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Ageing Services Collaborative Workplans – PUBLIC EDUCATION & OUTREACH (Page 1)

Goal	Objective	Strategy or Activity	Deliverables	Partners Involved (Lead in Bold)	Time Begin	Time End	Activity Progress (Not started, On track, Delayed, Complete, Terminated)
PUBLIC EDUCATION and OUTREACH GOAL: Increase public awareness of healthy aging and the resources that support it.	1. Develop a Workplan for the Public Education and Outreach Team	DRAFT, edit, and adopt a Workplan.	Comprehensive Workplan for the Public Education and Outreach Team covering next 1 to 3 years.	Public Education and Outreach Team Executive Committee	Apr 8, 2009	June, 2009	On track
	2. Develop a targeted outreach campaign that includes media and community partnerships and proposed collateral to raise awareness of aging issues and positive aging within Santa Clara County	Reach agreement on key messages for the ASC to promote in community	Talking Points and messaging for ASC that define terms (e.g. <i>aging friendly community, positive aging</i>) and guide most important issues and values to promote as well as sharing of available resources.	Public Education & Outreach Team ASC member's communications staff Caregiver Network Executive Committee			
		Develop & implement plan for ASC community education and outreach activities to inform professionals and the broader community about available resources and positive aging	Convene ad hoc group to plan ASC outreach and education activities including target audiences, partners and materials.	Public Ed and Outreach Team			
			Outreach & Education plan for 2010 that has identified partners and resources for implementation	Public Ed and Outreach Team			
			Implement plan including creation of additional educational materials not currently available	Public Ed and Outreach Team			
		Explore feasibility of hosting a SCC Film Festival on Aging to showcase positive aging.	Written summary of options for hosting film festival similar to one recently held in SF including identifying sponsoring partners, costs, venues and need for additional resources.	Public Ed and Outreach Team Lori Andersen & Vivian Silva			
			Decision by Executive Committee on plan for hosting Film Festival on Aging	Executive Committee			

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Ageing Services Collaborative Workplans – PUBLIC EDUCATION & OUTREACH (PAGE 2)

Goal	Objective	Strategy or Activity	Deliverables	Partners Involved (Lead in Bold)	Time Begin	Time End	Activity Progress (Not started, On track, Delayed, Complete, Terminated)
PUBLIC EDUCATION and OUTREACH GOAL: Increase public awareness of healthy aging and the resources that support it.	3. Develop resources and partners to help promote healthy aging and available resources in SCC for older adults and their families.	Identify and prioritize vehicles for promoting ASC messages	List of media and community partners that can help promote ASC messages including libraries and other 'free' vehicles <i>(local newspaper column, documentary production, TV station coverage and film festival)</i>	Public Ed and Outreach Team			
		List of resources and contact information to support media coverage and reinforce ASC messages	Public Ed and Outreach Team				
		Older adults and caregivers with compelling stories that highlight healthy aging and other positive issues are located and asked to share them with others.	Public Ed and Outreach Team				
		Protocol exists for responding to ASC media requests	Public Ed and Outreach Team				
		Partner with Senior Centers to promote information on services and ASC messaging for older adults through site newsletters.	Contact names and locations of Senior Centers with monthly newsletters are compiled.	Public Ed and Outreach Team			
		Information sent electronically to Senior Center coordinator for inclusion in monthly newsletter.	Amy Aken Public Ed and Outreach Team				
		Coordinate with COA on county-wide dissemination plan for their directory.	Additional COA directories produced or purchased.	Public Ed and Outreach Team COA (Schmoll)			
		Service directories distributed to all Senior Centers, SNFs, hospitals, clinics, CCRCs, libraries, etc.	Public Ed and Outreach Team				

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Aging Services Collaborative Workplans – PUBLIC EDUCATION & OUTREACH (PAGE 3)

Goal	Objective	Strategy or Activity	Deliverables	Partners Involved (Lead in Bold)	Time Begin	Time End	Activity Progress (Not started, On track, Delayed, Complete, Terminated)
PUBLIC EDUCATION and OUTREACH GOAL: Increase public awareness of healthy aging and the resources that support it	4. Create and distribute printed educational materials in partnership with ASC members to reach and inform older adults in SCC	Support Health Trust in <i>distribution of Health Steps Silicon Valley</i>	Engaged ASC members participating in the dissemination plan for countywide distribution of the <i>Healthy Steps Silicon Valley</i> .	Public Ed and Outreach Team Health Trust staff	FY 2010		
		Coordinate development of or adaptation of outreach tools for use in promoting accurate information about entry points to the system of support for older adults <i>(e.g. Staff & volunteers @ RCFs, hospitals, senior housing, etc.)</i>	Outreach tools (materials and messaging) that facilitate consistent and accurate information for professionals interacting with older adults on entry points for the aging network	Public Ed and Outreach Team			
		Distribute pre-retirement information more broadly in SCC to help older adults plan for healthy aging	Existing pre-retirement resources identified	Public Ed and Outreach Team	Fall 2011		
			Plan for sharing pre-retirement information	Public Ed and Outreach Team			
			Communication with likely distributors of pre-retirement information including HR depts., libraries, Realtors, investors, public agencies.	Public Ed and Outreach Team			
		5. Consistently promote, attend and host outreach events throughout SCC.	Identify key community events for ASC representation and presence to reach older adults and their families.	Calendar of key events and ASC plan for participation (ON WORK PLAN FOR COMM-NETWORKING TEAM)	Communication & Networking Team Health Trust staff		
	Communication with elected officials on planned events for older adults			Public Ed and Outreach Team			
	Opportunities for informing and engaging older adults are identified			Public Ed and Outreach Team			
	Host a Healthy Aging Forum event for professionals in SCC. (ON WORK PLAN FOR COMM-NETWORKING TEAM)		An expert panel on successful aging is coordinated to speak at the Forum.	Coordinate with Communication & Networking Team			
		Participants are invited to attend the Forum.	Coordinate with Communication & Networking Team				