

Social Participation and Inclusion

Goal: Diversify, expand, improve access to, and encourage participation in opportunities for social engagement available to all persons 55 and over and promote social inclusion.

*Some of these strategies fit better with and will be moved to different work group.

Objective 1*		
Build upon current communication and marketing strategies and create a more comprehensive and inclusive marketing campaign for programming, events, and resources available for persons 55 and over.		
Strategies	Outcome Indicators	Implementation Leaders/Key Partners
1.1: Use media sources that do not rely on electronic postings.	1.1.1: Partnerships are developed with local radio stations, local television stations, and podcasts, and advertising for events/programming is included on these mediums. 1.1.2: Events/programming is advertised in community centers newsletters and calendars, and vice versa. 1.1.3: DoA staff are present at pre-existing community events (e.g., farmers markets, hog day, back to school nights, Last Fridays) and publicize the Department on Aging, available resources, and pass out the Senior Times. 1.1.4: More people report that they are hearing about events/programming through these sources when they register.	
1.2: Grow connections with the faith community so that they are better able to advertise events and services offered by the Department on Aging.	1.2.1: A liaison position is created with church congregants who are able to attend meetings and relay information to faith leaders and the church as a whole. 1.2.2: Organizations like Ministerial Alliance, Faith Connections, and Justice United are utilized to connect with the faith community. 1.2.3: There are increased requests for programming and/or inquiries from faith communities about services.	
1.3: Utilize neighborhood listservs and "Next Door"	1.3.1: Research is conducted to find out what	DoA

<p>to publicize services and events.</p>	<p>listservs are available and highly utilized. 1.3.2: Events and programming are publicized on most impactful listservs. 1.3.3: More participants report hearing about programming through neighborhood listservs.</p>	<p>Project EngAGE volunteers, neighborhood connections SRT</p>
<p>1.4: Partner with other organizations that serve older adults to promote and publicize each other’s events and reduce siloing between organizations with similar goals.</p>	<p>1.4.1: Events are be publicized by multiple organizations. 1.4.2: DoA works with other organizations to increase awareness about other events. For example, aging-related events are included in DoA newsletter – one section for Senior Center events, one section for community events. These newsletters are sorted/categorized by event type so that they are easy to read and navigate.</p>	
<p>1.5: Identify and partner with community groups, organizations, and key liaisons who can share information about/for older adults.</p> <ul style="list-style-type: none"> • Civic groups (e.g., Shiners, ruritan clubs, rotary clubs) • Alumni of fraternities and sororities 	<p>1.5.1: Community groups, organizations, and key liaisons are identified. 1.5.2: Volunteers are recruited and designated to do the work of going into the community, building these partnerships, and relaying information about aging from the DoA. 1.5.3: Talking points/toolkit is created and utilized by volunteers mentioned in 1.6.2 so they are comfortable with this role and able to effectively articulate what the DoA has to offer. 1.5.4: Community perception of the Senior Centers is changed so that so that all see it as a place that is accepting and suitable for many different people and ability levels, and that encourages and provides for an active lifestyle.</p>	
<p>1.6: Continue building relationships with pharmacies and doctors’ offices and printing advertising on prescription packaging.* *Move to Community/Health Supports</p>	<p>1.6.1: Funding is secured for increased advertising. 1.6.2: Advertising is available at more pharmacies.</p>	
<p>1.11: Keep governing bodies up to date on MAP progress and on upcoming events and activities at the Senior Centers.</p>	<ul style="list-style-type: none"> • Quarterly reports to BOCC • Presenting to municipalities regularly 	
<p>1.12: Create an older adult liaison position on town boards who can share information about volunteer opportunities, special events, services, etc.</p>	<p>More to strategy for 1.11 (will be voted on in April)</p>	

<p>1.13: Piggy back on community surveys (possibly the Community Health Survey) to learn more about how people prefer to be communicated with (e.g., via email, physical mailings, phone calls, postings at local hot spots).</p>	<ul style="list-style-type: none"> • Senior Center questionnaire • Using early voting • Implementing communication plan based on information we already have 	
<p>1.14: Create multi-lingual communications and ensure that DoA is ready to receive and serve a variety of different languages.</p>	<ul style="list-style-type: none"> • Researching what languages would be most useful to include in communications to older adults • Communications and outreach are provided in multiple languages • Increased participation and awareness as a result • Ensuring that communications are sent out to multi-lingual media (often will translate themselves) • Reminding people about tool on website to choose language • Including communication at relevant store bulletin boards and community agencies 	
<p>1.15: Improve the Senior Times.</p>	<p>1.15.2: Print and online versions are available in Spanish and Mandarin, as well as other languages as needed.</p> <p>1.15.3: Print versions of the Senior Times are in larger print and with less information.</p> <p>1.15.4: Audible version of Senior Times is created so that people who are visually impaired are able to call and hear about upcoming events for the day or week.</p> <p>1.15.5: Drop off locations are expanded.</p> <ul style="list-style-type: none"> • Improving graphics design • Think about ways to improve how easy it is to find items • Separate Seymour and Passmore offerings? • Tying in “Endless Possibilities” tagline 	

Objective 2

Promote social inclusion through utilizing the Senior Centers and other community locations, creating community cohesion, and reaching out to those who are most at-risk of isolation.

Strategies	Outcome Indicators	Implementation Leaders/Key Partners
<p>2.1: Increase awareness of transportation options so that people are better able to access events and services.*</p> <ul style="list-style-type: none"> • List Transportation Specialist as a resource on publications for events and provide information on scholarships. • Improve signage at bus stops (Senior Shuttle or Hillsborough circulator) so that people are sure they are waiting in the correct place. • Create some kind of easily recognizable icon. • Create a bulletin board (physical and virtual) that people can use to organizing carpooling or ride sharing to special events, especially in the evenings. 	<ul style="list-style-type: none"> • Popular routes to senior centers are easily accessible on relevant websites • Working with agency in charge of routes to simplify pamphlets • Working with OPT so that they know to stop and look at stops older adults utilize often, increasing education/awareness 	
<p>2.2: Partner with college students to be part of volunteer driver program.*</p>		
<p>2.3: Work with companies like Uber or Lyft to create fixed or low-cost rates for older adults.*</p>	<ul style="list-style-type: none"> • Continue teaching people how to utilize the uber and what that means in terms of cost, etc. • Voucher for uber/lyft at time when public transportation is not available. 	
<p>2.4: Encourage older adults to gather.</p> <ul style="list-style-type: none"> • More social groups with specific reasons for gathering. • Designated days for certain social groups (e.g., Mingling Monday; Tuesdays Together; Wonder What We'll Do Wednesday; Thoughtful Thursdays; Friday Feasters.) • Social introvert group. • More ways for people to connect with people who have similar interests as them (e.g., Sew What; open paint opportunities). • Baby boomers feel comfortable and welcome coming to the Senior Centers. 	<ul style="list-style-type: none"> • Serving more older adults at centers; increased attendance and participation • Creating of new groups (like those in strategy box) • More opportunity for one on one interaction; something other than group activities • 	

<ul style="list-style-type: none"> • People feel comfortable coming to the Senior Centers for no specific reason/event because others are welcoming. 		
<p>2.5: Make Senior Centers more welcoming of new guests.</p> <ul style="list-style-type: none"> • Expand welcoming committee at Senior Centers. • Designate a table at the Senior Centers to people who are new to lunch and have regulars sit with new people (like a “buddy bench”). • Create a Meet Your Neighbor campaign or Bring a Friend event during with Senior Center participants are encouraged to bring others to programming. (word of mouth communication) 	<ul style="list-style-type: none"> • Working on changing perception of Senior Centers in communities (via communication strategies) • (see bulleted listed in strategy) • New Neighbors day – specific day where people are encouraged to bring friend to SC (on regular basis) 	
<p>2.6: Create a video project – on YouTube or public access television – for older adults who are unable to leave their homes but want to participate in Senior Center activities.*</p>	<ul style="list-style-type: none"> • Implementation of the project • Number of views • Secure funding • Recruiting volunteers who are capable of running cameras, editing, AV, etc. • Included on County YouTube channel • Creation of library of DVDs with this programming that people can check out in addition to viewing on YouTube 	
<p>2.7: Protect and expand current services that address social isolation (e.g., Seniors and Law Enforcement Together; Volunteer Connect 55+; Friend-to-Friend program; volunteer drivers program).*</p>	<ul style="list-style-type: none"> • More volunteers who are part of these programs 	
<p>2.8: Create an awareness campaign or toolkit that individuals and communities can use to combat social isolation (e.g., Campaign to End Loneliness).*</p>	<ul style="list-style-type: none"> • Toolkit or campaign created 	<ul style="list-style-type: none"> • NAMI • Faith leaders
<p>2.9: Utilize pre-existing outposts within the community to encourage gathering with minimal transportation. (Some examples include community centers, churches, public spaces within neighborhoods, Century Center in Carrboro, public libraries, etc.).*</p>	<ul style="list-style-type: none"> • These locations requested programming and events from senior centers • More social events in communities • More awareness and utilization at community centers/parks and rec, beyond just taking classes; utilized as gathering 	<ul style="list-style-type: none"> • Community centers • Parks and rec

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Objective 3 Expand opportunities for educational, intergenerational, and cultural programming for persons 55 and over.		
Strategies	Outcome Indicators	Implementation Leaders/Key Partners
3.1: Ensure that programming is sensitive and inclusive to people based on a broad variety of needs and abilities.	3.1.1: Pocket Talkers are available for people with limited hearing. 3.1.2: Large text or audio options are available for people who are visually impaired. 3.1.3: Programming is available in multiple languages (possibly on demand via a telephone interpretation service). 3.1.4: Funding is identified and provided to cover the cost of these resources.	<ul style="list-style-type: none"> • Department on Aging • NC Assistive Technologies • Area museums (are already doing this work and might be a good resource) • NC Division of Deaf and Hard Hearing • NC Division of Services for the Blind
3.2: Increase space availability for programming.	3.2.1: Senior Centers are expanded to include more space for recreational activities, kitchen/cooking space, theater space, common space that encourages groups to intermingle, health services space at Passmore, exercise rooms, and storage space. 3.2.2: Shared space agreements between Department on Aging and other public spaces within the community (Cedar Grove, Efland-Cheeks, libraries, faith communities, schools, parks and rec, schools) are created and utilized. 3.2.3: Programming for older adults occurs in other settings. 3.2.4: Additional programming is made available within the Senior Centers. 3.2.5: More people participate and are involved at the Senior Centers (currently serve 400 per day at Seymour; 250 at Passmore). 3.2.6: Senior Centers have more staff, resources, materials, and storage to handle increased programming and space.	<ul style="list-style-type: none"> • Community centers (Cedar Grove, Efland-Cheeks) • Libraries • Schools • Parks and Recreation buildings • Retirement communities
3.3: Create more opportunities for intergenerational programming. Examples include: <ul style="list-style-type: none"> • Matching older adults with high school 	3.3.1: One intentional intergenerational program is created per year, which encourages older adults and younger people to work with each other (not for).	<ul style="list-style-type: none"> • Students and staff at public, private, and charter schools • Homeschool associations

<p>students who can teach them about technology.</p> <ul style="list-style-type: none"> • Creating a sensitivity orientation for students to decrease stigma and build normalcy of interaction between age groups (e.g., high school students could visit senior centers as part of a class [health, history, psychology] to learn about aging and what senior centers do). • Partnering with schools to create a mentorship program (e.g., SAT and life skills programs; Adopt-a-Teen; “How to Life” classes around things like balancing checkbooks) • Connecting with IB counselors and honor societies/extracurricular clubs about service learning opportunities. • Inviting high school performance groups into Centers to perform. • Creating story telling or oral history programs. • Creating pen pal program with elementary students 	<p>(E.g., Prime Time Players works with high school drama department to put on show.)</p> <p>3.3.2: Intergenerational programs are evaluated through participate surveys to see if there is a change in perception.</p> <p>3.3.4: There is increased interested and participation at Senior Centers from younger people. They are the ones reaching out to collaborate.</p> <p>3.3.5: One joint DoA and high school-sponsored community service project is completed per year.</p> <p>3.3.6: Students are incorporated into activities such as the Orange County Senior Games.</p> <p>3.3.7: Current intergenerational programming (such as working with the preschool at the Sportsplex) is sustained.</p>	<ul style="list-style-type: none"> • UNC, Durham Tech, Duke • Scout troops • Faith communities • Community centers • Fraternities and sororities • OC Jammers • Bouncing Bulldogs • Summer camps • YMCA
<p>3.4: Expand scholarship availability and ensure that people know they exist.</p>	<p>3.4.1: Increased awareness of scholarship availability for programming (staff know about it and tell participants about payment options; scholarship offerings provided in postings for activities).</p> <p>3.4.2: More scholarships are utilized for programming because there is increased awareness.</p> <p>3.4.3: Increased demand for scholarships are met (if necessary) through additional sponsors.</p> <p>3.4.4: Staff are able and willing to provide assistance to participants who need to fill out a scholarship form.</p>	<ul style="list-style-type: none"> • Department on Aging • Sportsplex • Parks and Recreation departments • Friends of the Senior Centers • Instructors
<p>3.5: Work with providers of athletic, cultural, and educational events for free or low cost options.</p>	<p>3.5.1: Research is completed to find out what organizations offer low-cost options (e.g., Playmakers has community night; Carrboro Arts Center, Friday Center, and Town of Chapel Hill Cultural Arts Division have free events. Do others?)</p>	<ul style="list-style-type: none"> • Arts Access • Town of Chapel Hill Cultural Arts Division • UNC • Box office directors • Carrboro Arts Center

	<p>3.5.2: Marketing is done to get the word out about free/low cost events.</p> <p>3.5.3: Relationships are created with university, box office directors, etc. to reconnect and let them know of DoA interest in low-cost/free tickets.</p>	<ul style="list-style-type: none"> • Friday Center
<p>3.6: Build upon current models (Peer Learning, Shared Learning, OLLI, etc.) to create new programming (e.g., Lifelong Learning at UNC).</p>	<p>3.6.1: Connections and communication with Friday Center (which is already exploring OLLI at UNC options) are strengthened.</p>	<ul style="list-style-type: none"> • Friday Center • OLLI • UNC General Alumni Association • Durham Tech Continuing Ed

<p>Objective 4 Ensure a welcoming, inclusive, and livable community for all.</p>		
Strategies	Outcome Indicators	Implementation Leaders/Key Partners
<p>4.1: Expand the work that has already been done around dementia by partnering with other organizations and securing additional funding.</p> <ul style="list-style-type: none"> • Memory Café and Memory Cafés on the Go • Dementia-friendly business trainings • Dementia 101 trainings 	<p>4.1.1: Funding is secured to continue work of federal grant once it ends.</p> <p>4.1.2: More people are aware of and attend the Dementia 101 trainings (1 per month); Memory Cafés (2 per month); and Memory Cafés on the Move (1 per month).</p> <p>4.1.3: An established and reliable volunteer group for recruiting businesses and providing Dementia Friendly Business training is grown. (Can provide information on # of people or # of trainings provided per week to specify.)</p> <p>4.1.4: The community knows what dementia is and looks like and what services are available through OC CARES as a result of a public campaign.</p> <p>4.1.5: More referrals and self-referrals are received to the OC CARES team as a result of increased knowledge.</p>	<ul style="list-style-type: none"> • Physician’s offices at point of diagnosis • Clinical social workers • Faith communities (for identifying individuals and volunteer roles) • Retirement communities • Chambers of Commerce • Financial institutions (such as SECU)
<p>4.2: Support individuals living alone with dementia.</p>	<p>4.2.1: Strategies and supports are developed for individuals living alone with dementia.</p>	<ul style="list-style-type: none"> • Physicians • Clinical social workers • faith communities • Emergency responders • Friends of individuals living alone • Local agencies that provide assistance to older adults (OCIM, Interfaith Council,

		<p>Meals on Wheels, SALT, senior housing complexes/retirement communities, libraries)</p> <ul style="list-style-type: none"> • Hospital systems
<p>4.3: Senior Centers are accessible places where staff have cultural humility and all are inclusive.</p>	<p>4.3.1: Safe Zone training is provided to staff at the Senior Centers once per year, and trainings are open to all community members. 4.3.2: Implicit bias training is provided to staff at the Senior Centers once per year. 4.3.3: Training around cultural competency is provided to staff at the Senior Centers once per year. 4.3.4: Signage is welcoming (LGBTQ-friendly, multi-lingual, large print). 4.3.5: Clientele is surveyed to learn what languages would be most important to include on signs and forms. Signs and forms reflect that knowledge. 4.3.6: Staff display cultural competency and continued learning that is reflective of the populations served at the Senior Centers. 4.3.7: The Senior Centers work with organizations and individuals who advocate for diverse populations to identify and overcome barriers. 4.3.8: older adults from diverse populations (i.e., minority, LGBT, refugee, faith communities) are linked through trainings and programming opportunities.</p>	<ul style="list-style-type: none"> • UNC Safe Zone training • Durham LGBT Center • National Resource Center on LGBT Aging
<p>4.4: Reach out to growing populations (such as immigrant and refugee population, Hispanic community) to build interest in services and presence at Senior Centers.</p>	<p>4.4.1: Research is done around what groups of older adults are growing. 4.4.2: Senior Center staff work with these groups to find out what services and programming they are most interested in, and then provide those services. 4.4.3: Activities and marketing materials are offered in relevant languages. 4.4.4: Number of individuals from identified groups who attend the Senior Center programming and utilize services increase. 4.4.5: Senior Centers work with groups who serve these communities to increase awareness about services and share information.</p>	<ul style="list-style-type: none"> • Faith groups (e.g., church refugee initiatives; churches that provide services in other languages) • Health Department • Public schools • Durham Tech, Central Carolina Community College, UNC • Refugee Wellness Center at UNC-C • Refugee Support Center • Refugee Community Partnership • Refugee Resettlement Agencies • Spanish Social Club • El Centro Hispano

		<ul style="list-style-type: none"> • Apartment complexes/retirement communities • Other agencies working with these groups
<p>Improve accessibility within in the Senior Centers and other county buildings.*</p> <ul style="list-style-type: none"> • Use of an “accessible agency checklist”. <p>*Move to Outdoor Spaces/Buildings</p>	<ul style="list-style-type: none"> • Staff Training and/or inclusion of accessibility issues/resources are included as part of new staff orientation. • Accessibility scores are reported to Program Advisory Committee and Aging Board. • Senior Centers complete what was identified as needing improvement on the accessibility checklist. • Senior Center staff work with groups who are navigating the Center to learn about what is problematic. • Participants and family members are aware of what kind of equipment is available at the Centers to improve accessibility, where it is located, and how to use it. 	<ul style="list-style-type: none"> • Department on Aging staff • Asset Management for County • Support groups within Centers (low vision, Parkinson’s, etc.)
<p>Provide training and programming around mental health to staff and the public.*</p> <p>*Move to Community/Health Supports</p>	<ul style="list-style-type: none"> • Mental Health First Aid training offered at least annually. • Informational workshops by NAMI are provided at both Senior Centers at least annually. • Volunteer Connect 55+ volunteers are provided with these trainings during their onboarding. • The public is aware of and can differentiate between dementia and mental illness (create a pamphlet? Training?). • Healthy Ideas intervention is sustained for older adults. • Education is provided around depress and anxiety disorders. • These trainings and programs are offered at different locations throughout the County (including libraries). 	<ul style="list-style-type: none"> • NAMI support group and staff • Law enforcement Crisis Intervention Teams • Cardinal Innovations • UNC School of Nursing • Libraries and other community locations that may want to provide trainings/programming