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*Professor:* R. Moaney

*Assignment:* SPCH 275 Week 5 Assignment Outline

*Title of Presentation:* Spending your golden years in the luxury.

*Date:*  10/01/2015

*General Purpose:* to persuade

*Specific Purpose:* To convince the elderly to buy a house in our self-sufficient assisted living community.

*Thesis Statement:* The life of the elderly has the opportunity to maintain their independence by investing into a facility that functions just like a traditional home, but includes the added support not available to them on their own without additional cost.

I. ***Introduction***

A. *Attention-getter*: [Do you dread being locked away in a dirty underfunded boring hospice that your family rarely visits out of shame and disgust? It seems like once a week, the news has a story about care takers abusing those in their care. There are stories of exploitation, over medication, abuse, and neglect which in extreme cases can cause death. Most often this happens in big buildings where large groups of the elderly are corralled and held captive. These elderly care centers can force their patients to take medications they don’t want, and spend their golden years living out a boring sedated existence.]

B. *Relevance statement:* [Our assisted living community is beneficial to everyone who stays there, by helping them stay more active and saving them money while providing the extra care they need in their own homes.]

C. *Credibility statement:* [In our group we noticed that everyone has someone close to them who needs help with day to day things. One thing we all agreed on is that most retirement homes don’t meet our standards and our loved ones needs. That’s when we started doing research, and realized we could create a much better community, one that we’d be happy to see our families live in. Then we talked to these people to better understand what they want and what they are going through as well as any special needs they may have. We used this knowledge to plan out and create the best assisted living community possible.]

D. *Thesis statement:* [The life of the elderly has the opportunity to maintain their independence by investing into a facility that functions just like a traditional home, but includes the added support not available to them on their own without additional cost.]

E. *Preview statement:* [As we compare the various ways in which we care for the elderly it becomes clear that they are often ignored and underappreciated. But when given the chance to continue an active lifestyle the elderly are able to enjoy a better quality of life with less care.]

*Transition: [Let’s take a look at the normal living standards of the elderly based on retirement home life.]*

II. ***Body***

1. Retirement homes aren’t great places to live.

1. [Care takers have been known to abuse patience.]

a. [“because elder abuse is underreported”…“There are no official national statistics on how many older people are mistreated physically, emotionally or financially” (Beamish, 2015).]

c. [“Some researchers estimate that as many as one in 10 people over 60 is abused. That figure does not include financial exploitation, which costs victims at least $2.9 billion a year, according to MetLife (Beamish, 2015.]

b. [There can be a massive cost associated with caring for the elderly. For instance, “in Sacramento, California, private hospitals paid $25,000 each for county-assigned social workers to assist seniors at risk of abuse or neglect” (Beamish, 2015).]

2. [Retirement homes are under staffed use medications as a fix all and sedating the patient, instead of improving the lives of their patients.]

*Transition: No one wants to live in these kinds of conditions when there are better options available.*

1. By living independently and doing more things for themselves those in need of daily care are able to live brighter more fulfilled lives.

1. [Learning centers offer great ways for the elderly to find new hobbies and keep their mental faculties functioning.]

2. [Assisted living communities that allow you to live in your own house provide social outlet that improve life.]

a. “Independent-living situations often prolong an active lifestyle and push back the need for assisted living by several years” (Martin, 2015).

b. “Independent-living options offer more opportunities to maintain an active lifestyle than when the aging parents stay in their own home” (Martin, 2015).

*Transition: And now you have gotten to a point where you need help with some daily activities and it is time to look for an assisted living center. You could go to a place that looks like an apartment building with lots of rules, restrictions, and a lack of choices. Or you could live in your own home get that same assistance without the restrictions or lack of choice and enjoy the freedom of your golden years.*

1. Our self-sufficient assisted living community is a great place to live

1. [At our assisted living community you can have it all. We are a community that helps you maintain your dignity and be as self-sufficient as possible. There is staff on call at all times to assist with any issues that might come up, from helping you carry groceries to medical emergencies. An EMT and ambulance are always on call and waiting at the community center in case of an accident. We know how important family is, that’s why we have spare house's that can be reserved for a week at a time when family is in town visiting and you don’t want them cluttering up your house. Our close knit community includes a public gym, pool, pond stocked with fish, and a golf course. The community center has interesting craft and cooking lessons to keep everyone active and engaged. You will have ownership of the house you live in, which you are free to customize and change as you like. This also means something of value that can be left to your family. Lawn service, basic house maintenance, TV, phone, and internet services are included in the homeowners fees. And since all of these perks are bundled into the living community we are able to negotiate a better deal for all of our residence. We also have a small mall in the front of the community center that has all the commonly needed supplies nearby so that you don’t have to drive far.]

*Transition: [Everyone gets old and needs help at some point in their life, but that doesn’t mean they don’t matter anymore.]*

III. ***Conclusion***

1. [Being locked away in a retirement home with little outside interaction is like a prison for the elderly. By living in their own homes and having all the assistance they need provided for them, people are able to have a meaningful life even in their later years.]
2. [We want to invite you to live out your golden years in glory. Come visit our community and see how grand your life can be. For more information on our moderately priced cozy neighborhoods please visit our website or call us, because everyone should spend their retirement in luxury and still have something to leave their kids.]

**References**

Beamish, R. (2015, May 26). Elder Abuse a 'Huge, Expensive and Lethal' Problem for States. Stateline.org (Washington, DC).

Martin, T. (2015). Let's Talk. Indianapolis Monthly. Oct2015, p98-103. 4p. ., 98-103. Retrieved from EBSCO Host database. (Accession No. 109455439)