

GET *More* OUTTA LIFE



Senior Advisory Committee Updates June 6, 2016

“Quality Community for a Lifetime”



Older Adult/Senior Advisory Committees

The Senior Advisory Committee's purpose:

- Advise and serve as an information source to senior participants
- Communicate requests to the Parks and Recreation Department
- Assist with fundraising
- Provide outreach services

Committee members are extremely valuable to staff by representing a range of interests and activities and serving in a variety of roles. They represent active members who are interested in working with City staff to help make this a *Quality Community for a Lifetime!*



Older Adult/Senior Advisory Committees

- Senior Advisory Committees:
 - Outreach
 - Program/ Wellness
 - Umbrella

19 seats were filled for 2016 after extensive recruitment period in December of 2015

Senior Focus Group

January 12, 2016

- 25 participants provided feedback resulting in a number of action items assigned to the Senior Advisory Committees and staff

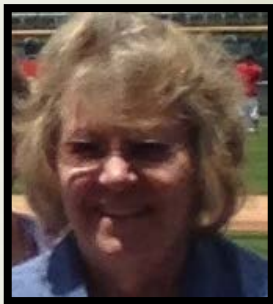


Senior Focus Group

January 12, 2016

- Presentation format to discuss current senior service information, open floor discussion on a variety of topics, and “stickers” to vote in a group setting.
- The purpose of the focus group was to involve interested seniors in small group discussions to identify gaps, as well as solutions for bridging those gaps which promote positive change, communication and participation.





Program/Wellness Committee –

Thelma Cole, Ollie Grimard, JoAnn Hardt, Carole Harvell, Clara McKee, LeOra Richards, Beth Scott, JoAnn Vail, Shirley Valentine, Tillie Villarreal, Glen Batista (staff), Zach Roth (staff)

Purpose: Provide feedback, suggestions and program ideas regarding the older adult/senior program especially focused on the upcoming brochure.



Program/Wellness Committee 2016 Goals

1. Talent Show

Fall event similar to 2015 that will include talent acts from our senior area

2. Holiday Meal Program

Local restaurant (Deno's 6 & 85) is interested in expanding on previous donation to possibly double the number of meals provided to residents

3. Buffalo Run Golf Getaway

Golf lesson and lunch event at Buffalo Run taking place this summer

4. Fit Bit Class

Educational offering to discuss how to integrate technology with fitness

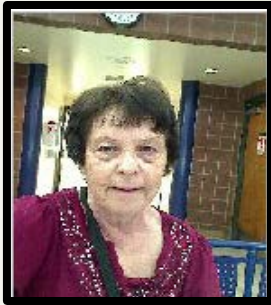


Program/Wellness Committee 2016 Goals

5. Home Remedies Roundtable

Fall program that will allow participants to share ideas on home health remedies and be educated on truths and myths in this area





Outreach Committee –

Al Hardt, Margaret Garcia, Jennie Loveridge, George Maxey, Mae Madeles, Linda Wulf, Frances Zacek, Jodi Hardee (staff), Derrick Tripp (staff)

Purpose: Assists staff with planning, coordinating and leading outreach efforts to target older adults/seniors in the Commerce City area or Adams County at large.

Outreach Committee 2016 Goals

1. Communication Plan -

Comprehensive outreach plan facilitated by Communication Specialist to promote Older Adult/ Senior Center. The plan includes:

- Identifying key goals, objectives, and target market
- Discussing possible issues and challenges
- Developing messaging, tools and tactics
- Creating stakeholder matrix with schedule for implementation
- Establishing tracking and evaluation methods to determine success of plan

NOTE: A communications work plan develops a strategy for communicating specific activities. By identifying the key facts and likely issues, the division can develop key messages and appropriate tools/tactics for successful communication.

The work plan should provide all the necessary information to complete tools/tactics by self or others.

Information in italics is to guide the individual work planning process and does not need to remain when the plan is completed.

Date: April 12, 2016

Activities: Promote Older Adult/Senior Center and SAC Committees

Activity Facts:

- *Identify the who, what, where, when, why*
- Events, Activities, Programs, and Trips
 - Services are housed under the Commerce City Older Adult/Senior Center
 - Senior services is designed for participants ages 55 and older; some programs are open to care givers and family members
 - Average age of participants is ??
- Committees
 - Commerce City ensures older adults have a voice in programs, services and activities through the efforts of three advisory committees, made up of senior volunteers.
 - Program, Outreach, and Health and Wellness committees work to improve the overall effectiveness of older adult programs and members provide input on a variety of issues that impact seniors.

Goals and objectives

- *What are the program goals and what are the communication objectives?*
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Target Market/Audience

- *Who are you reaching? Are they primary or secondary?*
- Primary audiences
 - Adults ages 55 and older
 - Hispanic older adults
- Secondary audiences
 - Caregivers, family members

Possible Issues/Challenges:

- *Identify issues that could result from the event, or those based on facts provided.*
- *Issues could be other perceptions, activities.*
- *Brainstorm outside the box – want to consider all of the ideas and possibilities.*



Outreach Committee 2016 Goals

2. Senior Advisory Committee meeting promotion

- Advertise committee meetings to senior participants

3. Distribution of marketing material

- Utilize communication plan to identify good locations locally to present our marketing material

4. Participation in community events

- Establish a presence at local events: Neighborhood Outreaches, Pancake Breakfast, Memorial Day Parade, etc.



Umbrella Committee –

JoAnn Hardt, George Maxey, LeOra Richards, JoAnn Vail, Tillie Villareal, Linda Wulf, Derrick Tripp (staff)

Purpose: To enhance communication amongst standing and special project committees, represent their standing committee during quarterly updates, assist staff in the creation of meeting agendas, and participate in communication with City Council as well as outside organizations/departments.



Umbrella Committee

2016 Goals

1. Cross Committee Communication

- All committee meeting bi-annually (mid and end of year). Local education, information sharing, brain storming, and establishing universal intent.

2. Meeting Presenters

- Inviting representatives from community organizations to speak at the Umbrella meetings on variety of topics to give the group a better understanding of what is going on throughout the community.

3. New Member Recruitment

- Continuing to explore effective ways of marketing the Senior Advisory Committee to the public in order to gain new membership.

4. Member Name Plates

- Magnetic name plates created for all member of Senior Advisory Committee

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Questions?