Submit Your Content Here
Do you have content that will help educate seniors and their families about senior living and its benefits? Wonderful!

We’re looking for educational, objective articles, lists, short essays, testimonials and personal anecdotes that help move people from overwhelmed to empowered when making decisions about senior living.

Content submissions are welcomed from:
- Community leaders
- Community staff
- Senior living leaders (management, marketing, operations, financial or developers)
- Medical professionals specializing in aging adult wellness
- Medical research professionals specializing in aging adult research
- Research from companies related to senior living or wellness as we age
- Authors and speakers who advise on wellness for seniors
- Senior living bloggers

Each article approved for posting will include the author’s name, title and community or organization as a byline.

All new content may be submitted at Content@WhereYouLiveMatters.org, and will be reviewed against the following guidelines.

Content Criteria
- Provides support to others
- Offers guidance to others
- Presents research-based data or objective information
- Is educational in nature
- Presents authentic material using real people
- Doesn’t promote a company or specific community
- Offers resource listings that are noncommercial and related to senior living education and senior wellness
Content We’d Love to See
Your submission should fall into one of our existing website paths. Here are some story starter ideas to consider.

Choose Well to Live Well
- Wellness research published by credible senior living research centers
- To age is to thrive: Physical, medical, psychological and spiritual perspectives or tips on how to thrive as you age.
- Wellness resource list specific to seniors
- Demonstrate how control and independence are actually enhanced when living in a communal environment.

Compare the Lifestyle Options
- What’s the difference between a CCRC or Life Plan Community and Life Care?
- Architectural enhancements benefiting seniors – Share what the newest trends are for making life easier for seniors. Whether in a community setting or at home, what are the latest developments and associated costs?

Learn About Life at a Retirement Community
- The sooner, the better. What are the key advantages to starting the planning process with your parents now, rather than after an incident occurs?
- What do women like best about living in a community? Interview female residents and write the article. These could be brief videos.
- What do men like best about living in a community? Interview male residents and write the article. These could be brief videos.

Form a Plan to Live Well, Longer
- Control and independence – These are fierce contributors as to why many seniors aren’t even willing to consider a senior living community. They think they’ll lose control of their independent life. Write an article and provide testimonial quotes from residents who thought the same thing, and ask them to define what they think about control and independence after moving in.
- How does long-term care insurance fit into the picture?
- What questions should I ask my financial advisor/attorney/accountant before I make a decision to move?

Make a Family Decision
- Tips to guiding the family to the best choice for their loved ones. Describe the ways to best help families define their needs and preferences. A checklist would be fantastic!
• Is your loved one eating well at home? Ask your chef to provide a couple of paragraphs about specific nutrients necessary for aging adults. Explain the importance of a well-balanced diet.
• Address family emotions. Emotions run high for both senior adults and their children when making life-changing decisions.

Prepare and Manage Your Finances
• Costs to retrofit a home for an aging adult. Ask your community’s contractor to write this article.
• What are the cost/benefit variables related to living at a community? (Your CFO would be a good person to tap for this article.)

Website Content Submission and Approval Process
If you’d like to share an article or story on the Where You Live Matters website, please do. Email your content to content@WhereYouLiveMatters.org and include your name, title, and community or organization name. Please keep your content centered around senior living choices and the decision-making process.

• All content submissions will be submitted to the ASHA Consumer Education Committee leadership for review, editing or recommended approval
• ASHA contacts those making submissions for review/approval
• Final approval is granted
• Note: Social channel sharing from Facebook or Twitter does not require approval

By submitting your name, title and company name, you give permission to use your content on the Where You Live Matters website created by the American Seniors Housing Association.