

Age-Friendly Communication & Information Implementation Group
Web-Ex
FEBRUARY 9, 2023

Link to Meeting Recording:

<https://howardcountymd.webex.com/howardcountymd/ldr.php?RCID=ceb842c6083f11089ef0b87890edad8a>

Attendees: Barbara McClayton, Elizabeth Johnson, Jennifer Asher, Kathy Hill, Malarie Burgess, Kim Henry, Stuart Rosenthal, Joanne Locke, Lisa Brusio Coster, Kim Henry, Terri Hansen, Morgan Spliedt

Agenda:

- 1) Welcome
- 2) Role Discussion/Appointment
- 3) Discuss Action Items
- 4) Next Steps/Next Meeting

Meeting Notes:

- 1) Welcome, Housekeeping
 - a. Meeting Minutes can be found at www.howardcountymd.gov/agefriendly at the bottom of the page, under each domain. They are dated so you can easily find the meeting you're looking for.
- 2) Work Group Roles
 - a. Community Leader position remains open. Please ask questions or to express interest to agefriendly@howardcountymd.gov.
 - b. Kim Henry has volunteered to serve as the County Liaison – thank you Kim! Meetings will be recorded, so minutes can be transcribed post-meeting
 - c. Planning Work Group broke out into sub-groups to tackle the action items. It is likely that the Implementation Work Group will also break out into sub-groups to tackle the action items.
 - d. These 13 people are likely the core group
- 3) Discussion
 - a. CI 3a – Create and implement age-friendly and ADA-accessible print, email, and website guidelines...
 - i. Goal is to improve communication with older adults by starting with those who are already communicating with older adults. We would like to improve readability and understandability to engage readers/audiences of any age.
 1. Reviewed edited DC Communication Guidelines and discussed edits, suggestions.
 - ii. Expand Communication Guidelines for print and digital mediums.
 - iii. Usability testing – one-on-one tests with people who would use this document in their daily work (someone who does publications for libraries, non-profits, etc.). It may be good to test documents that use these principles to confirm the guidelines.

- iv. Send Stuart any examples of advertisements, real documents that are age-friendly or documents that could be improved to make them more age-friendly.
 - v. ADA guidelines are difficult to find in one document. The principles are accumulated over time.
 - vi. Need to know how we want to brand products that this work group produces – Age-Friendly Howard County documents
 - vii. Marketing Plan – who should receive these guidelines, what do we tell them about why this document is helpful and important.
 - 1. More welcoming, more inclusive, easier for audience to quickly identify information (reduces learning curve)
 - 2. Be mindful about effective strategies. Consider developing an Age-Friendly website (not just a webpage) and then driving people to that resource.
 - b. Collective responsibility of all members of the work group is to recognize that everyone will have a central role in accomplishing the action items – in a way everyone will then be a leader.
 - c. Cross-domain collaboration opportunity
 - i. RSI age-friendly business certification. The Communication Guidelines may be a great resource as part of the packet given to businesses certified as age-friendly.
- 4) Age-Friendly Ageism Awareness Campaign & Material Distribution**
- a. Campaign
 - i. Education around ageism
 - ii. Older Americans Month (May) – invite speaker to focus on ageism awareness
 - iii. Digital Marketing – share in digital and print publications as well as through social media.
 - iv. Help people to unlearn
 - b. Distribution
 - i. Meals on Wheels distribution
 - ii. Encourage people to pick them up at the 50+ Center, Rec & Park locations, Libraries, etc.

TASK LIST (9 tasks)

1. Terri will send out an update on what has been accomplished so far.
2. Terri will send out the Age-Friendly Howard County logo.
3. Morgan will send out previous minutes, link to the age-friendly website, and the contact sheet.
4. Stuart will incorporate suggestions into the Communication Guidelines and send the second draft to the group.
5. Kim will locate and share resources on ADA Guidelines.
6. Joanne will search for/begin to compile a centralized list of businesses, non-profits, faith-based groups, organizations who serve older adults.
7. All – brainstorm the Ageism Awareness Campaign and Marketing strategies.
8. All – if interested in the current Ageism Awareness materials, please send Morgan your mailing address (agefriendly@howardcountymd.gov).

9. All – look through the communications & information action items, select which item(s) speaks to you most, and what you would be willing to do to move implementation forward. Report out at March meeting or email Kim with your interest.

NEXT MEETING: Thursday, March 9 from 1:30 to 3:00pm