**Age-Friendly Outreach, Advocacy and Communications Committee**

**Friday, April 6, 2018 8-9:30AM :: SMT 4070**

**Facilitator:** Dolores Rossman, Committee Co-Chair

**Scribe:** Sarah Demas, Age-Friendly

**Present:** Dolores Rossman, Claire, Brent Butler, Karen Lucas, Irene Stewart, Lenny Orlov

**Introductions**

**Age-Friendly Staffing Update:**

Welcome to the new Age-Friendly Team!

Brent Butler, Age Friendly Program Manager, started 4/4

Sarah Demas, Age Friendly Coordinator, Started 4/4

Lenny Orlov, Age Friendly Coordinator, Started 3/14

Irene Stewart, ADS Communications Director, will continue to work closely with the Age Friendly team.

One more position, Age Friendly Management Systems Analyst, is in the final stages of hiring and the successful candidate will be onboarded in late April.

**Event Announcements:**

[**Innovation Fund Community Celebration**](http://www.seattle.gov/Documents/Departments/AgeFriendly/InnovationFundCelebrationInvite.pdf)—Friday, April 13 (5–8 p.m.) at the Northwest African American Museum (2300 S Massachusetts St, Seattle) will highlight community driven innovations that received funding from the Seattle Human Services Department (HSD) Innovation Fund in 2017. As part of the City’s Age Friendly Seattle initiative, in 2017 HSD designated $125,000 of the total Innovation Fund to support seven projects that advanced healthy aging and aligned with Age Friendly Seattle goals (learn more [here](http://www.agewisekingcounty.org/publications/agewisekingcounty/september-2017/seattle-human-services-department-supports-age-friendly-community-projects/)). The balance of the Fund was awarded to projects advancing other HSD impact areas. To RSVP for the April 13 event or for more information about the grant program, contact Dominique Stephens ([Dominique.Stephens2@seattle.gov](mailto:Dominique.Stephens2@seattle.gov)).

[**Our Lives, Our Choices: End-of-Life Planning**](http://www.agingkingcounty.org/wp-content/uploads/sites/185/2018/03/MCAAEEndOfLifePlanningForum-1.pdf)—Thursday, April 19 (10-11 a.m.) at the Central Area Senior Center (500 30th Ave S). Hosted by the Mayor’s Council on African American Elders and the Central Area Senior Center, featuring Dr. Jim deMaine, a retired pulmonary/critical care Group Health physician. Age Friendly Seattle is a co-sponsor of this event.

[**Age Friendly Seattle Coffee Hour**](http://www.seattle.gov/Documents/Departments/AgeFriendly/CoffeeHour_Apr2018.pdf)—Thursday, April 19 (10-11 a.m.) in the Central Building (810 3rd Ave, Seattle), featuring Alain Rhone & Linda Phillips, Sound Generations.

[**Engage at Every Age: An Older Americans Month Forum on Social & Civic Engagement**](http://www.seattle.gov/Documents/Departments/AgeFriendly/EngageAtEveryAge_flyer.pdf)—Friday, May 4 (1–3 p.m., doors open at 12:30 p.m.) at Mirabella Seattle (116 Fairview Ave N, Seattle), hosted by Seattle City Councilmember Sally Bagshaw. Learn about Age Friendly Seattle, Seattle Parks and Recreation programs for people age 50 or better, Seattle Department of Neighborhoods' new Community Resource Hub, and the Market to MOHAI project. [RSVP](https://www.surveymonkey.com/r/engageMay4) (recommended) | [**Map**](https://goo.gl/maps/zgmRtn2Cz3r)

[**Pedestrian Potluck**](http://www.seattle.gov/Documents/Departments/AgeFriendly/PedPotluck_2018Invite.pdf)—Tuesday, September 18 (11 a.m.–1 p.m.) at Alki Beach Bathhouse (2701 Alki Ave SW, in West Seattle). Coordinated by Age Friendly Seattle, SDOT/Vision Zero & Parks/Lifelong Recreation & Sound Steps programs, this program will feature walking programs and transportation options for people of all ages and abilities.

View all Age Friendly Events here: http://www.seattle.gov/agefriendly/events

**Round Robin: What age-friendly outreach, advocacy, and communications projects interest you most?**

* Consider accessibility, communications, language needs. Meet people where they are.
* Use the power of government to remove systematic barriers
* Homelessness among seniors is on the rise – many lost homes. Focus on early intervention, connection to resources for support
* Market solutions will allow only certain people to get what they need, have to create programming that will allow everyone to get what they need.
* LGBTQ older adults have specific needs. Seattle Parks and Recreation’s Lifelong Recreation program has been developing LGBTQ Older Adult programs, now called Rainbow Recreation, to increase social engagement and connection. Working in partnership with Generations Aging with Pride and community groups.
* Concern: how to reach the people who aren’t coming to us on their own/self-advocating?
* Elders helping elders – leveraging volunteers
* Property taxes are a major concern for homeowners
* Focus on advocacy -harness voices of seniors, signal-boost their stories.
* Need to do better at tapping into existing supports, connecting people to Community Living Connections, programs.
* Power of neighbors, villages – formal and informal. Get to know your neighbors, postal carriers, etc.
* Considering people who are aging without a safety net – Day Laborers at Casa Latina, for example
* Project – Age Friendly businesses, maybe develop a self-assessment/vetting process. Education component for providers/businesses on how to be age friendly.
* Discount Directory – in the works, almost ready. Seattle IT created an online app, in final security testing and almost ready for release. Will build on existing Gold/Flash card listings.
* Request from committee members to have Age Friendly business cards, to help with spreading the word.

**Next Outreach Advocacy and Communications Committee Meeting: 5/11, 8-9AM, SMT 4070. Subsequent meetings are every 3rd Friday, 8-9AM.**

**Next Age Friendly Task Force/ Coalition meeting: Friday, 4/20, 9-11AM SMT 4050/4060**