 cup light, reduced-calorie pancake syrup
- 3/4 cup pecan pieces
- 1/2 cup Grape-Nuts cereal
- 9-inch ready pie crust, unbaked



**Directions:**

1. Preheat oven to 350 °F.
2. In a medium-sized mixing bowl, combine the brown sugar, flour, cocoa and 1/4 cup egg whites (or egg substitute).
3. Mix smooth and add the rest of the egg whites along with the melted margarine and the reduced-calorie syrup. Do not over mix because air bubbles will form.
4. Place the pecan pieces and the cereal in the pie shell.
5. Put the pie pan onto an oven rack and then pour the filling into the pan over top of the nuts and cereal.
6. Bake until the center is firm, about 1 hour.
7. Remove from oven and allow to cool.
8. Cut the pie into 10 pieces and serve warm or chilled.
9. Refrigerate leftover pie.

**Chef's Notes:**

A regular pecan pie can be over 500-600 calories per slice - this recipe cuts calories in half. Drizzle chocolate sauce on the plate for an attractive presentation.

Serves 10. Each slice: calories: 245, Total Fat: 12g, Saturated Fat: 3g, Trans Fat: 0g, Cholesterol: 4mg, Sodium: 212mg, Carbohydrates: 31g, Dietary Fiber: 1g, Protein: 4g

Include a colorful fruit platter for all of your holiday meals and parties. Here is a fun chart to help you burn your holiday desserts. Here is how long you have to run on the treadmill to burn them off:

- 1 slice pie 30 minutes
- 1 cookie 20 minutes
- 1 cup fruit 10 minutes

**Festive Fruit Platter**

- 1 cup sliced apples or pears
- 1 cup orange wedges
- 1 cup dried cranberries
- 1 cup fresh berries
- 1 cup vanilla yogurt
- Dash cinnamon



Optional garnish: colored sugars

Arrange the fruit on an attractive platter. You can increase the amount of fruit for the number of guests—this one makes 5 cups which serves 4 to 6 people. Place an attractive ramekin or cup of yogurt in the center for dipping and top with cinnamon. You can garnish the plate with a sprinkle of colored sugar, too.