Health and Wellness

**Live Your Optimum Life**: Protect Yourself Against Scams

According to a survey conducted by the Investor Protection Trust, about 20% of Americans age 65 or older have been taken advantage of financially in terms of an inappropriate investment, unreasonably high fees for financial services or outright fraud.

Older Americans are less likely to report a fraud because they don’t know who to report it to, are ashamed at having been scammed or don’t know they have become a victim. Senior fraud victims may not report crimes because they are concerned family members may think they no longer have the mental capacity to take care of their own financial affairs.

Telemarketing fraud targets isolated seniors by building a fake relationship to swindle them out of money. If you are age 60 or older — and especially if you are an older woman living alone — you may be a target of people who sell bogus products and services by telephone. Telemarketing scams often involve offers of free prizes, low-cost vitamins and healthcare products and even inexpensive vacations to desirable destinations.

It’s very difficult to get your money back if you’ve been cheated over the phone. And scammers know it! Before you buy anything by telephone, remember:

- Don’t pay in advance for services. Only pay for services after they’re delivered.
- Immediately be wary of companies that want to send a messenger to your home to pick up money.
- Don’t pay for a “free prize”. If a caller tells you the payment is for taxes, he or she is violating federal law.
- Never send money or give out personal information.
- Always ask for and wait until you receive written material about any offer or charity. If you get brochures about costly investments, ask someone whose financial advice you trust to review.
- Before you send money, ask yourself: “What guarantee do I really have that this solicitor will use my money in the manner we agreed upon?”

Wellness Challenge

It can be hard to say no to a pushy or worse, sympathetic, telemarketer, and that can mean financial disaster if you become a victim of a senior scam. To avoid this situation, you can reduce the number of telemarketer calls you receive by registering with the federal government’s “Do Not Call Registry.” To do this, you can go online at www.donotcall.gov or by calling: 1-888-382-1222.

**Be Well on Purpose!**

Brookdale News

Planning for Emergencies

Severe weather or emergency situations can happen at any time. Fortunately, when a situation occurs, Brookdale is ready. During an emergency, resident safety is always the top priority. A plan, created by the executive director, is in place to maintain resident safety and prepare the community with necessary emergency supplies. Additional support is available from neighboring communities and the corporate office.

To quickly communicate information to family members and friends during an emergency, the Brookdale Newsroom crisis page at www.Brookdalenews.com, is activated and updated with information about the current situation and community actions. Speaking with a Brookdale representative on the Resident Family Connection Line, 877-400-5296, is also an excellent resource for current information.

We had a Navy SEAL who came to us and said, “I’ve never seen execution better than this,” said Brookdale CEO Cindy Baier when speaking of Brookdale’s emergency response to a hurricane. “The extraordinary efforts they took to make sure that our seniors were safe, comfortable and that their families were well informed, it made me so proud.” For specifics about your community’s plan, the executive director will share information and address questions and concerns.

Wishes of a Lifetime

Brookdale is proud to honor our residents’ wishes and dreams through our partnership with Wish of a Lifetime*

Robert Sees Singer Adele in Concert

Robert Giles is a big fan of Grammy Award-winning singer Adele. He listens to her music every day and even remembers exactly when he heard her for the first time. And when he discovered she was to perform at Madison Square Garden in New York City — a city near and dear to his heart — he longed for an opportunity to see her performing live and in concert.

Robert’s Wish of a Lifetime came true, and he and Brookdale staff member Kristin Edwards traveled to the Big Apple to see songstress Adele in concert.

The longtime Brookdale resident said seeing Adele singing “made me feel ALIVE!” While in the bustling metropolis, Robert revisited The Plaza, old cherished neighborhoods and even enjoyed the sights and sounds of one of the busiest and popular cities in the world.