Community Engagement:
Step #1 in Developing Aging Plans

December 10, 2020
What is Community Engagement

Engaging individuals and groups from the community to participate in a policy design and development through

• providing information
• asking for feedback and reaction
• collaboration
• empowering decision making and action.

Allows those who are affected by or interested in an issue to be involved in decision-making

The Aging Difference = people design the system that will serve them
Community Engagement Strategy

ESTABLISH A CLEAR PURPOSE

DEFINE STAKEHOLDERS

CHOOSE ENGAGEMENT ACTIVITIES
Establish a Clear Purpose
Establish a Clear Purpose

Convey
- Convey Information
  - Describe agency’s programs and services
  - Explain aging plan process

Consult
- Consult with Community
  - Discover their needs, hopes, dreams and vision for future

Generate
- Generate Ideas
  - Ask for feedback and reactions
  - Encourage discussion

Empower
- Empower Stakeholders to feel ownership
  - Keep communication and feedback loops open
Define Stakeholders
## Define Stakeholders

### Primary Stakeholders
- Those currently utilizing services
- Those eligible for but not currently using services
- Anyone who has connection with someone eligible for services

### Secondary Stakeholders
- Partner organizations
- Community agencies that are not partners yet
- Local leaders and respected community members
- General public
Define Stakeholders

• Be intentional in connecting with diverse populations
• Use targeted outreach to engage with people who typically don’t get involved
• It is important to hear from as many people as possible
• Work hard to get representation from all groups of people in your community
• More than just customer satisfaction
• Input should be representative of the community
Choose Engagement Activities
Choose Engagement Activities

Engagement activities should:

• Capture as many viewpoints as possible
  o Use all methods to get the word out
  o Personally invite those who you want to participate
  o Offer incentives to attend

• Engage people that are representative of the community
  o If 5% of people are Hmong in community, then 5% of Hmong people should participate

• Be varied in scope and nature
  o Use multiple methods to reach more people and more diverse people

• Include transparency - people should see the results

At least two different forms of community engagement must be used
Choose Engagement Activities

Innovation is needed this year in response to pandemic restrictions

<table>
<thead>
<tr>
<th>In Person</th>
<th>Virtually</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews</td>
<td>Phone or video interviews</td>
</tr>
<tr>
<td>Focus groups</td>
<td>Virtual focus groups</td>
</tr>
<tr>
<td>Listening sessions</td>
<td>Virtual listening sessions</td>
</tr>
<tr>
<td>Presentation with small group discussions</td>
<td>Zoom meeting with breakout rooms</td>
</tr>
<tr>
<td>Live polling at a public meeting</td>
<td>Live polling during a webinar</td>
</tr>
<tr>
<td>Surveys to hand out</td>
<td>Online surveys or by mail</td>
</tr>
</tbody>
</table>
Ideas for Virtual Engagement
Ideas for Virtual Engagement

1. Interviews
   - People you serve and those you are not serving
   - Involve board members, volunteers or members of various coalitions
   - Supply a common set of questions

2. Virtual listening sessions
   - Facilitator uses set of questions to guide a conversation - responses are recorded
   - Participants can share using chat or be unmuted to share verbally.
   - Could use breakout rooms to have small group discussion then share with whole group

3. Virtual focus groups
   - Ask existing group or group of invited persons to discuss a designated topic
   - Allows for a topic to be discussed at greater length/detail
Ideas for Virtual Engagement

4. **Online surveys**
   - Quick and easy way to collect information
   - Lacks flexibility, context or detail in the information you gather
   - Should include an educational component
   - Have a plan for reaching the maximum number of people
   - Make print copies available

5. **Send postcards to ask people to participate**
   - Ask if they want to share their thoughts by phone, a letter or survey
   - Let them know about other engagement opportunities
Ideas for Virtual Engagement

6. Walking tours
   • Post signs along a hallway or walking path explaining the plan
   • Direct the viewer how and where to participate further
   • Easy way for coalition partners to help

7. Create a dedicated webpage for aging plan development
   • Keep all information in one place for people to easily find
Ideas for Virtual Engagement

Facebook has options for engaging with the public

- **Facebook Live**
  - Broadcast a conversation, Q&A or virtual event in real time
  - Attendees can ask questions, comment and react
  - Record event and add to website to view later

- **Facebook Events**
  - Dedicated place to post information and ideas
  - Allows “attendees” to comment and see other people’s comments
Webpage for Aging Plan Development

Information about programs and aging plan
  • Short educational videos, pictures, fact sheets, testimonials

Links to online surveys
  • Poll questions, “one-word cards”

Schedule of upcoming community engagement events
  • Different ways they can get involved

Create an “engage tab”
  • Have place for questions, comments, and see others’ comments
Webpage for Aging Plan Development

Hold virtual “office hours”
- Designate certain days/times to ask questions or share ideas.

Pre-record “brown bag lunches”
- Choose various topics to educate people about aging programs and plan process
- Upload them to your website, Facebook or YouTube channel
- Encourage viewers to comment or schedule a virtual conversation

Record videos of presentations
- Ask public officials or community leaders to share thoughts/ideas
- Give opportunity for comments
Virtual Community Engagement
## Virtual Engagement Pros and Cons

<table>
<thead>
<tr>
<th>PROS</th>
<th>CONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allows people to participate without spending as much time as physically going to a meeting</td>
<td>Interpersonal communication is more difficult</td>
</tr>
<tr>
<td>Allows people to participate when it’s convenient</td>
<td>Access to technology and internet is limited to some people and in some areas</td>
</tr>
<tr>
<td>Removes the need to find someone to care for child/loved one in order to participate</td>
<td>Not all the people we need to reach are able to use technology without assistance</td>
</tr>
<tr>
<td>Does not require a mode of transportation</td>
<td>Unable to draw people in by offering food, etc.</td>
</tr>
<tr>
<td>Some feel more comfortable joining online vs. in person</td>
<td></td>
</tr>
<tr>
<td>Can potentially reach a wider variety of participants including those who don’t usually participate</td>
<td></td>
</tr>
<tr>
<td>Reduces travel time for staff/presenters/facilitators</td>
<td></td>
</tr>
<tr>
<td>Recorded presentations can be viewed later by those who missed the event</td>
<td></td>
</tr>
</tbody>
</table>
Tips for Using Virtual Engagement

• Make it easy to get to the online meetings; create “one-click access.”
• Keep meetings interactive - using polling questions, etc.
• Ensure virtual platforms are Title VI and ADA compliant.
  o Zoom has a closed captioning option
• Make sure there is someone to moderate chat window.
• Remember that people may not have attended a virtual meeting.
• Provide a “technical trial” before the event so participants can practice using the platform.
Tips for Using Virtual Engagement

Provide simple “user instructions” for participants prior to the event. Some examples:

- Zoom Technology Guide - provided to the Self Determination Conference attendees
- Senior Planet – offers instructions for using technology (directed to older individuals)
- Generations Online
  - Instructions for getting on a Zoom meeting
  - FAQs about Zoom
  - Basic instructions on how to use an iPhone, iPad, Android phone or tablet and Amazon fire
- Google Meet Quick Start Guide
- GoToMeeting Attendee Quick Reference Guide
- How to join a meeting on MS Teams
<table>
<thead>
<tr>
<th><strong>PROS</strong></th>
<th><strong>CONS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Familiarity.</em> These platforms are familiar and easy-to-use for people of all ages and backgrounds.</td>
<td><em>Limited to one presenter.</em> Cannot host multiple facilitators from different locations; only one continuous stream of video from a single device.</td>
</tr>
<tr>
<td><em>Unlimited participants.</em> Reaches many people with a large amount of information</td>
<td><em>Limited control of public comments.</em> Risks associated with comments being unstructured and unmoderated. Comments can be edited and deleted so might not be able to save them as a public record.</td>
</tr>
<tr>
<td><em>Low cost.</em> Inexpensive way to distribute all types of documents and media.</td>
<td><em>Barriers for people without broadband.</em> No way for people to listen along over the phone if limited Internet access.</td>
</tr>
<tr>
<td><em>Real time outreach tool.</em></td>
<td><em>Can’t track by person who is viewing information.</em> There is no way to track attendance/participation by person.</td>
</tr>
</tbody>
</table>

Facebook and YouTube can be used for Community Engagement
Hear from your peers

Examples of successful community engagement
Promising practices from the 2019-2021 Aging Plan process

• Richland County
• Sheboygan County
• Sauk County
Using Facebook to Engage Citizens in Your Community

Virtual Resources for Older Adults during the COVID-19 Pandemic (GeriPal Blog)

Virtual Classes for Older Adults: Here to Stay (NCOA Blog)

Community Engagement Toolkit (New Zealand)
Questions for You!

1. What tools are you using today that you weren’t using a year ago?

2. How are you communicating with your clients?

3. What can we do to help you?

Jane Mahoney
OAA Consultant
Caregiver Support Specialist
jane.mahoney@gwaar.org
608-228-8096

Nick Musson
OAA Consultant
Transportation Specialist
nick.musson@gwaar.org
608-228-8092