

Social Participation and Inclusion Work Group

Meeting 2 | February 9, 2017

MAP Work Group Members: Alicia, Ann, Betty, Beverly, Carolyn, Ceresa, Erin, Gwen, Kim, Lewis, Marie, Marsha, Nancy, Nancy, Nancy, Sallie, Sally, Stephanie, Sue, Tim, Yvonne

MAP Facilitators: Breanna, Cydnee, Mary, Melissa, Terry

Goal Statement: Diversify, expand, and improve access to opportunities for social engagement available to all older adults and combat social isolation.

Outreach Subgroup

Possible Problem/Focus	Creating comprehensive communication and marketing strategies	Building Community	Combating social isolation	Creating a dementia-capable community
Existing Services	<ul style="list-style-type: none"> Some connections to faith-based organizations, but not much participation Have connections with Southern Neighbor, Chapelboro and News of Orange Utilize social media (Facebook) 	<ul style="list-style-type: none"> Century Center in Carrboro Outposts for rural community areas; utilizing pre-existing centers like churches, community centers <ul style="list-style-type: none"> Have faith-based senior resource team Desire from senior centers is there, how do we incentivize this for churches? 	<ul style="list-style-type: none"> Transportation specialist can be a resource when planning events; make sure buildings used are on easily accessible routes Seniors and Law Enforcement Together; Volunteer Connect 55+; Friend-to-Friend program; volunteer drivers – protect and expand all! 	<ul style="list-style-type: none"> Dementia-friendly business training Memory cafes and memory cafes on the go Education series
New Ideas	<ul style="list-style-type: none"> Connect with civic groups, Shriners, ruritan clubs Take advantage of community events, like farmers markets, hog day, school open houses (for grandparents who are guardians) Community centers will be starting newsletter soon Do we need more media connections? (radio, 	<ul style="list-style-type: none"> Hosting activities at other places outside of senior center, but also addressing access issues in rural areas Monthly interaction meeting with faith-based congregation liaison from center to facilitate a gathering—building off of faith-based SRT Can we give faith-based organizations a menu of 	<ul style="list-style-type: none"> Creating groups for friends to meet (like a dating app for friends!) Building awareness in the community for people who might want to connect with their older neighbors and give them resources Campaign to End Loneliness toolkits Have set days for certain social groups (Mingling 	<ul style="list-style-type: none"> Host education series outside of senior center; more publicity for them

	television, etc.) <ul style="list-style-type: none"> • Making sure bus stops are well-marked for EZ Rider Route • Rebranding senior life as active; showing this to community members (intergenerational influence) 	options and allow them to pick programs that feel right to them? <ul style="list-style-type: none"> • Develop community liaisons and utilize them; could be congregants in addition to pastors. • Ensuring that everyone feels welcomed at the senior centers by doing things like creating more inclusive signage 	Monday; Tuesdays Together; Wonder What We'll Do Wednesday; Thoughtful Thursdays; Friday Feasters)	
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Barriers/Obstacles to Success:

- Individual comfort leaving home
- Transportation in rural areas
- Physical ability to get out
- Communication avenues/outlets- how to decide what resources to use
- Ageism, internalized and external stigma
- Securing engagement from community partners

Programming Subgroup

Possible Problem/Focus	Continuing education opportunities and other programming for older adults	Expanding meeting spaces for programming	Intergenerational programming	Scholarships and access to programs
Existing Services	<ul style="list-style-type: none"> • Peer Learning, Shared Learning, and OLLI <ul style="list-style-type: none"> ○ Shared Learning is almost at capacity! • Can audit classes at UNC 	<ul style="list-style-type: none"> • Have community centers, libraries within the community 	<ul style="list-style-type: none"> • Currently partner with college students mostly 	<ul style="list-style-type: none"> • There are scholarships available for many activities at Senior Centers. • Shared and Peer Learning around \$30-\$50 per semester.
New Ideas	<ul style="list-style-type: none"> • Free classes at UNC • Ways to make services available to all people (e.g., using Pocket Talker for people with hearing loss) • Expanding “welcoming committee” at senior centers 	<ul style="list-style-type: none"> • Partnering with neighborhood public spaces <ul style="list-style-type: none"> ○ Would space be available during the day? ○ OC library partners with other organizations for their space. 	<ul style="list-style-type: none"> • Technology “buddies” • Sensitivity orientation for students to decrease stigma and build normalcy of interaction between age groups <ul style="list-style-type: none"> ○ High school students 	<ul style="list-style-type: none"> • Partnering with college students who can be part of volunteer driver program • Creating audible versions of resources, such as the Senior Times, so that people are able to call in and hear what

	<ul style="list-style-type: none"> • Making sure that all organizations that serve older adults promote and publicize each other's events; create fewer silos between organizations with similar goals • Social introvert group 	<ul style="list-style-type: none"> ○ May mitigate transportation challenges. • Senior center expansion • Creating "satellite" spots in neighboring counties 	<p>could visit senior centers as part of a class (health, history, psychology, etc.) to learn about aging and what senior centers do</p> <ul style="list-style-type: none"> ○ Older adults can host/mentor newcomers to senior centers (like a docent or tour guide) • Partnering with schools (afterschool, SAT and life skills programs; Adopt-a-Teen; "How to Life" classes around things like balancing checkbooks, etc.) 	<p>is available</p> <ul style="list-style-type: none"> • Working with companies like Uber or Lyft to create fixed rate or low cost rides for older adults
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Barriers

- Transportation and parking
- Scheduling (day vs. night)
- Supporting rural residents
- Technology