

**Communications and Outreach Committee
COMMISSION ON AGING**

June 10, 2019

9:30-11:00 am

Hillery Tsumba, Co-Chair
Amy K. Harbison, Co-Chair

7300 Calhoun Place, Suite Rockville MD

1) County Outreach to Older Adults Communication Landscape and Metrics Panel

- Shawn Brennan, Aging and Disability Services Mobility and Transportation Manager
- Lorraine Driscoll, Public Information Officer, Montgomery County MD
- David Salem, Aging and Disability Services Program Manager
- Erin Smith, Area Agency on Aging Data and Evaluation Manager

The COA Communications Committee has received significant anecdotal information suggesting older adults, their caregivers, and other stakeholders are often unaware of the numerous programs and resources offered by Montgomery County. At the same time we recognize that there are a number of communication and outreach activities that happen routinely. This panel of presenters will provide an overview of the outreach and communication activities currently underway and the metrics used to monitor and evaluate the impact of these efforts. We will then discuss how the COA Communications Committee can be most helpful to augment this activity.

Opening Presentations (5 minutes each, 20 minutes total)

- Briefly explain your area of responsibility

Discussion (40 minutes)

1. What do you see as a natural fit for the COA Communications Committee and County Staff to work together? How can we be most helpful?
2. Do you have identified needs or gaps that COA can help advocate for to improve/enhance outreach to older adults?
3. What communication and outreach activities are currently in place and what partnerships with other organizations and entities that include outreach to older adults and their caregivers?

4. What are the reporting parameters required for state funded programs? Is this the limit of all possible reporting?
5. What other data are currently being collected and reported on to indicate reach and effectiveness of existing communication activities?
6. What are areas where data would be useful but is lacking? What are they and why is that data not collected and reported?
7. Other questions from Committee

2) Senior Beacon and Editorial Calendar (5 minutes) -- Amy Harbison

3) Wrap up/next meeting/adjourn (5 minutes)