MINUTES
SENIOR CITIZENS/AGING IN PLACE TASK FORCE
INFORMATION AND COMMUNICATIONS WORK GROUP MEETING
3500 MARAIS AVE., ROYAL OAK, MI
APRIL 13, 2022

Present: Sharlan Douglas, Cindy Goodaker, Janice Wagman, Mary Mills, Michael Lawrence
Absent: Robert Sidelinger, Ilene Orlanski

Motion by Lawrence, seconded by Mills to approve the minutes of the March 23 meeting; approved unanimously.

Motion by Mills, seconded by Lawrence, to approve the vision statement (as follows); approved unanimously.

Vision statement: "We envision that residents will have the opportunity to be informed through multiple channels about the relevant services and activities available to them."

DISCUSSION

The group drafted goals and began recommending strategies.

Goal: Foster digital literacy.

- Create, foster, and anticipate social media connections.
- Getting people a phone
- Computer training
- Participate in the county's program to provide people with digital assistant devices (e.g. Echo Show)

Goal: Speak and listen to people at all levels of their ability through the media* and channels they prefer.

- Identify seniors who live independently and who are disconnected, through such things as lack of technology, physical limitations, or language barriers, but who at least have a phone.
- Give people a phone number they can call for information and help them sign up for civic-ready notifications. (E.g. Boston 311. Consolidate Judy, police department, and website number)
- Use informal human networks to disseminate information (neighbors, caregivers, places of worship, senior center employees)
- Send one mailer to every RO household with the 311 information and promote through other media (insight, e-news)
- Find what you want in 3 clicks
- Make the website easier for seniors to use – (which will make it easier for everyone.) Make sure it's ADA compliant.
- Make sure that community engagement reaches all types of seniors from the active/digitally literate to the isolated homebound to those in between.

The level, frequency, and sources of information meet seniors' expectations.

- Establish a central source (website) for all information, with timely and accurate information provided by service providers (departments, e.g.).
- Have a decent search function
- Do a benchmark study using Cobalt. Repeat the study X years later

- IMPORTANT: Make sure that community engagement reaches all types of seniors from the active/digitally literate to the isolated homebound to those in between.

FROM MARCH 23 MEETING:

How can we improve the probability of seniors receiving information directly and through caregivers?
How can we consolidate information distributed by Judy Davids, the police department, and the library?

PARKING LOT
How/should we tap the institutional knowledge of our seniors? Is that this work group's role?
Intergenerational sharing – teens rake leaves, rent a grandpa, seniors present at career days.

How does the city's 2016 comprehensive communications plan fit in/inform our work?

https://www.romi.gov/DocumentCenter/View/15173/Communication-Plan-Final-Version-July-25-2016?bidId=