

COMMUNICATION BRINGS AWARENESS

A PRESENTATION TO OAKLAND COUNTY SENIOR CENTER LEADERS

Presented by:

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Regional Demographics

- Of the more than 83 senior centers in Region 1-B, half are located in Oakland County.
- Nearly 29% of the state's elderly population resides in Region 1-B.
- Approximately 12% of the state's elderly population resides in Oakland County.
- There is a strong network and spirit of collaboration among the county's senior centers.
- **Common Challenge:** Raising awareness to attract Boomers.

AAA 1-B Works With Senior Center Leaders and Recommends

- 1) **Strategic Planning:** develop a plan that promotes healthy aging in the community
- 2) **Marketing:** implement a local or statewide campaign to brand senior centers, increase public awareness, and dispel negative myths and stereotypes
- 3) **Programming:** reflect the interests and needs of the aging community, including future cohorts and diverse populations
- 4) **Expand Web Presence:** More than 74% of seniors, ages 55-62, are getting information from the web

Marketing/Branding

NISC Vision: Today's senior center is a vibrant, action-packed combination of local fitness center; job and volunteering headquarters; transportation hub; and tasty dining locale

Programming Best Practices

- Develop a core competency in evidence-based programming, such as chronic disease prevention/education programming
- Partner with local hospitals and health institutions for joint educational programming, on-site health clinics and health fairs
- Market evidence-based and wellness services in hospitals, doctor's offices, pharmacies, and similar locations

Programming Best Practices cont.

- Establish a rubric to determine if you have programming available for various age cohorts/cultural/ethnic groups
- Diversify programming to target specific populations
- Utilize the internet to attract Boomers
- Collaborate with federally funded programs

Federal Opportunities: Advocacy is Needed!

- The current Older American's Act (OAA) is being reauthorized and contains language that calls for senior center modernization.
- Senator Sanders, from Vermont, has made modernizing senior centers a priority by infusing language throughout the OAA to support this goal. His bill also includes NCOA's proposal to establish a senior center modernization fund that would:
 - 1) Invest in identifying models of modern senior centers;
 - 2) Build the evidence base for successful practices and strategies; and
 - 3) Provide training and technical assistance to replicate these models

Advocacy is needed!

Advocate

The AAA 1-B is an advocacy partner!

- Get involved in senior issues in a non-partisan way; keep the focus on seniors and caregivers and the importance of supporting the ability of people to age in the community.
- Sign up for the Advocate and the Senior Advocacy Network

AAA 1-B can help foster communication

1. Coordinate county- and network-wide activities, as needed
2. Offer professional trainings
3. Access newsletter
4. Support communication: Network Insider, information and assistance (I&A), Michigan Medicare/Medicaid Assistance Program (MMAP), website resources, and myride2
5. Exhibit tables/support senior center events
6. Promote advocacy
7. Community Living Program

AAA 1-B Website



www.aaalb.com

Let's check it out

Visit the AAA 1-B Resource Table

- Check out our listing of your center and update your I&A data profile
- Sign up for Access, the Network Insider, the Advocate, and the Senior Advocacy Network
- Provide your web address so that we can link directly to your website from ours!
- Visit our MMAP table – get involved in MMAP!
- Pick up information/brochures to display at your center
- Sign up for the ADRC

Helpful Resources

- http://www.paseniorcenters.org/staff/best-practice_2/index.htm
- <http://www.ncoa.org/national-institute-of-senior-centers/>
- <http://www.nea.gov/resources/Accessibility/BestPractices.pdf>
- <http://www.seniorcenterdirectory.com/senior-center-activities.htm>
- <http://www.aalib.com>