

AGE FRIENDLY COMMUNICATION AND INFORMATION WORKGROUP MINUTES



Date: 11/19/2020

Time: 1:00 pm

Facilitators: Kim Henry and Lucky Sohi

In Attendance

Terri Hansen

Lucky Sohi

Mae Beale

Stuart Rosenthal

Kim Henry

Scott Ripley

Jill Kamenetz

Kathleen Krintz – Recording Secretary

Minutes Approved

First: Stuart Rosenthal

Second: Scott Ripley

Announcements:

Terri reminded the workgroup about the timeline and that recommendations need to be turned in no later than the end of February to the Steering Committee.

New Business:

Went over the Suggested Action Plan in real time. Terri Hansen will be updating the document during the discussion.

Suggested Action Plan Goals

1. Identify barriers to communication in Howard County and address ways to overcome them.
 - a. Print guidelines
2. Connect Howard County residents to Age-Friendly resources and services using multiple forms of media.
 - a. Constant contact list
 - b. Phone trees
 - c. Church kiosks
 - d. Print
3. Create community partnerships to share Age-Friendly messaging in a consistent manner throughout Howard County.
 - a. Ambassadors program
 - b. Age-friendly business guidelines

- c. Share messaging among agencies/businesses in a more coordinated method and develop a consistent manner to get information to end-users in the community
4. Expand and enhance Internet connectivity and technology education throughout the county.
 - a. Computer training programs
 - b. Students mentoring older adults
 - c. Recycling hardware

Each goal may have multiple objectives. Each objective will have multiple action items. Here is an example of possible objectives, using goal one:

Goal 1: Identify barriers to communication in Howard County and address ways to overcome them.

Objectives:

- Address economic disparities which limit access to resources both online and in person (lack of transportation, limited internet connectivity, etc.).
- Enhance ADA accessibility for those with cognitive, vision and hearing impairments.
- Address cultural barriers to communication for our non-English speaking populations.
- Identify and reach out to isolated segments of the population (older adults who reside alone, etc.)

Terri went over the Rationale part; recommendations for action steps will just be a sentence or two. The rationale explains why you are making that recommendation and provides back up, including any data to justify it. Some of the information will be our action steps and some will be education for the Steering Committee. It is not about quantity it is about quality. Make sure we are putting in what our community has indicated what they need.

Homework Assignments:

Comments/additions due back to Kim/Lucky by December 10th

To review minutes, go to www.howardcountymd.gov/agefriendly

Next Meeting: 12/17/2020 - 1:00 pm