

Rationale and features

- 1.** There's too much scientific research coming out every day, it's often overhyped and can conflict with existing research, and I can't understand most of it.
 - ✓ **Evidence Summaries**
Key messages from scientific research that's ready to be acted on

- 2.** The Internet is full of free health resources but it's hard to know which are worth a closer look.
 - ✓ **Web Resource Ratings**
Evaluations that tell you whether free health resources on the internet are based on scientific research

- 3.** Scientific research often only partly answers one question among the many I have.
 - ✓ **Blog Posts**
Commentaries on what the scientific research on a topic actually means and why good science matters

- 4.** Newspapers cover lots of stories but the emphasis is usually on drama (dramatic findings from a new study, dramatic events with no mention of related scientific research), not substance.
 - ✓ **@Mac_AgingNews Twitter feed**
Service that is 'hitting the headlines' with tweets about NEWS and related EVIDENCE from the McMaster Optimal Aging Portal

The Portal draws content from three best-in-class pre-appraised research evidence resources:
McMaster PLUS ('my health')
Health Evidence ('our health')
Health Systems Evidence ('our system')

To keep up-to-date with new research and receive lists of new content recently added to the Portal, users can opt in to receive **Email alerts**.

Partnership Agreement between McMaster Optimal Aging Portal and RTO/ERO and Planned Activities—April 2016

This agreement connects to the strategic goal: improve the lives of members and seniors

Partnership announcement

Both organizations will jointly release a partnership announcement/news release to share with media, on our websites, on social media to RTO/ERO members via *Liaison* and to the Hamilton community through the *McMaster Health Forum* newsletter.

Reciprocal promotions on websites

McMaster Optimal Aging Portal will include the RTO/ERO logo and a referral link to our website on its Partner page. RTO/ERO will include the Portal logo and URL (www.mcmasteroptimalaging.org) as a partner resource on our website.

Content for articles and newsletters

McMaster Optimal Aging Portal will provide content for *Liaison* newsletter and *Renaissance* magazine. This content will be personalized for RTO/ERO readers, based on the interests and information needs of RTO/ERO members.

Shared editorial calendar

RTO/ERO and McMaster Optimal Aging Portal will create a shared editorial calendar/plan. We will work together on identifying specific topics of interest for RTO/ERO members at various times of the year.

Social media cross promotion

RTO/ERO and McMaster Optimal Aging Portal will share and cross-promote relevant social media and website content.

Provision of Portal collateral materials for distribution at RTO/ERO events/workshops

McMaster Optimal Aging Portal will provide customized fact sheets and other materials of interest to RTO/ERO members and prospective members for events and workshops such as wellness fairs, RPWs, member workshops, etc.

Marketing opportunities

RTO/ERO will have the opportunity to host a marketing booth with a display and collateral material at McMaster Health Forum events. McMaster Optimal Aging Portal will share information about other marketing opportunities with RTO/ERO. The connection with McMaster Optimal Aging Portal will provide marketing opportunities for RTO/ERO within the post-secondary sector.

Co-branded, customized webinars

RTO/ERO and McMaster Optimal Aging Portal will offer a series of co-branded webinars, customized to the information needs and interests of RTO/ERO members.