

**Communications Committee Meeting
Minutes
June 27, 2022**

Attendees

CoA Members

Jean Dinwiddie, Co-Chair
Beverly Rollins, Co-Chair
Wayne Berman
Virginia Cain
David Engel
Kendall Matthews
Eddie Rivas
Barbara Selter
Katie Smith
Marsha Weber

Alumni CoA

Marcia Pruzan
Rev Vikram

Staff

Shawn Brennan, Aging and Disability Staff, HHS
Jennifer Long, Aging and Disability Staff, HHS
Tracy O'Connor, PIO Staff, HHS

Roll Call

Jean Dinwiddie opened the meeting by welcoming everyone. Committee members approved the May 2022 minutes as written.

Discussion of Communications Committee Budget Priorities

Jean opened a discussion regarding the priorities for the County's budget that the Committee would like to submit for consideration of the full CoA at the CoA's July meeting. Committee members developed and agreed upon the following priorities:

- 1. Hire a full-time employee in the Aging and Disability Unit for the position of Communications and Outreach (Engagement?) Coordinator for the County's aged 50+ population. This position would coordinate the Ambassador program, outreach to diverse communities, and older adult marketing efforts.***

- 2. Provide the Aging and Disability Unit a \$10,000 budget to print informational materials for the County's older adults and establish a library display (Kiosk? Shelf?) These materials would include translated documents for diverse populations and printed ads in various community publications.*

Discussion

Marsha Pruzan suggested that we include different sized documents; e.g., brochures, 8x11 papers, etc.). Rev Vikram suggested that we approach the libraries to help fund this initiative.

It was also suggested that while the budget is being prepared that the CoA request that the Public Information Office print the recent CoA factsheets regarding older adult resources, hearing loss, and social isolation on heavy stock paper for distribution. Staff member, Tremayne Jones, could get a cost estimate for doing this and then forward the request to the Public Information Office.

- 3. Continue funding 50+ in Montgomery County.*
- 4. The Senior Executive and the County Council should begin preparations and budgeting for a 2024 Senior Summit.*

Discussion

Committee members noted that the Senior Summit should be an FY24 budget recommendation from the full CoA. Eddie Rivas stated that it should also be a CoA advocacy priority as well as a budget priority.

50+ in Montgomery County Update

Jean discussed the June, July, and August 50+ program themes. The June program featured NPR host, Diane Rehm, and also the National Hospice and Palliative Care Organization's Chief Operating Officer, Ben Marcantonio. The July and August episodes will discuss healthy aging and will feature guests from Holy Cross Healthcare, MedStar Montgomery Center for Successful Aging, Adventist Healthcare, and the Johns Hopkins system, likely a representative from Suburban Hospital.

Jean reminded everyone that the 50+ Planning Workgroup meets the 1st Friday of each month.

Outreach to Retirement Communities

Beverly Rollins discussed the list of contacts that she has developed from many of the local retirement communities. She asked the Committee members "What should we do with it?"

Jean suggested sending out a once-a-month email with information about things such as the latest episode of *50+ in Montgomery County* and current CoA factsheets. Barbara Seltzer agreed.

Marcia Pruzan said that all CoA members could participate in developing the monthly newsletter as well as distributing it. Marsha Weber said that the first email should be about 50+ and include a lot of information about the program, not just the web link. David Engel said to also explain in the email that individuals can watch old episodes of 50+, too; they can be found at the CCM web link. It was suggested to provide a synopsis of the shows and encourage folks to watch them together and provide the CoA with feedback.

Preparation of Library Materials

Jean opened a discussion regarding older adult materials that could be placed in County public libraries. She asked, “What do we want to be placed in the libraries?”

Committee members discussed this potential list of materials that was previously supplied by staffer, Shawn Brennan:

- a. CoA Factsheets
- b. Aging and Disability "Sell Sheet" (English and Spanish)
- c. Multilingual introduction to the 3000 line
- d. Multilingual introduction to Connect-A-Ride
- e. Living and Thriving in Montgomery County (24 page booklet)
- f. Transportation Options (brochure and/or flyer)
- g. Caregiver-oriented materials –brochures and booklets

Discussion

Marsha Weber noted that some of the things on the list are already in the libraries. Beverly asked whether information about Social Security and Medicare should be included. Shawn Brennan responded that the CoA does not want to advocate to include too much information because it will overwhelm people.

Virginia Cain suggested information with time limits should be made available. Marsha Weber noted that both evergreen information and seasonal information should be included. Rev commented that County-related information should be featured, not so much the Federal programs.

David suggested that the CoA find friendly librarians who will allow it to use their space. After we find out how much space we will have available we can determine what information to provide. He stated that maybe the CoA should start with a pilot program at one library. Barbara, who is a former librarian, agreed that the CoA should connect with a specific librarian in each library. Rules and procedures are different from library to library.

Jean commented that the CoA needs to decide what its evergreen materials are. These would probably include the CoA factsheets, the Aging and Disability “Sell Sheet,” the Intro to the 3000 line, and the Guide to Caregiver Supports. The CoA should also check with the County’s diverse groups to see whether they have material related to older adults that they would like to

see displayed. Kendall Matthews suggested the CoA look at where the diverse communities gather (e.g., County recreation centers) and include more diverse materials in those communities.

Jean stated that the Committee should review “Living and Thriving in Montgomery County” to ensure that it is still up-to-date. Eddie noted that because space is limited in the libraries the CoA should limit the older adult materials that it recommends. Jean suggested that the CoA start by first advocating for the multi-lingual Intro to the 3000 line. Later, it can ask for the “Sell Sheet” and information regarding caregiver supports to be included.

As for CoA members as library liaisons, Jean commented that volunteers could be recruited from the full membership of the CoA and also its alumni. Rev recommended that the liaisons should be informed of what older adult information is available. Jean suggested that the Committee ask for library liaisons at the September meeting of the full CoA.

An ordering system for replenishing materials in libraries will need to be implemented but the CoA will need to establish relationships with the librarians first. There are 22 libraries. David suggested asking for ordering 5,000 copies of the information that is provided to the libraries.

Closing

Jean stated that the Communications Committee will meet in July, but not in August. At the September meeting the individuals involved in the Ambassador program in DC will be invited. For July, the Committee will meet with Arlee Wallace of the African-American Health Program to discuss its Ambassador program.

Shawn noted that she will send Jean, Marsha, and Eddie copies of the current version of “Living and Thriving in Montgomery County” for mark up.

Jean reminded everyone that Friday, July 1 is the 50+ Planning Workgroup meeting.