

Beacons of excellence

illuminate wellness as an essential way of life



'Best in Wellness' senior living communities win the 2020 ICAA NuStep Beacon Award

COVID-19's emergence in 2020 has upended daily life in senior living communities across North America and made it more vital than ever to nurture multi-dimensional wellness for residents and staff. Many communities have embraced wellness as a culture shift in the last decade, prioritizing wellness—and its pursuit—as an essential way of life. Highlighting those that excel at weaving wellness into their culture, the International Council on

Active Aging® (ICAA) and NuStep, LLC, have honored 25 communities with the 2020 ICAA NuStep Beacon Award for their "Best in Wellness" achievements.

The annual Beacon Award program was launched in 2019 by the two longtime champions of active aging and wellness. As a professional association that leads, connects and defines the active-aging industry, ICAA supports organizations and professionals that develop wellness environments and services for adults over 50. The

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John Knox Village residents keep healthy during the COVID crisis with outdoor fitness classes on the community's Pompano Beach campus. Image courtesy of John Knox Village of Florida

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Masonic Village at Elizabethtown, Pennsylvania, offers residents more than 12 miles of walking trails to explore as part of a wellness lifestyle. Image courtesy of Masonic Homes

association has partnered in this venture with NuStep, a leading manufacturer of recumbent cross-trainers used in healthcare, senior living and fitness settings worldwide. The Ann Arbor, Michigan-based company also sponsored the NuStep Pinnacle Award program from 1998 to 2018, recognizing

senior communities and seniors centers transforming lives through whole-person wellness programming. Through their joint award, the two organizations seek to illuminate “Best in Wellness” achievements in North America’s senior living communities.

social, spiritual, vocational and environmental—provide rich living environments and improve quality of life when they are nurtured and prioritized as a whole. Wellness then becomes a framework for serving the wants and needs of a person engaged in life.

The Beacon Award goes to communities that successfully foster a wellness culture and an environment that supports wellness for all who live and work there. The top five communities also receive the ICAA NuStep Pinnacle Award for their particularly exceptional contributions, carrying on NuStep’s vision in a re-envisioned joint program. A full list of the 2020 award-winners follows:

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Resources

ICAA NuStep Beacon Award
<https://beaconaward.icaa.cc>

International Council on Active Aging® (ICAA)
www.icaa.cc

NuStep, LLC
www.nustep.com

Guiding lights

A culture of wellness permeates community life, supporting residents and staff in engaging as fully as possible in all of life’s dimensions. ICAA defines wellness as “derived from our ability to understand, accept and act upon our capacity to lead a purpose-filled and engaged life.” When we do, “we can embrace our potential...to pursue and optimize possibilities” in life’s key dimensions, explains Founder and CEO Colin Milner. These overlapping dimensions—emotional, physical, intellectual,

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2020 ICAA NuStep Beacon Award/ICAA NuStep Pinnacle Award recipients

1. John Knox Village of Florida (Pompano Beach, Florida)
2. Lakeview Village (Lenexa, Kansas)
3. Masonic Village at Elizabethtown (Elizabethtown, Pennsylvania)
4. Maravilla Santa Barbara (Santa Barbara, California)
5. Sunnyside Retirement Community (Harrisonburg, Virginia)

2020 ICAA NuStep Beacon Award recipients

6. Splendido At Rancho Vistoso (Tucson, Arizona)
7. Tapestry Arbutus Walk (Vancouver, British Columbia, Canada)
8. Tapestry Village Gate West (Toronto, Ontario, Canada)
9. The Forest at Duke (Durham, North Carolina)
10. Tapestry at Wesbrook Village (Vancouver, British Columbia, Canada)
11. Westminster Palms (St. Petersburg, Florida)
12. Westminster-Canterbury (Winchester, Virginia)
13. Carolina Meadows (Chapel Hill, North Carolina)
14. Westminster Manor (Austin, Texas)
15. Williamsburg Landing (Williamsburg, Virginia)
16. Holland Home (Grand Rapids, Michigan)
17. Fleet Landing (Atlantic Beach, Florida)
18. Matthews Glen (Matthews, North Carolina)
19. Kavod Senior Life (Denver, Colorado)
20. The Hacienda at the Canyon (Tucson, Arizona)
21. Galloway Ridge at Ferrington (Pittsboro, North Carolina)
22. Paradise Valley Estates (Fairfield, California)
23. Mather Place Wilmette (Wilmette, Illinois)
24. Maravilla Scottsdale (Scottsdale, Arizona)
25. The Fountains at Boca Ciega Bay (St. Petersburg, Florida)

Beacon Award winners are guiding lights within senior living as well as the broader active-aging industry. To help other organizations learn from recipients and improve their own operations, ICAA and NuStep will highlight recipients in *Journal on Active Aging*® articles.

Symbol of excellence

COVID-19 has challenged senior living communities to adapt their practices to support wellness with ingenuity and imagination. The pandemic has also illuminated to aging Boomers and their elders the importance of a lifestyle that preserves health and fosters overall wellness. In this environment, ICAA NuStep Beacon Award recipients are distinguished as “Best in Wellness” communities.

Further, “by identifying winning communities as leaders in creating cultures of wellness, the Beacon Award provides a powerful tool for recruiting staff, attracting new investors or adding extra prestige to marketing materials,” comments ICAA’s Milner. “Each recipient receives a crystal award trophy to display—a symbol of excellence to inspire residents and staff daily.”

“It is a pleasure to honor the top 25 wellness communities,” adds Jane Benskey, marketing communications specialist at NuStep. “Their recognition of the value and importance of creating cultures where wellness is not a program in a room, but rather a way of life, is having a lasting and positive impact on many lives. The momentum toward wellness was influenced by innovative leaders, thinkers and doers,” she continues. “The Beacon Award will recognize those who continue to lead the way.”

Applications are invited for the 2021 ICAA NuStep Beacon Award. The deadline for applications is July 20, 2021, with the 25 winning communities to be announced in November. To learn more about the award contest, to find out if your community qualifies and to apply, visit <http://beaconaward.icaa.cc>.

Let your light shine

Does your community foster a wellness culture and an environment that embraces wellness as a way of life for everyone who lives and works there? Do you create meaningful, relevant opportunities that empower participants to improve their quality of life? If you believe your community puts the “well” in wellness, here’s your chance to be recognized. Apply for a 2021 ICAA NuStep Beacon Award, and you may be honored as a “Best in Wellness” community for your achievements.

Launched in 2019 by the International Council on Active Aging® and NuStep, LLC, the Beacon Award will recognize 25 senior living communities this year. In addition, the top five winners will also receive an ICAA NuStep Pinnacle Award for their particularly exceptional contributions.

To learn more, determine if your community qualifies and apply for a Beacon Award, go to <https://beaconaward.icaa.cc>. The deadline to apply is July 20, 2021.