

Age-Friendly Communication and Information Implementation Group

APRIL 3, 2023

Link to Meeting Recording: Available upon request, please email agefriendly@howardcountymd.gov

Attendees: Barbara McClayton, Stuart Rosenthal, Kim Henry, Malarie Burgess, Jennifer Asher, Eileen Zerhusen, Joanne Locke, Terri Hansen, Morgan Spliedt

Agenda:

- 1) Welcome/Introductions
- 2) Structure/Logic Modeling
 - a. The Work Group members reviewed the CI Action Items Tracking Spreadsheet and discussed who wanted to work on which items.
 - i. Kim/Malarie will share this spreadsheet with the work group via email.
 - ii. Between now and May's meeting, meet/email within your subgroups to discuss implementation of action items and next steps. We will hear a report-out of your progress at the May meeting.
 - b. At the last meeting, you were asked to review the Office on Aging and Independence Website and begin making observations about ways it could be improved to be more user-friendly. Does anyone have any feedback or things to share?
 - i. Barbara observed that there is a lack of connections to places like libraries, schools, etc. that serve and benefit Howard County's 50+ population (e.g., events, discounts, programs).
 - ii. Kim would like to see input from the Commission on Aging, as an extension of this work group, to report events/programs/services/etc. to the Work Group and to help disseminate information both from the community and to the community. Jennifer happily agrees to bring this to COA.
- 3) Discussion
 - a. Communication guidelines
 - i. Primarily guiding practical side of communication, for print publications
 - ii. Do we need one for web, social media, etc.? Do we want guidelines on anti-ageist language?
 - iii. The 2-page guideline created so far may be part of a larger document that expands on and includes additional references/resources.
 - b. Audiences
 - i. We are speaking directly to older adults, their caregivers, and anyone who serves the aging population (or would benefit from an Age-Friendly community).
 - ii. The audience is also multi-cultural, multi-lingual, and diverse.
 - iii. Targeting age-friendly elements to a wide audience is the ultimate goal.
 - iv. Having an expansive audience presents a challenge to appropriately communicate messages.
 - v. Part of the charge of this Work Group is to create guidelines to help communicators effectively share information to a diverse population.
 - vi. Bite-Snack-Meal approach - Joanne
 1. Start with a brief bit of information

2. Then expand to a small paragraph of information
 3. Then expand even further to provide deeper background.
 4. www.painlanguage.gov
- c. Subgroups
- i. Kim and Malarie will convene sub-group members via email and in meetings when needed in between the full-group meetings.
- d. Office on Aging & Independence (OAI) Digital Newsletter via Constant Contact – fills the gap between The Beacon and the 50+ Connections Newsletter. This goes out to ~12,000 people via email and is an excellent mode of sharing information.
- i. View the [most recent newsletter here](#) and click “Join Our Email List” to select from a list of digital communication resources – consider signing up for the “Office on Aging and Independence Digital Newsletter”
- e. Eileen brought up the strategy of Consumer Testing
- i. Could be a simple pop-up question or survey opportunity for mailing recipients to submit information about resources in the community, and to gauge understanding and impact of Age-Friendly Howard County.
 - ii. This is could also open conversations about embracing age-friendliness.
 - iii. Empower older adults in the community to start conversations about age-friendliness with business owners (where they go, who they talk to).
 - iv. This will be relevant to updates to the website (give people instructions – go find X resource) and let us know your experience.
 1. This could be an excellent assignment for ESOL students from the community college.

TASK LIST:

- 1) Consider which action items you will work on. Email Kim or Malarie your preferences.
- 2) Kim and Malarie will contact subgroup members to pursue implementation between now and the next full-group meeting in May.

NEXT FULL GROUP MEETING: Thursday, May 4 at 1:00-2:00pm