

Age-Friendly Communication & Information Implementation Group
Web-Ex
JANUARY 19, 2023

Attendees: Barbara McClayton, Karen Basinger, Malarie Burgess, Maureen Brown, Patricia Thomas, Stephanie Ermatinger, Mykia Bennett, Stuart Rosenthal, Terri Hansen, Morgan Spliedt

Agenda:

- 1) Welcome
- 2) Review Purpose of the Action Plan
- 3) Review/Discuss Roles
- 4) Review Action Items
- 5) Set Date and Location for Next Meeting
- 6) Calls to Action and Wrap Up

Meeting Notes:

- 1) Welcome & Introductions
- 2) Purpose of today's meeting – Orient the Work Group to the same page.
 - a. Review Purpose of the Action Plan
 - i. Guide how the community works together to make our vision a reality – a livable community that is a great place to grow up and to grow older.
 - ii. Provide a blueprint to achieve a healthier, happier community that is a great place to grow up and to grow older.
 - b. Review/Discuss Roles
 - i. Leadership Roles – still seeking people for these roles. Email agefriendly@howardcountymd.gov if you're interested.
 1. **Community Leader** is a community member who will...
 - a. Coordinate, plan, and lead the Work Group Meetings.
 - b. Track progress and effort of the domain's Action Items.
 - c. Work collaboratively with the County Liaison to communicate with the Age-Friendly Howard County Advisors.
 2. **County Liaison** is a Howard County government employee who will...
 - a. Act as the primary liaison between the Work Group and the Age-Friendly Howard County Advisors.
 - b. Maintain meeting records and submit materials to the Age-Friendly Howard County Advisors.
 - c. Collect and update Work Group contact information.
 - d. Support the Community Leader as needed.
 - ii. General Expectations of all Work Group Members
 1. Actively participates in meeting and the implementation of Action Items.
 2. Work toward achieving Work Group goals.
 3. Follow through with tasks.
 4. Report effort and progress updates to the Community Leader.

- c. Review Action Items
 - i. The Action Plan online provides highlights on the Action Items for the Communication & Information Domain. Opening the Appendix will lead you to a significant amount of information about the action items, sub-action items, the background information, and proposed next steps.
 - ii. Work Groups can use Logic Modeling to break down the Action Items into actionable steps (SMART Goals) to track and measure progress. Attendees reviewed Logic Model used by the Age-Friendly Howard County Advisors.

3) Discussion

- a. [AARP Livable Communities Portal](#) is a resource we have access to (work group members can join the portal). In the Portal, people share resources, ask questions, attend trainings, etc.
 - i. Sign up for the [AARP Livable Communities e-Newsletter here](#).
- b. Some concern about required level of tech skills to be part of this work group – all you will need is internet access, a device, and some basic skills on how to use your device. All are welcome if you're interested in improving and expanding communication and information across Howard County.
- c. CI Work Group will partner with OAI's Senior Planet, HoCo Libraries, Recreation and Parks, and Howard Community College for tasks CI 4 and CI 5.
- d. Must think about communicating to everyone – so communicating in all ways (digital, print, in more languages, in accessible ways).
- e. CI 1 – Step 1 is coming up with a list of stakeholders.
- f. CI Action Items are generally missing personal interaction – for those who cannot use technology to communicate or gather information. As a work group, we will work to ensure our efforts will include all individuals and modify communication strategies to be accessible to all.
 - i. Age-Friendly Howard County is all about options – offering people options for accessing information.
- g. Office on Aging & Independence (OAI) is launching a bi-weekly podcast this Spring that is informative and conversational. This podcast will include updates on things going on in Howard County, including updates on the Age-Friendly Howard County initiative.
- h. OAI is also working on developing and putting out more visual content – video content, voice-to-text capacities – on social media and on the website. A Video Resource Library on YouTube and Digital Inclusion webpage is also being developed – tips on how to do a number of tech-related skills.
- i. CI 3 – developing guidelines for age-friendly communications. The DC Guidelines were linked in the Appendix by the Planning Work Group as an example of what Guidelines may look like for Howard County. The DC Guidelines will be sent out to everyone to review and add comments on how to expand (Stuart will steer this one).
- j. How do we make sure the community at large is aware of all the resources and programs available across the county? This task will encompass all the Action Items.
- k. Refurbished Tech Event – coordinate a technology collection event (possibly do this at the GreenFest in April at the Age-Friendly Howard County table) (Stephanie will work with Malarie on this) – outreach to refuse collection agencies, Staples, Best Buy, etc.

- I. Howard County Advisors will send out contact information for this core group.
- 4) Set Date and Location for Next Meeting
 - a. Next Meeting will be at 1:30pm to 3:00pm on Thursday February 9 via WebEx. An email invitation will be sent at the end of January.
 - i. Third Thursdays generally work.
- 5) Calls to Action and Wrap Up
 - a. Read the Appendix, be well versed in the recommendations and background recommendations so we can discuss by meeting on February 9. Make note of Action Items that pique your interest and any questions you may have.
 - b. Review the [DC Age-Friendly Communication Guidelines](#) and consider what we should keep, what can be expanded, or what should be removed for the Howard County Age-Friendly Communication Guidelines. Send feedback to Stuart Rosenthal.
 - c. Consider a leadership position in the work group (Community Leader, County Liaison) and email agefriendly@howardcountymd.gov to indicate interest.
 - d. Non-attendees at today's meeting: Review the Action Plan Work & Civic Engagement Action Items and note which action item(s) you would like to work on. Email agefriendly@howardcountymd.gov to indicate interest in the Action Items and other items noted above.