

## Attachment 4— IDEAL Brochure and Post Card

The changes which have been made to the IDEAL brochure were in response to operational shifts in the screening processes of potential participants, the change in the name of the NIA study site, the development and execution of a new IDEAL website, and the programmatic decision to cost effectively respond to the increase requests for brochures and postcards from multiple service entities serving senior services and organizations.

These changes include:

1. The addition of **MedStar** to the title of the hospital, now known as MedStar Harbor Hospital
2. The 800 telephone number change when telephone screening services transferred to the study site at MedStar Harbor Hospital. The new number reflected on Attachment 4 is (1.855.80.IDEAL) or **(1.855.804.3325)**.
3. The new IDEAL website address: **[www.nia.nih.gov/ideal](http://www.nia.nih.gov/ideal)**
4. Removal of any reference to home physical screening for the IDEAL cohort.
5. The addition of bulleted study overview information on the second side of the brochure providing a more comprehensive initial introduction to study eligibility and participation description.
6. The addition of eligibility allowance for people taking chronic drug treatment for hypertension, cholesterol (hyperlipidemia) or osteoporosis.
1. The addition of an IDEAL postcard. This two-sided postcard is an abbreviation of the Attachment 4 brochure. It is used as handouts at presentations and upon request to residence managers, for placement in potential participants' residential message boxes.

**Are you**  80 or older?  
 Mentally sharp?  
 In great health?

***You may be an exceptional ager!***



The Insight into Determinants of Exceptional Aging and Longevity study, or **IDEAL**, is looking for people age 80 and older who are exceptionally healthy to take part in a special project to learn more about healthy aging. **IDEAL** is part of the Baltimore Longitudinal Study of Aging (BLSA). The BLSA is the longest running study of human aging. It is

conducted by the National Institute on Aging of the National Institutes of Health. If you qualify to be in **IDEAL**, every year, at MedStar Harbor Hospital in Baltimore, you will receive a complete physical exam, including tests of strength, stamina, and mental sharpness. This will help us observe the aging process and identify the secrets of aging well.

***Does this describe you or someone you know?***



**Call 1-855-80 IDEAL (1-855-804-3325) or email [IDEAL@westat.com](mailto:IDEAL@westat.com)  
[www.nia.nih.gov/ideal](http://www.nia.nih.gov/ideal)**



**ideal**

Insight into Determinants of  
Exceptional Aging and Longevity

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**Sponsored by the National Institute on Aging, NIH**

**Luigi Ferrucci, MD, PhD,  
Scientific Director of NIA, Principal Investigator**

The IDEAL Study is part of the Baltimore Longitudinal Study of Aging (BLSA). The purpose of IDEAL is to find out what is unique about people who live to a very old age without any significant physical or cognitive health problems, so called exceptional or ideal agers. Identifying the differences between people who age in extraordinarily good health and other people of the same age may lead to discoveries to improve everyone's health as we get older.

***The IDEAL study:***

- Is currently recruiting 500 participants over the next several years who live within 150 miles of Baltimore, Maryland;
- Seeks participation of men and women age 80 and older who
  - Are mentally sharp and have no serious physical health problems, and
  - Have no chronic conditions requiring drug treatment (people taking drug treatments for hypertension, cholesterol or osteoporosis may be eligible)
- Asks that people who wish to be part of the study be available for
  - A 10-minute telephone screening to determine their initial eligibility, and
  - A 90-minute assessment of physical and cognitive abilities;
- Enrolls eligible participants in the Baltimore Longitudinal Study of Aging as IDEAL participants for life or as long as they choose to participate;
- Provides eligible participants with an annual physical and cognitive assessment at MedStar Harbor Hospital in Baltimore.
  - Annual assessments are done during a visit to MedStar Harbor Hospital.
  - Transportation can be arranged.

***For more information or to apply to the IDEAL Study,  
Call toll-free at 1-855-80 IDEAL (1-855-804-3325).***

**[www.nia.nih.gov/ideal](http://www.nia.nih.gov/ideal)**





**ideal**

Insight into Determinants of  
Exceptional Aging and Longevity

## **Help NIH researchers uncover some of the secrets of healthy aging**

**“Our aim is to learn the secrets to exceptionally healthy old age. What we find may one day help reduce the burden and suffering of others.”**

—Luigi Ferrucci, MD, PhD, Scientific Director of NIA, NIH



### **IDEAL participants are 80 years or older and:**

- ✓ Can perform normal activities of daily living without any help
- ✓ Can walk a quarter mile without pain or shortness of breath
- ✓ Have no severe memory or cognitive issues
- ✓ Have no major medical conditions, including no history of:
  - cardiovascular disease
  - diabetes or metabolic disease
  - active cancer
  - neurological or brain diseases
  - kidney or liver diseases
  - musculoskeletal disorders
  - severe mental conditions
  - severe gastrointestinal or stomach diseases
  - any chronic condition requiring drug treatment
  - people taking drug treatments for hypertension, cholesterol or osteoporosis may be eligible
  - significant vision and hearing problems
- ✓ Can visit MedStar Harbor Hospital in Baltimore for assessment (transportation provided)

**Does this describe you  
or someone you know?**



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