



Aging
Services
Planning
Committee

Forsyth County Aging Services Planning Committee
741 North Highland Avenue, Winston-Salem, NC 27101
forsythaging.forsyth.cc
336.703.3883

Communication Plan

Goal

The goal of this plan is to make resources related to aging and older adults in Forsyth County readily accessible to our audiences.

Objectives

- Encourage active aging in our county
- Increase awareness of issues of importance to older adults
- Act as a clearinghouse for information pertaining to aging in Forsyth County
- Increase Forsyth County Aging Services Planning Committee (FCASPC) name recognition and identity as a resource for locating aging related services & information.
- Increase participation of older adults in FCASPC and its subcommittees

Audiences

- Committee & Subcommittee Members
- Service Providers
- Older Adults
- Caregivers & Families of Older Adults
- General Public
- Media

Tactics

Committee Members & Service Providers:

- E-News
- FCASPC Website & calendar
- Facebook page
- Meetings & Minutes

Ideas for Next Steps:

- Encourage members to suggest topics & guest speakers for meetings
- Encourage members to use E-News & website to list events & trainings

Older Adults:

- Senior Advocate Newsletter
- E-News
- FCASPC Website & web calendar
- Brochure and other information available at events geared toward older adults
- Facebook page

- Advocacy Packet (Think Tank advocacy presentation companion)

Ideas for next steps:

- A comprehensive guide for active adult activities. This could be a website with an activities calendar. The web calendar used on the FCASPC website is a good tool for such a guide.
- A print version of the active adult guide listed above is necessary. Possibly a revision of the “I Participate” brochure published several years ago by the health committee that lists places and phone numbers to find information about activities.
- Wider distribution of committee brochure
- Find ways to reach out to older adults to encourage their involvement on our committee & subcommittees

Caregivers & Families of Older Adults:

- E-News
- FCASPC Website & Calendar
- Facebook page

Ideas for Next Steps:

- A monthly e-news edition focused on caregiving and caregiver resources would be a good resource. This could be distributed through employers’ HR departments as well as other electronic venues.

General Public:

- FCASPC Website & Calendar
- Items printed in the Newspaper

Ideas for Next Steps:

- Try to have more aging related articles printed in the local newspapers
- Increase our presence at community events

Media:

- Meeting notices sent to newspaper and other outlets
- E-news
- Discussions with media representatives at Media Committee meetings

Ideas for Next Steps:

- Connect with media outlets to raise awareness of the committee, older adult issues and events. WSJ receives our e-news and has used items from it in their “Non-Profit Notebook” and “Aging Matters” sections of the Sunday paper. It may be possible to encourage other media outlets to do the same.
- Develop a publicity information kit to help member agencies use media effectively. This would include local media contact information.
- Develop a media kit

Current FCASPC Communications

Type/Form	Audience	Frequency	Delivery Method	Responsibility
Oral: Meetings (sub & reg.)	Committee members	Monthly	In person	Committee chairs
Written:				
Meeting Minutes	Committee members	Monthly	Emailed document	AA*/review & approval by chairs
The Senior Advocate Newsletter	Older Adults	Quarterly	600 paper copies distributed (see list); available in PDF on website; link distributed in e-news	Senior Power Think Tank. Prepared by AA & approved by SPTT chair
Committee Brochure	All Audiences	As Needed	Distributed at events and included in informational packages. Available in PDF on website	Media Subcommittee Last revision 4/11
Advocacy Packet	Older Adults	As Needed	Distributed by Think Tank at Advocacy info sessions	Senior Power Think Tank. Prepared by AA & Approved by SPTT
Meeting Announcements	General Public Committee Members	Monthly	WSJ; E-news; Bob Cain's Sr. Care Directory; web calendar; Sr. Living Scoop, county web calendar	AA
HCCBG Grant Funding Announcement	General Public Committee Members	Annually	Legal Ad--WSJ, WS Chronicle; email notification to members, e-news	AA/Committee Chair
Electronic:				
E-News	General Public, but geared toward Service Providers	Weekly	Emailed to committee members and those who subscribe through FCASPC website.	AA Compilation of items sent to AA by committee members & other items of interest. AA maintains mailing list
Website	All Audiences	Quarterly (review)	Internet accessed & linked to e-news	AA sends info to eGov team. AA answers web inquiries.
Web Calendar (on FCASPC site)	All Audiences	Weekly (updated)	Internet accessed & linked to e-news	AA updates weekly with info gathered for E-news
County Website	General Public	Occasionally	Email to e-Gov team	AA—special events
Facebook Page	All Audiences	3x a week	Interested parties “like” page	AA monitors page & posts content

*AA= administrative assistant

Current Communication Content & Methods

The Senior Advocate:

Quarterly newsletter published by the Senior Power Think Tank (SPTT) for older adults that includes advocacy & items of interest. Usually includes one or two advocacy articles and 2-3 services or activities that are free or low cost (called “WOO”—window of opportunity). 4 pages (1 piece folded). Items are submitted to the administrative assistant by SPTT members; who prepares the newsletter and sends it to SPTT chair for review/approval. Final version sent to County print shop (600 copies) and converted to PDF. The PDF sent to eGov team for FCASPC website. Link to the online PDF is published in the e-news. Issues are archived on the website.

Paper distribution is to several member agencies, county library branches including the outreach library that delivers books, an apartment community and several other outlets. 10-15 copies are mailed each month to older adults. If events are planned before publication, copies are made available for the event (i.e. advocacy training). The administrative assistant maintains a distribution list and makes changes in distribution based on readership and requests.

Advocacy Packet:

A tool of the Senior Power Think Tank, this informational folder is used to introduce older adults to advocacy and their role in advocating for themselves and issues of importance to their well-being. The packet includes:

- “What is Advocacy” information pages
- NC & Forsyth County is Aging fact sheets
- How to Write an Effective Advocacy Letter
- Points for Talking to Elected Officials
- Legislative contact information
- FCASPC brochure & meeting information
- Form to request more information, newsletters and/or join advocacy network

Currently the packets are printed and assembled on an as needed basis for presentations.

E-News:

The committee’s electronic newsletter is generally published weekly; sent out on Wednesday afternoons. It is a compilation of information received from: committee members and the organizations they represent, emailed news items from governmental, regional & national agencies such as National Center for Senior Transportation, National Council on Aging, Administration on Aging, City of Winston-Salem. The administrative assistant collects items (mainly via email) during the week and compiles them into newsletter format. Each weekly newsletter contains 5-8 news items. Upcoming committee & subcommittee meetings are listed at the top of the page, followed by a hyperlinked list of articles in the newsletter. Hyperlinks are used throughout the newsletter to guide readers to more information, flyers, websites of interest, registration forms and email contacts. Examples of e-news items are: upcoming training

opportunities for all audiences (including webinars), news, local events, caregiver tips, advocacy issues, and occasional funding and job opportunities. Occasionally a “Special Edition” e-news will focus on an urgent or timely topic. To date we have published two such editions, state budget funding & issues and falls prevention coalition information & training.

E-news is sent to committee & subcommittee members, local government officials, news media outlets and those who subscribe via the link on our website. Currently, the mailing list is maintained by the administrative assistant in an Outlook distribution list. During the coming year, we would like to investigate the possibility of using a listserv or other means for maintaining the list and distributing the newsletter.

Website & Web Calendar:

The committee has established web presence through a website created and maintained by the county eGov team. The website was created using information provided by the administrative assistant and is updated at least quarterly with changes submitted to the eGov team by the administrative assistant. The website is located at: <http://forsythaging.forsyth.cc>. The home page includes a general introduction, mission statement and aging facts. Other pages highlight our subcommittees, current projects and the falls prevention coalition. The resource page lists hyperlinked resources for consumers & caregivers, aging data, and regional, state & national information websites. The “Publications” corner leads visitors to PDF versions of our brochure, past & current issues of The Senior Advocate, subscription to the E-news, and the Forsyth Futures Aging Report. Committee contact information, Facebook link, and calendar appear in a column on the right side of every page.

Our web calendar is a very useful tool where events for the committee and its member agencies are posted. The process of updating the calendar is streamlined by combining it with the preparation of the weekly e-news. Each week after compiling the e-news, the administrative assistant posts events published in the e-news on the web calendar. The calendar allows the event poster to duplicate events, making it easy to enter some of the recurring events. Each calendar event also has a description; content for the description usually comes from e-news item.

Calendar events for the upcoming week are listed on the right side of every page on our site. By clicking on an event visitors can view the event details and a description. Visitors may also choose to “view full calendar,” which opens the current month’s calendar where again they may click on any event to view its information (date, time, place, description, contact info).

Facebook Page:

Facebook is a somewhat new addition to our communication methods. The page is updated several times a week by the administrative assistant with links to sites or articles of interest to older adults. Meetings and other events of interest are also announced via “status” posts. During Elder Abuse Awareness month, articles were posted on the discussion board. There is also a list of our “likes;” a variety of pages belonging to local agencies and outlets that would be of interest to Forsyth County older adults.

While the administrative assistant posts on the page and also monitors the page for misuse, several members of the eGov team are also “administrators” for the page. The administrator status gives them access to the page should the need arise for them to remove unwanted content or if a change in FCASPC staff warrants the need for password changes. Over the coming year we would like to see growth in our use of Facebook by increasing our number of “Likes” (those who monitor our page) and engaging older adults who are increasingly becoming Facebook users.

Logos & Pictures:

The committee is working to achieve an identity and visual recognition by coordinating the photos and logos used in its publications (both print and electronic). To this end, we have used a set of photos edited and formatted by the eGov team on our Facebook page, brochure and website. All photos used in print or electronic publication are obtained from eGov, who obtains permission for the county to use copyrighted material.

This past year we created a new, updated logo using the Forsyth County seal for the graphic. This is to facilitate public recognition of the committee as an entity created by the county commissioners and existing under the umbrella of county government. The logo is used in our letterhead, brochure cover, advocacy packet cover, and other printed communications generated by the committee or the administrative assistant’s office.

Other Notes:

Communication with our committee/subcommittee members and the agencies they represent is two-fold. We need to be able to communicate information **to** them and receive information **from** them to be shared with our various audiences. This communication plan addresses outgoing communication; another plan (or segment of this plan) is necessary to address issues surrounding communication(s) received for distribution. Furthermore, the committee should adopt a policy that specifies the type of agency items and events they will disseminate. Such policy should also clearly define advocacy vs. politics and what is allowable for the committee to promote and support in its position as a county government entity.

While this communication plan states what and how we are currently communicating, there is no plan in place for “next steps” items and planning for the future of our communication. These items will be addressed by the media subcommittee and presented to the chairperson of FCASPC before further action is taken.

ADOPTED: August, 2011