Utah Commission on Aging: December 2016 Meeting Agenda

Dates: Thursday & Friday Sessions – December 8 - 9   **Time:** 12:00-1:30 PM

Location: Skype for Business Web Conference

Session 1
Thursday, December 08, 2016
12:00-13:30

Join Skype Meeting
https://meet.umail.utah.edu/u0262193/9B5I8GCR

Join by phone
(801)587-1478
Conference ID: 4265949

Session 2
Friday, December 09, 2016
12:00-13:30

Join Skype Meeting
https://meet.umail.utah.edu/u0262193/BM00W1DV

Join by phone
(801)587-1478
Conference ID: 4570249

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1. *Session One: Priority topics in this session will be* Public Policy and Research
2. *Session Two: Priority topics in this session will be* Community Outreach and Communications

Attend as your schedule permits, one day or both.

Agenda

1. Welcome and Commission Business   Rob Ence
    a. Minutes approve
    b. Transition of leadership – new Commission Chair
    c. New member
    d. Renewal schedule address at January meeting
2. Strategic Framework – Mission Statement, Ends, et al Redux
3. Work Itself – Prioritizing 2017 – what is missing, what are priorities
4. Master Calendar e.g.
    a. Commission meeting cycle: January 12 or Feb 9 – maintain rotation or adjust?
    b. Jan 23 to Mar 9 Ut Legislature
    c. Apr 21 EOL Summit
    d. Apr 28-29 Center on Aging Retreat
    e. Jul 23-27 IAGG/GSA Conference San Francisco
5. Meeting Adjourned -

Public Policy

Stakeholders
- Legislature
- Members of Congress
- Counties
- Municipalities
- Departments/Agencies
- Citizens
- Commission on Aging

Items to consider:
- Communication with stakeholders
- Clear objectives for specific policies
- Mechanism to support/oppose policy to stakeholders
- More can be done to report back to stakeholders
- Strategic plan (3-5 years) with annual retreat for planning
- Public presentation on issues for support
- Commission members (and community partners) encouraged to bring forth issues

Research and Promising Practices

Purpose: Identify innovations and best practices focused on:

- Increasing interactions between younger and older adults
  - Change in Mindset
  - learning from Asian and other cultures to foster respect for the elderly
  - look for opportunities to include the young and the elderly as an integrated family unit,
  - increase opportunities for continuation of work,
  - align with the Public Policy group to address the disincentives to continue to work after 65 years of age,
  - utilizing technology advances

- Current practices/opportunities:
  - Senior Volunteer Programs,
  - Senior Companions,
  - Foster Grandparents,
  - Vocational training under CSEP,
  - Peer to Peer Model (implemented in End-Stage Renal Disease Network 5),
  - Music and Memory,
  - Eden at Home,
  - Medication reminders,
  - Alive Inside

- Educating the public on the impact of the reverse pyramid and increase awareness on ageism

- Increasing access to data, use projections to make data-driven decisions or policy suggestions, facilitate in interoperability and data exchange to improve transparency of cost and quality data

Overall theme: Identify innovations and explore how they can be adapted to Utah

Community Outreach and Education

Stakeholder list:
- Legislature,
- Public,
- Organizations (Private and public).

We addressed the Commission role in outreach and education for each of these groups, specifically:
- Legislature – UCOA's role should be that of a spokesperson for the aging community at large to the legislature.
- Public– UCOA's role should be as an educator;
  - there was a lot of energy about communicating across generations;

- o in addition to communicating about trends and services, how do we embrace aging across the life span?
  - o There was also discussion about communicating *with* older people (like town halls) rather than just *talking about* them.
- Private Sector – UCOA's role should be to reach out and involve for-profit companies, not only to be a part of the Commission, but for businesses to become active within the community
  - o to develop trainings about aging and the implications for businesses;
  - o helping businesses better understand their own aging employee population and especially their needs as caregivers (this caregiving issue would overlap with policy issues related to paid leave, for example).
  - o This reminds me of an extension of being an age-friendly city – how do we become a state of age-friendly employers?
- Public Sector –
  - o UCOA's role could continue as that of a convener and a connector of public, non-profit organizations focused on aging.
  - o It was suggested that a major focus be on the AAAs because they are statewide and provide perhaps the greatest number of focused services to the aging community.

The idea of inclusiveness in outreach was also discussed. How do we ensure that the LGBTQ community, ethnic minorities, Native Americans, low income individuals, those in rural areas, and others not listed here, are a part of the UCOA and a part of outreach and education?

The Eldercare conference was brought up as a good example of a forum related to aging issues that has continued to grow over the years. Is this a group UCOA could look to as a partner? This conference is offered to attendees at no cost!

The idea of capitalizing on the UCOA website as a way in which to coordinate information about resources on aging was also discussed. This, however, would take resources and staff maintenance.

Communications and Social Media

A mission statement is needed to let stakeholders, reporters, policymakers, and the public know why the Commission exists and what it will/should be doing in the state.

Stakeholders could be defined as:
- **businesses that support seniors,**
- **seniors themselves,**
- **and their caregivers and children.)**

What is our unique story and brand?
The Commission was created to bring aging public and private organizations together to coordinate efforts while moving forward with a common voice to create public policy that serves Utah's ever growing older population. The various members of the Commission all contribute something vital toward this goal; this synergy must be communicated in a clear, timely fashion to those who can advance its mission.

Social media opportunities and priority of medium
Social media content must be kept fresh to keep and attract new followers. It must also be tailored to the right audiences. Twitter works well for the media, while Facebook could be geared toward community outreach. Blogs can be used by the public, media, and stakeholders to get a deeper view of the Commission's work, particularly regarding legislative campaigns.

Improve current platforms
Traditional print, radio, and television media will be the choice of seniors for information about the Commission. Visits to these outlets to get to know reporters who cover issues relevant to the Commission's work will help get coverage and put the Commission at the top of mind for reporters wanted to do a story or get a quote on aging issues.

Mainstream media strategy
Positioning the Commission as a leader on legislative/public policy issues that pertain to the broad, long-term view of aging in the state will attract the mainstream media. Mainstream may not include video blogs by reporters, podcasts, and other non-traditional media.

Establish communications networks for stakeholder groups
 Identifying the reporters who cover issues that affect each stakeholder group (caregivers, medical providers, assisted living facilities, senior housing, etc.) is helpful, but reaching out to organizations that have their own blogs, newsletters, and social media can help disseminate the Commission's messages as well.

Utah Commission on Aging
Strategic and Work Plan Framework

Proposed 2017	Current
Mission Statement: Promoting the dignity, independence, and quality of life for older adults through relevant research, effective public policy, applied practices, and community education.	*Mission Statement:* To promote the dignity, independence, and quality of life of older persons through advocacy, information, and the coordination of public and private programs and services benefiting them.
Positioning Statement: The Utah Commission on Aging is uniquely positioned at the crossroads of policy, research, and community education.	*Positioning Statement:* The Commission on Aging looks strategically at the future needs of aging persons with the purpose of recommending solutions when needed, and implementing solutions when possible.
Tag Line: Enabling Intelligent Aging OR Caring for Each Other as We Age OR Aging With Purpose	*Tag Line:* NA
Global End: Utahns are prepared to engage the opportunities and challenges of aging.	*Global End:* NA

Strategic Ends	Workplan Themes 2017		
	Currently Engaged	**Opportunities**	**Comments and Resources**
1. Research: Utahns have the most current research, information, and promising practices related to issues of aging.			
a) Informative research is identified, assessed, and shared. b) Public comment is incorporated in all meetings and events. c) Best practices and programs from other state and national partners are embraced.	• Taking Care of Our Parents (U Sch of Bus) • MMUC – initial studies w U Neurosciences • Utah Gerontology Interdisciplinary Program	• Kem Gardner Institute • Gerontological Society of America • NH4 • Examining other cultures practices • Examining generational connection	

Strategic Ends	Workplan Themes 2017		
	Currently Engaged	Opportunities	Comments and Resources
2. **Public Policy: Makers and influencers have current, objective recommendations on specific policies, procedures, and programs.**			
a) Legislators are briefed regularly on policy, procedures, programs. b) Municipal and local governments receive relevant guidance to assist future planning.	• Meetings with legislators • Legislator communications launch (see Comms)	• Monthly briefings to legislators • Utilize data to inform decisions • Utah League of Cities and Towns • Utah Association of Counties • Workforce issues	• Need for policy review and filter • Identify key policy issues for consideration and best role for Commission in the process

Strategic Ends	Workplan Themes 2017		
	Currently Engaged	Opportunities	Comments and Resources
3. Outreach and Education: Public, government, and business sectors understand the opportunities and challenges of older adults.			
a) Enhanced living opportunities for older adults are promoted. b) Services and functions of public and private providers are coordinated. c) Public is better equipped to manage choices affecting older adults.	• Music & Memory Coalition • Bank Safe Initiative • Fraud/APS Coalition • SLCo Age Friendly • Advanced Care Planning Coalition • Utah Aging Alliance conversations • Cover to Cover program (ADRC) and Veterans Affairs • U4A – must be deeper • Alzheimers Coordinating Council • EOL UHA Project	• UHIN • Alzheimers Assoc • Habitat for Humanity • LGBTQ Community • Univ U Dept of Architecture • Univ U Dept of Social Work/Goowill Prog • Adult Literacy • Fall Prevention DOH • Engage Creativity for Life • Business Community Strategy • Public engagement model and strategy	• Need strategy around cultural engagement, rural challenges, etc. • Identify major events and conferences – promote, sponsor, build collaboratives

Strategic Ends	Workplan Themes 2017		
	Currently Engaged	Opportunities	Comments and Resources
4. Communications: Utahns receive timely and relevant education, policy, and research information through multiple media channels.			
a) Social Media effectively engages target audiences. b) Website is current and relevant. c) UCOA is accountable to its stakeholders.	• Website design, content – Jan 2017 • First legislative briefing doc – Dec 2016 (use also for county and municipalities?) • Web conferencing application	• Launch Social Media – create Facebook, Twitter, Instagram • Blog • Meetings with traditional media • Intergenerational messaging • Communication type and frequency for Commission network stakeholders • Application of technology • Potential pilot site for national communications study	• Resources for Social Media and content upkeep will require 1500-2000 per month • Required to establish new measures for legislative analyst annual reporting • Create core messages and themes e.g. ageism, workforce, etc. • Rethink annual report prep and content •