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:

> ✓ At least two different forms of community engagement must be used

- 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

✓ Choose Engagement Activities

Innovation is needed this year in response to pandemic restrictions

In Person	Virtually
Interviews	Phone or video interviews
Focus groups	Virtual focus groups
Listening sessions	Virtual listening sessions
Presentation with small group discussions	Zoom meeting with breakout rooms
Live polling at a public meeting	Live polling during a webinar
Surveys to hand out	Online surveys or by mail

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

Best Practice

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

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

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.
  - 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**

  - o *[Instructions](#) for getting on a Zoom meeting*

  - o *[FAQs about Zoom](#)*

  - o [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](#)

Social Media Pros and Cons

Facebook and YouTube can be used for Community Engagement

PROS	CONS
• **Familiarity.** These platforms are familiar and easy-to-use for people of all ages and backgrounds. • **Unlimited participants.** Reaches many people with a large amount of information • **Low cost.** Inexpensive way to distribute all types of documents and media. • **Real time outreach tool.**	• **Limited to one presenter.** Cannot host multiple facilitators from different locations; only one continuous stream of video from a single device. • **Limited control of public comments.** 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. • **Barriers for people without broadband.** No way for people to listen along over the phone if limited Internet access. • **Can't track by person who is viewing information.** There is no way to track attendance/participation by person.

Hear from your peers

Examples of successful community engagement

Promising practices from the 2019-2021 Aging Plan process

- Richland County

- Sheboygan County

- Sauk County

Additional Resources

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