



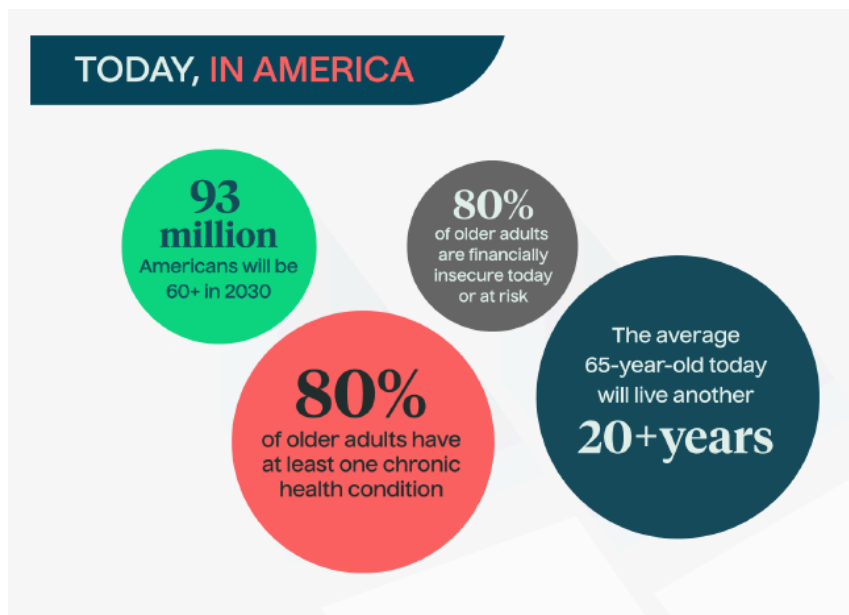
Be a Guest Writer for NCOA

Guidelines to contributing to ncoa.org

Thank You!

NCOA is always looking for new allies for older adults. Aging well is about living well. It's about staying healthy and financially secure as long as possible. But systemic disparities—based on gender, color, sexuality, income, or zip code—make it impossible for every person to achieve.

At NCOA, we're changing that. And we're doing it with your help.



As a guest contributor, you're providing unbiased information that's focused on health and financial wellness to one (or all) of our four main audiences: Older Adults, Caregivers, Professionals, and Advocates.

The people we serve

Older Adults



Parents, grandparents, neighbors, and friends, aged 55+ living in the community

Professionals



Individuals who serve older adults every day at senior centers, community-based organizations, and social and human services agencies

Caregivers



Multigenerational family and friends who care for an older loved one at home

Advocates



Individuals who want to shape aging policy and influence policymakers

Who can contribute to ncoa.org?

NCOA invites professionals, thought leaders, older adults, caregivers, advocates, and others to write posts that are relevant to NCOA's mission of improving the health and economic security of older adults, especially those who are struggling.

What topics are acceptable?

Guest posts must be relevant to NCOA's work, refer to specific NCOA initiatives, or offer a unique perspective. Topics can range from benefits access and healthy aging to public policy and senior centers. We only accept submissions with a fresh angle on existing topics or new topics that will serve our audiences.

Areas of interest that may spark an idea:

- **Resources:** Is there new, trusted information that will enable older adults and their caregivers to take small steps that can have a big impact on their health and financial security?
- **Best Practices:** Can you provide technical assistance and support for professionals in community-based organizations who serve older adults every day?
- **Tools:** Are you able to provide additional information (not already found on ncoa.org) that helps older adults and their caregivers find benefits, choose a Medicare plan, prevent falls, and plan for a healthy and secure future?
- **Advocacy:** Is there an issue or cause that you're passionate about or a perspective on fighting against ageism, so that we can build a just and caring society in which each of us lives with dignity, purpose, and security?

In addition, NCOA's 2021 Editorial Calendar is attached, in the event that you have an idea that you want to contribute to the issues and events that are happening throughout the year.

How do I submit a post?

Please use the provided web content template to craft your content and then email it to guestwriter@ncoa.org. We ask that you adhere to these guidelines for consistency of format and style. All guest contributions will be reviewed by NCOA program and communications staff. If the post needs major revisions, you will be included in the revision process. You will have an opportunity to review and give final approval on your content before it is published. All contributions submitted to NCOA must be original content.

When will my post be published?

Upon final approval, we will notify you of the day your content will be published – along with a link for you to share with your network. Once published, NCOA will share your post via our social media and email platforms, and we will monitor any comments made on the post itself. We encourage you to also share your contribution with your own professional and personal networks.

Questions?

If you have any questions about these guidelines or as your drafting your content, please be in touch with Jackie Gilbert at jackie.gilbert@ncoa.org.

Thank you for your interest in contributing to our goal of improving the health and economic security of 40 million older adults. We look forward to receiving your work.

Editorial Calendar

2021

January

- Federal Budget
- COVID-19 Relief Package
- Policy Priorities for New Administration/Congress
- Blood Donor Month
- Glaucoma Awareness Month
- Healthy Weight Week (Jan. 24 - 30)

February

- World Cancer Day (Feb. 4)
- Black History Month
- Heart Health Month
- Cardiac Rehabilitation Week (Feb. 14 - 20)

March

- Policy Outlook for New Administration/Congress
- National Nutrition Month
- National Sleep Awareness Week (March 14 – 20)
- Brain Awareness Week (March 15 – 21)
- Diabetes Alert Day (March 23)
- Women's Equal Pay Day (March 31)

April

- [Boost Your Budget Week](#)
- Financial Literacy Month
- World Health Day (April 7)
- World Parkinson's Day (April 11)

May

- Older Adult Mental Health Awareness Day Symposium
- [Older Americans Month](#)
- Better Sleep Month
- Healthy Vision Month
- Mental Health Month
- Stroke Awareness Month
- Women's Health Week (May 9 – 15)

- Mother's Day (May 9)
- Senior Health and Fitness Day (May 26)

June

- [Age+Action Conference](#)
- Pride Month
- Alzheimer's and Brain Awareness Month
- PTSD Awareness Month
- Men's Health Month
- Community Health Improvement Week (June 7 – 12)
- National Cancer Survivors Day (June 6)
- Father's Day (June 20)

July

- Medicare & Medicaid Anniversary
- UV Safety Month
- National Therapeutic Recreation Week (July 11 – 17)

August

- Advocacy at Home – Congressional Recess
- Healthcare for the Homeless Day (August 10)

September

- [Senior Center Month](#)
- Healthy Aging Month
- Cholesterol Education Month
- Dental Implant Month
- Pain Awareness Month
- Suicide Prevention Awareness Month
- [Falls Prevention Awareness Week](#)
- National Employ Older Workers Week (Sept. 27 – Oct. 1)
- Grandparent's Day (Sept. 12)
- Family Health & Fitness Day (Sept. 25)
- World Heart Day (Sept. 29)

October

- Breast Cancer Awareness Month
- Hispanic Heritage Month
- Medicare Open Enrollment
- Mental Illness Awareness Week (Oct. 3 – 9)
- Bone and Joint Health Action Week (Oct. 12 – 20)

- National Depression Screening Day (Oct. 7)
- Arthritis Day (Oct. 12)

November

- Alzheimer's' Disease Awareness Month
- Diabetes Month
- National Family Caregivers Month
- Hospice and Palliative Care Month
- Long-Term Care Awareness Month

December

- National Influenza Vaccination Week (Dec. 5 – 11)
- Older Driver Safety Awareness Week (Dec. 5 – 11)