

Advisory Council on Aging and Disability Services

Creating choices for elders and adults with disabilities in Seattle-King County

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MONTHLY MEETING

FEBRUARY 12, 2010

MEMBERS PRESENT

City of Seattle	King County	United Way
<input checked="" type="checkbox"/> Diane Snell	<input checked="" type="checkbox"/> Art Mussman	<input checked="" type="checkbox"/> Amy Astle-Raaen
<input checked="" type="checkbox"/> Jacqueline Deerr-Lord	<input checked="" type="checkbox"/> Cathy Von Wald	<input type="checkbox"/> Michael Miller, V Chair
<input checked="" type="checkbox"/> Duong Nguyen	<input type="checkbox"/> Kaylene Moon, At large	<input type="checkbox"/> Lorna Stone, Secretary
<input type="checkbox"/> Nick Licata, elected official	<input type="checkbox"/> Silversity Madrazo	<input checked="" type="checkbox"/> Timmie Faghin, Chair
<input checked="" type="checkbox"/> Bev Clark, proposed	<input checked="" type="checkbox"/> Marsha King	<input type="checkbox"/> Katty Chow
<input type="checkbox"/>	<input checked="" type="checkbox"/> Dave Rogers, Proposed	<input checked="" type="checkbox"/> Dr. Elizabeth Phelan
<input type="checkbox"/>	<input checked="" type="checkbox"/> Ava Frisinger, proposed, elected	<input checked="" type="checkbox"/> George Dicks
<input type="checkbox"/>	<input checked="" type="checkbox"/> Berta Seltzer, Proposed	<input checked="" type="checkbox"/> Lillian Tang
<input type="checkbox"/>	<input checked="" type="checkbox"/> Kris Fredrickson, Proposed	<input checked="" type="checkbox"/> Tom Minty, proposed

Excused Absence	Nick Licata, Michael Miller, Kaylene Moon, Dr. Elizabeth Phelan, Lorna Stone, Silversity Madrazo, Katty Chow
Guests:	Richard George, Mike Shriber, Gary Tang Tang,(speaker), Cara Rice (speaker), Marielle Higler (OWL), Hye Kyong Jeong (ARC), Claire Brannan (Mobile-Classes), Sherry Hamilton (KC DCHS), JoAnn Lund (OWL), Sheryl Harmon (Skyline)
ADS Staff	Karen Winston, Gigi Meinig, Maria Langlais, Rosemary Cunningham, Doug Ricker, Irene Stewart,
United Way Staff	Linda Woodall
King County Staff	Linda Wells
City of Seattle	Pamela Piering

Welcome and introductions:

Timmie Faghin, Chair, welcomed Advisory Council members and ADS staff to the meeting. She asked those present to introduce themselves.

In association with the Area Agency on Aging for Seattle-King County and sponsored by:

Co-Sponsored by:



Program Communication Strategies

Marsha King, a new Advisory Council member and former Seattle Times Reporter, presented information on communication and media strategies. To inform her presentation, she sought advice from media relations managers from United Way and AARP. She also stressed that volunteers with non-profit organizations bring an authentic voice or “heart” for their cause which may be more believable than paid consultants.

How can the Advisory Council cultivate the media? Old fashioned human relations works best. According to Marsha, it’s important for Advisory Council members to pick up the phone, introduce themselves and try to establish a relationship with a variety of media outlets. Secondly, we must understand the media’s needs - be it television, daily newspapers or weekly publications - ranging from deadlines to length of articles. Third, while opportunities for media exposure are competitive, stories that are compelling, focused, fresh and not predictable will sell. Fourth, we should consider whether partnering with other groups is more effective than going alone.

Marsha described a range of media venues including TV, newspapers (regional and small local papers), radio interviews, and online publications. She introduced the concept of social media as the newest media option. United Way has experimented and had some success with volunteer blogs. They found the media eavesdropped on their blogs resulting in a story or two. They will continue to weigh whether blogs are worth the time and energy.

Marsha explained there are a number of elements to consider when forming a good story for the media:

- Ask yourself, would I want to read it?
- Consider revealing new service trends.
- Don’t expect an exclusive. Journalists will gather information from other sources.
- Set ground rules at the beginning of an interview. Don’t get to the end of the interview and tell the reporter everything is off the record.
- For fast changing events, be ready to respond quickly as the story evolves.
- Don’t be disappointed if an opinion piece does not make it into The Seattle Times. Given the lack of space and the competition from many voices in the community, it’s a relatively rare occurrence.
- Journalists are looking for authentic voice. They easily spot a paid PR approach. The Advisory Council’s expertise brings credibility and visibility.

Marsha suggested the Advisory Council consider embracing a deliberate broad-based communication strategy which could include:

- Cultivating positive media relationships
- Creating opportunities for outreach and education of constituents
- Creating a consistent message collaborating with ADS staff and using Advisory Council members who have expertise and skill to articulate issues
- Raising the profile of the Advisory Council through branding

- Determining where we fit with other organizations such as Senior Lobby and AARP
- Offering Advisory Council members as a kind of speakers bureau on various issues to the media.

Finally, Marsha revealed that participating in the January 29th training given by the Kitsap Area Agency on Aging (AAA) and meeting with legislators afterward convinced her that citizen advocates have a critical role in bringing authentic stories to the media. She stressed the Advisory Council can act as a vehicle to illuminate key issues, report on the core business of ADS, explain cutting edge programs, anticipate problems, put forward innovative solutions, and tell stories of real people that illustrate the programs, values and mission of the organization.

A task force will be formed to develop policy and processes around communications. A signup sheet was passed around for volunteers.

Question: What role do special tabloids like Prime Time and the AARP news letter have? Do the media consider those topics “covered”?

Answer: Niche newspapers don’t appear to detract from getting the story to mainstream media. Instead they illuminate issues. Reporters scan those publications for story ideas. They look for a local face.

Comment: The success of the DDD forums has been the result of open interviews with DDD clients and families.

Question: It appears DSHS has been on the wrong side of articles recently published and they appear to not do a very good job of defending themselves.

Answer: There has been a history of long term care problems surfaced by the media. DSHS, agencies and business owners serving the most vulnerable should anticipate a high level of scrutiny. DSHS has a number of proactive positive studies which are not reaching the media and public.

Marsha suggested that the public should be reminded it is their responsibility to advocate for loved ones in the long term care system (LTC). It’s not totally up to government. Using the AFH issue as an example shows there is a need for ongoing education as new families enter the system and require good information to assure their loved ones are taken care of.

Comment: Families need tools to take care of their loved ones. As the long term care industry (LTC) grows it is important for families to monitor their loved ones situation. Ideally LTC providers can offer that information.

SCSA Background Information for Senior Lobby Day

To help prepare the Advisory Council’s for their trip to Olympia, Senior Information and Assistance Director Cara Rice gave an overview of Senior Citizen Services Acts (SCSA) supported services including Senior Information and Assistance (I&A) and Volunteer Transportation. She described stories which illustrated how I&A made a difference in the lives of seniors.

Gary Tang from Asian Counseling and Referral Service (ACRS) gave the Advisory Council some interesting statistics on the Asian and Pacific Islander population served by ACRS. Over 5000 elders are served by the ACRS I&A, case management program, food bank and meal programs. Last year 400 people attended the Asian and Pacific Islander legislative day in Olympia. This year it 660 attended with 13 buses chartered. Over 1500 Asian and Pacific Islanders from across the state met with their legislators. They used interpreters to communicate with their legislators and to testify. Even a number of younger people advocated on behalf of their grandparents. Gary described several stories of people helped by the ACRS services funded by State Senior Citizens Services Act (SCSA).

Business Meeting

Minutes

Minutes were approved in December for the November meeting. There was no regular meeting in January.

City Council Report

Nick Licata is interested in joining us, however; he was unable to attend today and sent his regrets.

Executive Committee

The Executive Committee met today to plan programs for 2010. Timmie asked everyone to fill out a survey to help the Executive Committee decide upon the remaining programs.

Sponsors

The Sponsors include representatives from the City of Seattle, King County and United Way and meet almost every month. The January meeting focused on the intersection of homelessness and older adults. Homeless advocates found an increased number of homeless older adults 50 years of age and older. The sponsors encouraged homeless advocates to count people 50 years of age and older separately to better meet the needs of that population.

Planning and Allocations Committee

Art Mussman reported this will be the first time in many years the Planning and Allocations Committee might see cuts to aging services. If the Governor's first budget is adopted 1.2 million dollars will be cut from services for seniors. However, with the possibility of the legislature overriding I-960 there may be additional revenue which could result in fewer cuts later in the year. The committee will meet two times a month for the next six months to develop and recommend options for SCSA discretionary funded allocations.

Outreach and Advocacy Committee

Diane Snell reported the Federal Older Americans Act is one bright spot in the budget except for one area of concern. The housing funds targeted to low income seniors will be reduced from \$551 million to \$273 million restricting funding to projects already anticipated. Diane asked for a motion to write a letter to our senators to restore funding to senior housing. The motioned carried. Margaret Casey will draft the letter when she returns.

Diane reported that her experience in Olympia was positive and expects the Advisory Council's experience in Olympia on February 18 will be also. Doug asked those present to sign up for the Senior Lobby Day and note whether they will need a ride. Vans will leave 6th and Cherry at 6:45 AM to arrive in Olympia by 8 AM. Doug has already arranged for 14 appointments with legislators.

Pam reported Representative Marylyn Chase called the Washington State Association of Area Agencies on Aging for information after Marsha King's visit on January 29th.

State Council on Aging

Cathy Von Wald will report next time.

NW Universal Design Council

Art Mussman reported that the NW Universal Design Council celebrated its 10th anniversary. The NW Universal Design Council includes architects, engineers, contractors, real estate brokers, and public housing representatives. The celebration was held at the new Bart Harvey housing facility which uses an impressive mix of green and universal design concepts. There are 52 studio and one-bedroom units with 10 reserved for homeless people and 10 reserved for people with disabilities. Later in the year Art hopes the Advisory Council will schedule a meeting at Bart Harvey and take a tour of this unique facility.

Tom Minty and Emory Baldwin will give a presentation at the Home Show. Their presentation will focus on auxiliary prefab dwelling units and be held on February 23 and 27th. According to Tom the modular unit was built from the ground up. The Home Show runs from February 20-27.

Communications Committee:

No report.

Director's Report

Pamela Piering reported that while the budget picture is not great, the Advisory Council can make a difference in policy. She gave two examples:

1. A small amount of seed money began the gatekeeper project which focuses on elder abuse
2. The NW Universal Design Council began with interest from members of the Advisory Council.

Pam encouraged everyone to attend the Senior Lobby Day on Feb. 18. Materials and packets will be available. Appointments will be finalized next week and some of the legislative appointments will be in conjunction with other senior groups such as AARP.

Adjourn

The meeting was adjourned at 2:00 PM

NEXT REGULAR MEETING:

**10 Questions, 10 Minutes: The Importance of the 2010 Census
&
Unnatural Causes: Becoming Americans**

Friday, March 12, 2008

Noon – 2:00 PM

**4060 Conference Room, Seattle Municipal Tower, 700 Fifth Ave
Seattle, WA 98124
Seattle, WA**

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