



Utah Commission on Aging

Rob Ence, Executive Director

UCOA Meeting Agenda

May 4, 2017

12:00-1:30 PM

AARP Utah State Office

6975 Union Park Center #320, SLC UT 84047

(Free parking north of office building)

Lunch Provided by UCOA

Welcome and Feb 9 Minutes Approval (5 min)

Andrew Jackson, UCOA Chair

Executive Director Report (15 min)

Rob Ence

- UCOA Highlights in the Community

- Committee Reports and Action Items
 - Communications

 - Community Education & Practice

 - Research and Academia

 - Public Policy

- Other

Next Meeting – August 10, 2017

Meeting Adjourned

(Public and partner comment and input welcomed throughout)

**Utah Commission on Aging
General Meeting Packet**

Thursday

May 4, 2017

12:00 to 1:30 PM

Please take a moment and review the material before the meeting if possible.

Meeting Location:

**AARP Utah State Office
6975 Union Park Center #320
Midvale, UT 84047**

Skype Phone Information:

**(801)587-1478
Conference ID: 1525838**

Calendar Reminders:

1. Full Commission Meetings
 - a. May 4, 12:00 - Thursday, 12:00 - 1:30 PM
AARP Offices 6975 S Union Park Center #320 Midvale, UT
 - b. August 10, 2017 – Thursday, Time TBD
Location TBD – Public Policy Summit and Commission Meeting
 - c. November 9, 2017 – Thursday, 12:00 – 1:30 PM
Location TBD – Annual Planning Session, etc.
 - d. Committee meetings TBD
2. May 11, 2017 – Elder Abuse in Rural Utah Conference, Cedar City
3. Community Calendar – Around the Horn – Be prepared to share your major events that you need broadcast across Commission network.

Committee Conversations Notes:

As we transition to a four-quarterly meeting schedule with interim committee work, here are some requests and suggestions.

1. Committees will meet as needed and virtually where possible. This first round is to focus on 2017 committee priority work.
2. All Commission members are expected to participate in at least one committee.
3. All Commission members and community partners may participate in more than one committee and all are encouraged to submit input and feedback regardless of committee affiliation.
4. Committee recommendations will be voted on by the Commission at the next quarterly meeting as appropriate.
5. We will keep a roster of committee participation as part of our Commission record and accountability.
6. Please feel free to invite others on your team or in the community to join our conversations and meetings.
7. Please volunteer if you have the interest and time to assist in leading future committee planning conversations. Minimal time requirement estimated at 2-3 hours per month.
8. The following information reviews each committee's guidance goals for 2017 and a short agenda of topics to discuss for this round of meetings.

Action Items:

1. ***Each member and community partner to indicate at least one preference for committee participation***
2. ***Indicate if willing to co-chair.***

1. **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

Key 2017 Outcomes

- *Designed and launched new UCOA website*
- *Launched Social Media effort*
- *Reconnected with key media contacts*
- *Created content programming*

Committee Agenda for April 25, 2017 – 11:30 AM:

1. Annual report 2015 – 2016 simplified transition report for May
2. Annual report 2016 - 2017
 - a. New framework
 - b. What should be the priority topics to report?
 - c. Who should be authors?
3. Role in coordinating message, branding, etc.
4. Media channel development
 - a. Content collection
 - i. Communications/Social Media Contact each contributor/partner
 - ii. Photos (head shots) and Bios
 - iii. Calendar Items
 - iv. Program Promotion Information
 - b. Website update
 - c. Suggestions for Twitter, Facebook
 - i. Branding
 - ii. Content generation – student interns, etc.?
 - d. Podcast opportunity
 - i. Create list of priority topics
 - ii. Create list of interviews
 - iii. Objectives
5. Other

Action Items – Communications

1. ***Communications contact list***
2. ***Input on need to brand UCOA – logo, intergenerational impact, etc.***
3. ***Content creation and management – topics/contributors***
 - a. ***Annual Report***
 - b. ***Podcasts***
 - c. ***Website Priority***

2. **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.

Key 2017 Outcomes

- *Increased relationship and engagement with U4A*
- *Contributed to awareness and effectiveness of programs, services, and provider networks*
- *Delivered on program results for key initiatives, e.g. Bank Safe, MMUC, Advanced Care Coalition, etc.*

Committee Agenda for April 25, 2017 – 12:30 PM:

1. Supporting and promoting community partners
2. Major commitments
 - a. Re-envisioning and expanding concept of the Music & Memory Utah Coalition
 - b. Complete Bank Safe Initiative grant work
 - c. Advanced Care Coalition – recent EOL Summit, upcoming ePOLST work, etc.
3. Other support efforts
 - a. DHS, U4A outreach work: fraud summit, age-friendly initiative SL Co, emergency prep
 - b. DOH – Alzheimer’s council, falls prevention, etc.
 - c. Other priorities/resources to share related to health, finance, livable communities, e.g. Habitat for Humanity, Sagehill Partners, Alzheimer Assoc., AUCH, etc.
4. Annual report
 - a. New framework
 - b. What should be the priority topics to report?
 - c. Who should be authors?
5. Other

Action Items – Outreach and Education

1. Partner Updates

- a. *Utah Center on Aging retreat*
- b. *Music & Memory Utah Coalition*
- c. *Bank Safe*
- d. *Advanced Care Coalition – EOL Summit, ePolst*
- e. *U4A*
- f. *Alzheimer’s Assoc, council, events*
- g. *Round the Horn*

3. **Research and Academia**: 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.

Key 2017 Outcomes

- *Deepened ties with Center on Aging network including Utah GIP and other academic institutions*
- *Expanded national network of resources and contacts*
- *Contributed to and consulted on several relevant research projects*

Committee Agenda for April 27, 2017 – 11:30 AM:

1. Supporting the Center on Aging network of partners
2. Professional consortium - should we look for a new model for research and academic presentations?
 - a. What currently exists?
 - b. Possible merger/partnership with Utah Geriatrics Society.
3. Professional conference participation debriefs and capture key information to share
4. Annual report
 - a. New framework
 - b. What should be the priority topics to report?
 - c. Who should be authors?
5. Other

Action Items – Research and Academia

1. *Conference reporting – blog or podcast offer*
2. *Meeting with Pam Perlich – May 24 11:30 - Rob*
3. *Agreement for the committee to explore: what is the need and what should be the framework?*

4. **Public Policy:** Makers and influencers have current, objective recommendations on specific policies, procedures, and programs.
 - a. Legislators and their staff are briefed regularly on policy, procedures, programs.
 - b. Municipal and local governments receive relevant guidance to assist future planning.

Key 2017 Outcomes

- *Built a team of UCOA legislative champions*
- *Created links to Association of County Governments and League of Cities and Towns*
- *Strengthened the relationship of and support for UCOA within key agencies*

Committee Agenda for April 27, 2017 – 12:30 PM:

1. Review of Commission role as educator, broker, influencer
2. Annual report
 - a. New framework
 - b. What should be the priority topics to report?
 - c. Who should be authors?
3. Policy Education and Impact Strategy
 - a. May – June Personal meetings with key leaders including legislative committee chairs, etc.
 - b. July 1 – Annual Report delivered to...
 - c. August 10 – Commission hosts public policy maker forum on aging
 - i. Discuss framework – time, length, invitees, etc.
 - ii. Determine scope of conversation (consistent with Annual Report priorities)
 - iii. Desired outcomes

Action Items – Public Policy

1. ***Key legislator meetings – list and schedule***
2. ***Annual reports***
 - a. ***2015-16 – May 31 – to Lt Gov Cox, et al***
 - b. ***2016-17 – July 1 – new format***
3. ***Municipal outreach – COGs proposal – Andrew Jackson***
 - a. ***Message frame***
 - b. ***Possible calendar***
4. ***August (TBD) legislative summit on aging***
 - a. ***Date to clear – (NCSL Aug 6-9)***
 - b. ***10:30 – Noon briefing and discussion and lunch w UCOA***
 - c. ***Possible host leads Lt Gov Cox or Thomas Wright***