

Aging Plan Development Support Meeting

January 28, 2021 --- 1:00-2:00 p.m.

Community Engagement Planning

**Recording of the call:** [Click Here](https://zoom.us/rec/play/TO71F-sAQVtj2QfF-XMLeIWw5bdpCY2AXfHZGLpJ5cAAUzSIYh4pi4dsKMXJNE5k4ysCYK0cikK5FyWf.laNVSPC6eVMJz5Df?autoplay=true&startTime=1611859576000) **Passcode**: 809741

**GWAAR’s Aging Plan website:**  <https://gwaar.org/plansamendmentsassessments>

**NOTES**

Aging Plan Development Support meetings will occur on the 4th Thursday of the month at 1:00 for the next 6-7 months to help Aging Unit staff complete their 2022-2024 Aging Plans. Instead of offering one long meeting we will be providing guidance on one section/aspect at a time. The overall purpose:

* Increase understanding of the various sections of the plan
* Provide specific expectations and requirements
* Offer an opportunity to share ideas and ask questions

**All materials related to developing your 2022-2024 Aging Plans can be found here:** [**https://gwaar.org/plansamendmentsassessments**](https://gwaar.org/plansamendmentsassessments)

1. **Quick review of community engagement strategy (Jane)**

* Establish a Clear Purpose
  + Convey information – be sure to describe your agency and services when seeking input
  + Consult with community to discover needs, hopes, dreams and vision for the future
  + Empower stakeholders – the aging plan belongs to the community
* Define Stakeholders
  + Those who use your services **and those who don’t** – find out why
  + Intentionally connect with diverse populations
  + Use partner organizations to expand your reach
* Choose engagement activities – what we will talk about today – see notes below

1. **Requirements for community engagement (Neal)**

When completing this section of the plan, be prepared to:

* Describe the methods used to gather public input.
* Report the amount of public input received and justification for sufficiency.
* Describe how this information was used to develop the plan.
* Share evidence of public input including survey results, questionnaires, written public comments or suggestions, and comments gathered during “internet live events.”

1. **Share ideas on what you have done or are planning on doing to obtain public input (all)**

Porch meetings

* As a result of the pandemic, we are spending more time looking out onto our “front porches” to see what is going on and for the next package delivery.
* One way of collecting public input is through porch meetings. These small group meetings in outdoor settings allow for safe interaction of community members to answer questionnaires and discuss their vision for their community. (Sizemore Group)
* Bringing the meeting to the porch. MoxBoxes – if you can’t come to the event, we’ll simply ship the event to you. Created custom and extremely visual boxes for their members shipped to their porch. (Mosaix Group)

Online Platforms

* Community engagement platforms are online toolkits to help communities or agencies collect public input. These toolkits help generate more input in less time, reach the right audience and understand who is participating.
* Tools range from dedicated webpages, forums, mapping exercises, story sharing, Q&A, instant polls, challenges, surveys, photo share

Regional Forums

* Working with neighboring counties or tribes to collect feedback.

**Discussion Highlights**

**Suggested connections for help engaging with the public:**

* Regional Planning Commissions
* Local public health departments – many are collecting information on their next Community Health/Needs Assessment
* Not-for-profit hospitals also have to conduct a 3-year Community Health Needs Assessment
* Population Health Institute shows local public health priorities:
  + <http://www.improvingwihealth.org/priority.php?priority=24>
  + <http://www.improvingwihealth.org/index.php>
* **COVID Vaccination Sites** – hand out surveys as people wait to get the vaccine and/or as they are waiting to be “released” afterwards \*see sample survey [on website](https://gwaar.org/plansamendmentsassessments) that would be appropriate for a vaccination site or other location where there is a “captive audience” for a limited amount of time
* Connect with local business owners of color or faith-based organizations
  + Hispanic grocery stores
  + Religious community i.e. Spanish mass
* Houses of faith – include survey links, etc. in bulletin or newsletters
* Federally funded community health centers – they typically already serve more vulnerable communities
  + For a list of Community Health Centers in Wisconsin visit: <https://www.dhs.wisconsin.gov/forwardhealth/fqhc.pdf>
  + [Partnership Community Health Center](https://www.partnershipchc.org/) in Fox Valley Area serves underprivileged populations and a diverse population.
* Job centers
* Senior centers
* Libraries
* Newsletter articles are comfortable for the seniors
* Find trusted people/places in the community to help expand your outreach
* Remember health literacy – try a picture survey - here is an example of a picture survey that is engaging and helps overcome some literacy barriers: <https://www.surveylegend.com/user-guide/beautiful-image-picture-based-surveys/>

**Examples of Community Engagement:**

* Eau Claire County [Community Health Survey Results](https://www.eventbrite.com/e/eau-claire-county-community-conversations-tickets-137638868561)
* Forest County [survey for 2022-2024 Aging Plan](https://forms.office.com/Pages/ResponsePage.aspx?id=qFbtKwcAR02mGqLdDZP47Fr7ZQS4VupCucOqvW2rRV9UODlCSDFMNktEMk9VVVpFVUNNUDhFMVlRUi4u)
* Richland County [survey for 2022-2024 Aging Plan:](https://www.co.richland.wi.us/departments/hhs/adrc/survey.shtml)
* Preparing goodie bags for ADRC clients
* Newsletter articles
* [Gathering Public Input During A Global Pandemic](https://www.sizemoregroup.com/remote-community-meetings/)
* [Porch Meetings](https://www.mosaixgroup.com/the-front-porch-is-our-new-table/)

**Online Platform Links:**

You don’t have to purchase these software platforms but can look at them for ideas to implement on your own

* <https://www.mindmixer.com/>
* <https://www.bangthetable.com/>
* <https://the-hive.com.au/>
* <https://metroquest.com/>

**Tools to help create surveys:**

* [Microsoft Forms](https://www.microsoft.com/en-us/microsoft-365/online-surveys-polls-quizzes)
* [Survey Monkey](https://www.surveymonkey.com/)
* [Survey Legend](https://www.surveylegend.com/user-guide/beautiful-image-picture-based-surveys/)
* [GWAAR Website](https://gwaar.org/plansamendmentsassessments) – *look under Community Engagement Materials*
  + Community Engagement Sample Questions
  + Simple Survey Sample

***\*\*If you are willing to share the work you are doing with your peers (surveys, newsletter articles, photos of “porch boxes,” etc), please send to*** [***Nick Musson***](mailto:nick.musson@gwaar.org) ***or*** [***Jane Mahoney***](mailto:jane.mahoney@gwaar.org)***.***