

AGE-FRIENDLY COMMUNICATION AND INFORMATION

MINUTES



Date: 02/20/2020

Time: 01:02pm

Facilitator: Terri Hansen

In Attendance

Jill Kamenetz Mae Beale
Kim Henry Manuel Evangelista
Judy Pittman Stuart Rosenthal
Jim Sanders

Approval of Minutes

Motioned to Approve: Jim Sanders

Seconded: Kim Henry

Minutes approved for January with no change

Announcements:

- Kim Henry has volunteered as co-chair
- Still need a co-chair from the community

Discussion:

- **Communication is an integral part of what we do**
- **We are working hard for a better County**
- **We will share personal emails with workgroup**
- **Group has decided to store information in google drive and an account was set up.**
 - Communicationandinformation20@gmail.com
 - **Password – 2020HowardCounty!**
- **Minutes will be posted on the Age-Friendly website**
- **Could workgroup get involved with the Census to help deliver surveys**
 - **This is a separate program—If interested one must go through the Census**
- Results from the survey – What's working/not working for the county
- For consideration: Where is the best place to get information out to everyone in the entire County?
- Group can develop specific questions for the focus group

- Listening sessions will provide the opportunity to learn what else is needed in the county that wasn't included in the survey
- Focus Group structure—ideas offered by the group
 - Certain audiences
 - Constant contact list
 - Beacon
 - 55+ Centers
 - Twitter
 - Facebook
- Results for survey, plan is to have an analysis completed by end of March
- Focus Groups goal is to hold in April,
 - Small groups 15 or less
- Listening groups need to be geographically dispersed across the entire County and can be a larger group than the focus group
- It was noted that social economics is a concern, for both focus and listening groups include the following:
 - Low income
 - Subsidized housing
 - All age groups
 - Immigrants
- Kahler Hall could be a good location to hold a focus group/listening session
- It was suggested that we should have a script/cheat sheet one page, for everyone in workgroup to follow when speaking to others outside of the group.
- It was suggested that we need to send emails and/or phone calls to other group members who have not participated in a meeting so far, are they still interested in being the group?
- Possibly merging two workgroups together if another workgroup has a lot of the same goals and/or vision.
- In Planning: What factors do we include?
 - Consider the timeline
 - How we communicate in general
- Workgroups first draft due in October, revised in November and final due December
- In 5year Action Plan goals must be:
 - Realistic
 - Doable
 - Timely
 - Smart
 - Meaningful
- What is the structure of workgroup? What does the community need now?
- One suggestion was that each group member does a segment and then report to the whole group
- Group member will reach out to other networks that they currently interact with to increase participation
- Need to identify information sources
 - Where people can go to get information, reliable, safe
 - Age-Friendly accessible and open to all
- Everyone is asked to review action plans on the AARP website

Assignments

- Look at the AARP livability website at other action plans for ideas, vision, what worked for them and how It may work for our workgroup.

Next Meeting

03/19/2020 – 1:00pm