



## Utah Commission on Aging: August 2016 Meeting Agenda

**Date:** Thursday - October 13, 2016 **Time:** 12:00-1:30 PM

**Location:** AARP State Office - 6975 Union Park Ave #320, Midvale, UT 84047

---

### *Lunch Provided by AARP*

#### **Welcome and Minutes Approval (5 min)**

Becky Kapp

Thank you to AARP for providing the space and lunch.  
Introductions were made. Minutes approved from the August meeting.

#### **Executive Director Comments and Outline of Meeting Purpose (10 min)**

Rob Ence

Thank you again to AARP. Also, in the future look at remoting in web services for meetings. Margene Luke offered lunch for the next meeting in December; still need a place to meet. Setting the stage for pre-legislative sessions. How can the commission be a contributing partner to the public? There are four core elements – Public Policy, Community Outreach and Education, Research and Promising Practices and Communications Strategy. Look over the statute and what are the recommendations to the legislation. Break out into the four groups and come back with two suggestions from each group. Need to get the word out to the community and the public about the commission. Article this morning in the SL Trib sets the stage: <http://www.sltrib.com/news/4455750-155/in-50-years-utahs-seniors-will>

#### **Re-Envisioning Discussions (50 min)**

Group Facilitators

- Public Policy (State and Municipal) – 1) need a 3-5 year strategic plan (updated annually) address issue areas by the fourth year; 2) Public presentation on issues for support.
- Community Outreach and Education – 1) intergenerational, how to involve the private sector; 2) how can we train and educate businesses on older adults. Looked at the idea of becoming a connector of sorts.
- Research and Promising Practices - 1) main priority increase the contact between young/old. Learn from other cultures on how they treat the elderly and their best practices; 2) educate the public on the reverse pyramid.

- Communications Strategy – 1) the commissions needs a very clear mission statement; 2) who does this commission exist for and how does the word get out - traditional media; robust media for the other stakeholders. Stay current with what you are doing. Have a blog. Identify the reporters who would work with the commission and get to know them and what else they would like to follow.

*(Public and partner comment and input - part of the discussion groups)*

**Group Reports (20 min)**

Group Recorders

Discussed the breakout sessions.

**Next Steps and December Meeting (5 min)**

Becky Kapp and Rob Ence

**Calendar**

Dec 8 – Location TBA – Strategic Roadmap for 2017

**Meeting Adjourned**

Members in Attendance:

Rob Ence  
 Cole Hansen (Val Hale)  
 Nels Holmgren (Ann Williamson)  
 Andrew Jackson  
 Becky Kapp  
 Gary Kelso  
 Tracey Larson  
 Joseph Miner  
 Alan Ormsby  
 Deepthi Rajeev  
 Lewis Singer  
 Bette Vierra  
 Troy Wilson

Members Excused:

David Gessel  
 Mark Supiano  
 Cindy Turnquist

Guests in Attendance:

Ronnie Daniels  
 Danny Harris  
 Margene Luke  
 Nancy McGee  
 Nan Mendenhall  
 Allie Miraglia  
 Heather Podolan  
 Laura Polacheck  
 Teresa Rivera  
 Blake Rose  
 Richard Starley  
 Wendy Thomas  
 Ralph Vaughan  
 Bob Wassom

## Group Reports

### 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 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;
  - in addition to communicating about trends and services, how do we embrace aging across the life span?
  - 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
  - to develop trainings about aging and the implications for businesses;

- 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).
- This reminds me of an extension of being an age-friendly city – how do we become a state of age-friendly employers?
- Public Sector –
  - UCOA’s role could continue as that of a convener and a connector of public, non-profit organizations focused on aging.
  - 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.