

Attachment 2 (a and b) —IDEAL Organizational Recruitment Letters

After study start up, the recruitment team determined that Westat needed an additional organizational recruitment letter to approach groups whose membership included potential IDEAL candidates among their numbers, but whose primary function or service is not specifically associated with seniors or senior programs. These groups include but are not limited to organizations that provide community volunteer services, athletic programming, and other recreational and social outlets.

The original organizational recruitment letter is identified herein as Attachment 2a, and has not undergone any revisions. The new recruitment letter is identified as Attachment 2b and constitutes an entirely new letter.

Dear XXX:

Every day you work with older people. Some demonstrate how to “age gracefully” while others may struggle to do even the most basic activities of daily living. What makes these people different? What are the secrets to successful aging? With your help, researchers from that National Institute on Aging (NIA) of the National Institutes of Health (NIH) have the opportunity to shed light on the genetic, biological, behavioral factors that enable some people **to live long and age well**. Please consider assisting us to recruit for our **Insight into the Determinants of Exceptional Aging and Longevity (IDEAL)** study that will explore the factors of healthy aging. By helping NIA to recruit for this landmark study, your organization will be making an important contribution to the advancement of aging research.

What is IDEAL?

IDEAL is an extension of the Baltimore Longitudinal Study of Aging (BLSA), a research project initiated in 1958 to study “normal” human aging and age-related conditions. This NIA study has contributed important scientific findings about the physical, mental, and behavioral changes encountered as we age in over 1,000 research and consumer publications.

IDEAL will take BLSA’s investigation of normal aging one step further. Over the course of five years, IDEAL will enroll 500 healthy individuals age 80 or older into the BLSA. Like all BLSA participants, people in IDEAL will come to NIA’s clinical center in Baltimore, Maryland, every year to receive a comprehensive assessment including a medical exam and tests of strength, stamina, mental sharpness, and coordination. This information will be used to identify the unique factors that allow some individuals to have a longer than average life while maintaining good health.

How can your organization engage with IDEAL?

We would like to schedule an educational session to introduce your residents/clients/volunteers to IDEAL. Our team will present the background and purpose of the study, discuss eligibility criteria and answer any questions about participating in this research study.

If your organization is unable to host an educational session, there are other ways to help with our recruitment efforts. You can hang recruitment posters throughout your facility, include a brief article or public service announcement in your upcoming newsletter, or disseminate a message about IDEAL through your existing communication channels, such as electronic listserv, mailing, or community event.

The findings from IDEAL may one day be used to develop programs to help others maintain health and reduce the burden of diseases and disability. We sincerely hope that your organization will join us in this effort.

An IDEAL team member will follow-up with you within the next two weeks. However, if you know you are interested in helping to recruit for IDEAL or have any questions, please contact XXXX at [email](#) at your earliest convenience.

*Organizational Recruitment Letter-PER COMMUNICATIONS OFFICE, THIS WILL HAVE OFFICIAL HHS LETTERHEAD
AND HAVE IDEAL LOGO OR OTHER IDENTIFIER AT BOTTOM OF PAGE*

Sincerely,

Luigi Ferrucci, MD, PhD
Director and Principal Investigator
Insight into the Determinants of Exceptional Aging and Longevity (IDEAL)
National Institute on Aging
National Institutes of Health

Dear XXX:

The National Institute on Aging, part of the National Institutes of Health, has initiated a special research project called IDEAL, which stands for **Insight into Determinants of Exceptional Aging and Longevity**. IDEAL seeks to answer the research question: why can some people maintain their health into their 80s, 90s and older without significant physical and mental deterioration, whereas others the same age have difficulties with simple activities of daily living? IDEAL will help researchers understand what are the biologic, genetic, and behavioral factors that distinguish exceptionally healthy agers from others the same age who do not enjoy the same state of excellent health. What is learned may provide clues on how to preserve physical and cognitive function in late life, and prevent disease and disability.

The reason we are contacting you is that we believe (PROGRAMS/ACTIVITIES/ORGANIZATIONS) like yours are attractive to healthy seniors and we are asking for your help with disseminating the message about IDEAL to your members. Although we are specifically targeting the exceptional ager over 80 years of age, we are also trying to reach the children, friends, trainers, colleagues, neighbors, teammates, etc., who may know an exceptional ager. We believe your (STAFF/CLIENTELE/MEMBERSHIP) is a likely set of people to include or know exceptional agers. Healthy, active people know other healthy, active people.

IDEAL is trying to locate exceptional agers, defined as:

- 80 years old or older,
- Able to perform normal activities of daily living without help,
- Able to walk several blocks without pain or shortness of breath,
- Free of severe memory and cognitive issues, and
- Free of significant illness.

These are stringent criteria for study participation and those who meet them are not easy to locate. Our success in locating this small, elite group of seniors is going to depend on word of mouth. We would like to send you brochures about the IDEAL study to make available to (STAFF/CLIENTELE/MEMBERSHIP). We would also like to send you information about IDEAL that could be posted on your bulletin board, or disseminated through your existing communication channels, such as a newsletter, electronic listserv, mailing, or community event.

The findings from IDEAL may one day be used to develop programs to help others maintain health and reduce the burden of diseases and disability. Karen Stewart, a recruiter for IDEAL, will be contacting you to explore possibilities and garner any suggestions you may have to help us with this important effort. Please feel free to contact her with any questions at IDEAL@Westat.com, or by phone at 301-251-4387.

Sincerely,

Luigi Ferrucci, MD, PhD

Organizational Recruitment Letter #2-PER PRIOR INSTRUCTION FROM COMMUNICATIONS OFFICE, THIS WILL HAVE OFFICIAL HHS LETTERHEAD AND HAVE IDEAL LOGO AT BOTTOM OF PAGE

Director and Principal Investigator
Insight into the Determinants of Exceptional Aging and Longevity (IDEAL)
National Institute on Aging
National Institutes of Health