

TEMPLATE

Work Group Title: _____

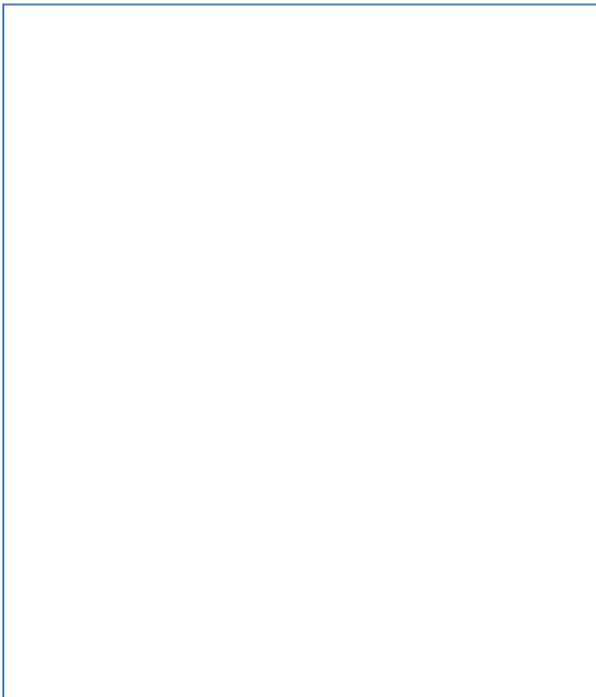
Goal:



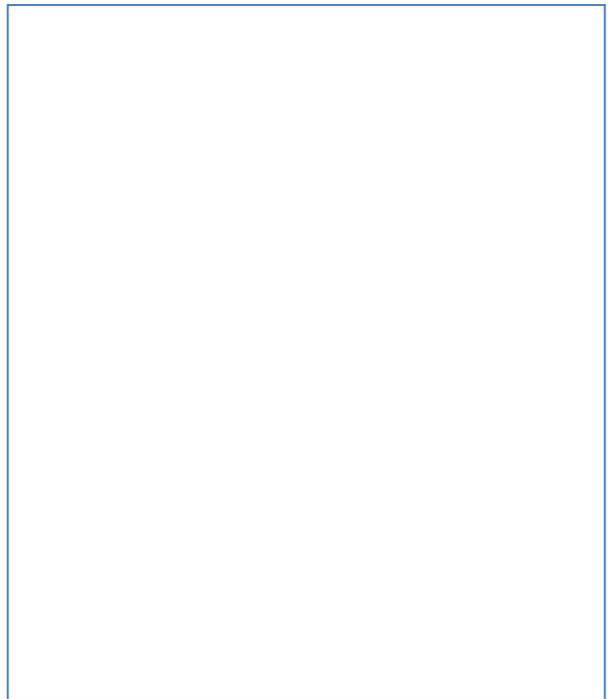
Objective



Associated Problems:



Suggested Strategies:



EXAMPLE

Social Participation & Inclusion

Goal:

Diversify, expand, and improve access to opportunities for social engagement available to all older adults and combat social isolation.

Objective:

Build upon current communication strategies and create a more comprehensive and inclusive marketing campaign for programming, events, and resources available for all older adults.

EXAMPLE

Associated Problems:

- Need more media connections that publicize events in print rather than online.
- Faith leaders are busy and often one person.
- We currently have a faith-based Senior Resource Team and monthly meetings with faith leaders, but
- People do not want to come to the Senior Centers because they do not want to be considered a “senior.”
- Internalized and externalized ageism and stigma.

Suggested Strategies:

- Partner with radio, local TV stations.
- Utilize community center newsletters when they start.
- Continue current communication strategies.
- Create “liaison” positions with congregants so that they are able to relay information to the church as a whole and to faith leaders.
- Provide churches with a “menu of options” so they are able to publicize and participate in whatever activities work best for their group.
- Connect with civic groups (e.g., rotary clubs, etc.)
- Take advantage of pre-existing community events (e.g., farmers markets, hog day, back to school nights) to publicize the Department on Aging and available resources, and pass out the Senior Times.
- Make an “audible version” of the Senior Times so that people who are visually impaired are able to call and hear about upcoming events.
- Partner with other organizations that serve older adults promote and publicize each other’s events and reduce siloing between organizations with similar goals.
- Rebrand senior life as active and time during which people are able to do what they want.