2023 engAGED and Commit to Connect Social Engagement Virtual Summit
Welcome and Purpose Setting

• Meredith Hanley, Director, Community Capacity Building, US Aging
• Katie Clark, Policy Analyst, Office of Interagency Innovation, Administration for Community Living (ACL)
Summit Housekeeping

Audio Options

• Use your computer speakers, **OR** dial in using the phone number in your registration email.

• All participants are muted.

Questions and Answers (Q&A)

• You can submit questions for the speakers at any time during this presentation. On the Zoom module on the bottom of your screen, click the Q&A icon, type your question in the box and submit.

Chat Feature

• The Chat feature allows webinar attendees, the host, co-hosts and panelists to communicate for the duration of the webinar.
Accessibility and Support

ASL/CART Services

• ASL/CART services will be provided for this event. A video stream of an ASL interpreter will be pinned on the screen so all attendees can view the interpreter.

• To access CART live transcription of the event, click on the CC Live Transcript button in the control bar at the bottom of the Zoom window.

Technical Assistance

• To get our attention if you need tech assistance: Raise or Lower Hand: Alt + Y

Screen Reader Users: Reduce unwanted chatter

• Request speech on demand: Insert, Spacebar, “S”
Keynote: Perspectives from the Administration for Community Living

• Alison Barkoff, Acting Administrator and Assistant Secretary for Aging, U.S. Administration for Community Living
Latest Resources from Commit to Connect

• Katie Clark, Policy Analyst, Office of Interagency Innovation, ACL
Commit to Connect Overview

Katie Clark
Administration for Community Living
• ACL established in June 2021; Administered by USAging

• Strategy:
  • Increase awareness and availability of programs and strategies that address social isolation, loneliness and grow social connections
  • Build and strengthen collaboration with current and potential partners to leverage our collective efforts, resources, innovations and activities to increase social connections the U.S.
Key efforts include:

• Cultivating a nationwide network of champions who are committed to addressing social isolation and loneliness

• Fostering online discussions and resource sharing in the virtual Hub

• Holding Communities of Practice and webinars to build capacity and share innovation

• Engaging stakeholders in peer networking and webinar opportunities
Commit to Connect Advisory Committee Members

• AARP Foundation
• ADvancing States
• Foundation for Social Connection
• Meals on Wheels America
• National Council on Aging
• National Indian Council on Aging
• USAging (Coordinating Center)
Nationwide Network of Champions: A Free Virtual Community and Hub

• 266 individuals and 238 community-based organizations across 43 states

• Sectors: academia, government, healthcare, caregiving, private sectors companies, research and non-profit
The Hub includes 260+ members from across the U.S.
Joining the Nationwide Network of Champions

1. Complete and submit the registration form
2. Receive a confirmation email receipt
3. Once approved, the Commit to Connect Coordinating Center will send an email with access to the Nationwide Network of Champions
Resources and Activities at www.CommitToConnect.org

- Bi-monthly newsletter
- Webinars
- Topical Guides
- Peer-to-Peer Exchange
- Communities of Practice
- Consumer resources
- Professional resources
Learn more about Commit to Connect and sign up for the Nationwide Network of Champions: www.committoconnect.org!

Email: info@committoconnect.org
Program Spotlight: Community Care Corps
Program Spotlight: Community Care Corps

• Sara Paige, Community Care Corps Project Manager, The Oasis Institute
• Beth Wiggins, Director of Caregiving and Aging Services, FamilyMeans
Welcome

National Community Care Corps

www.communitycarecorps.org
**What is the National Community Care Corps?**

<table>
<thead>
<tr>
<th>National, federally funded program</th>
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<td>Innovative local models</td>
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<tr>
<td>Volunteer nonmedical assistance</td>
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<tr>
<td>Assisting family caregivers, older adults and adults with disabilities</td>
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<td>Maintain independence in the community</td>
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IMPACT

Funds Requested: ~$59M
Funds Awarded: ~$8M
Grants Awarded: 79
Caregivers: 4,368
Care Recipients*: 21,988
Volunteers: 8,225

*Care recipients include Older Adults and Adults with Disabilities
Types of Nonmedical Volunteer Assistance

Companionship and Friendly Visiting
Education and Training
Caregiver Support
Technology and Communication Assistance
Mentoring
Meal Preparation
Help Around the House
Simple Home Modification and Repair
Respite
Running Errands
Resource Referrals
Stress Reduction
Social and Recreational Activities
Transportation
Key Findings: Caregivers

Demographics within Community Care Corps:

- 39% 65 and over
- 81% women
- 59% people of color
- 69% retired
- 31% supported a spouse
- 21% supported a parent

3 out of 4 Caregiver Assist with:

- Transportation
- Shopping
- Handling Finances
- Food Preparation
- Technology/Communication
- Housekeeping
- Medications
- Laundry
Benefit to Caregivers

Direct Benefit:
Reported quality of life and health remained stable
87% stated would like to continue receiving assistance
Primary form of support received was stress reduction

Indirect Benefit:
Defined as the improved health and well-being of the family caregiver as a result of assistance provided to the care recipient.
90% reported the volunteer assistance made it easier to maintain the current living situation of the person for whom they provide care

Most beneficial assistance:
60% support/resources
25% free time
10% home help
5% errands
New Funding Opportunity

New RFP May 8, 2023*
Two Funding Options
Submission Portal Opens May 22, 2023
Submission Portal Closes July 7, 2023
Grant Cycle:
October 1, 2023-March 31, 2025

*Will be posted on our website, CommunityCareCorps.org
Connect with Community Care Corps!

Visit our website:
communitycarecorps.org

For questions or more information email:
info@communitycarecorps.org

Follow us on social media:
@CommCareCorps on Twitter
@communitycarecorps on Facebook
@communitycarecorps on LinkedIn
Social Engagement and Caregivers Panel
Social Engagement and Caregivers Panel

• Fawn Cothran, Ph.D., Hunt Research Director, National Alliance for Caregiving (Moderator)
• Jennifer Harbison, Care Giver Support Specialist, Age Well
• Beth Soltzberg, Director of the Alzheimer’s/Related Dementias Family Support Program, Jewish Family & Children's Service
• Lesley Katz, Caregiver Services & Health Promotion Coordinator, Loudoun County Area Agency on Aging
Communicating with Impact

• John Beilenson, President, SCP
Communicating Effectively about Social Engagement

engAGED and Commit to Connect Virtual Summit

John Beilenson, President
SCP
May 10, 2023
Where We Are Headed

• Thinking Strategically

• Messaging: Talking about Social Engagement

• Tactics and Tips
Thinking Strategically
First Comes First: Key Elements of Strategic Comms

1. Identify Goals & Objectives
2. Know the Environment
3. Learn about Your Audience
THE PATH TO STRATEGIC COMMUNICATION

Goals & Objectives
From Fuzzy to SMART

Broad Goal

• Raise awareness of our Caregiver Support Group

SMART Objectives

• By the end of June 2023:
  o Make sure everyone in the Surrey Community hears about the Caregiver Support Group either in person, via email, or Facebook
  o Identify 25-50 people who may need social support
  o Recruit 6-8 caregivers into the Support Group
What are your broad goals?

What are your measurable objectives?
THE PATH TO STRATEGIC COMMUNICATION

Goals & Objectives

Environment
What’s going on out there?

What’s going on in here?
THE PATH TO STRATEGIC COMMUNICATION

Goals & Objectives

Audience

Environment
Get to know your audience

• Ask:
  o What do audience members know about your idea/program/service?
  o What do they care about?
  o How do they prefer to get their information?
  o If you are trying to target a specific stakeholder or decision maker, what are his or her jobs, pains, and gains?

• Do: Mini-assessments, discussions with partners, surveys of existing gatherings or groups, social media polls or questions
MESSAGING: Talking About Social Engagement
THE PATH TO STRATCOMM

Goals & Objectives

Audience

Environment

Message
A MESSAGE

is a clear, concise statement or set of statements that describes a position, opinion or point of view.
“If you were to boil your book down to a few words, what would be its message?”
Focus on the “One Thing”

• The one thing your audience needs to know is…

• The one reason it is important is…

• The one thing people should do is…

• The one reason the audience should act now is…
The “One Thing” for the Caregiver Support Group

• The Caregiver Support Group is a new online program, moderated by a licensed social worker, that is there for you when you are frustrated, concerned, or need help on a specific caregiving problem.

• Caregiving can be hard and isolating for all of us. We all need help at times, and we can all help others facing similar challenges.

• Contact Tina at tinaq@surrey.org to learn more, sign up, or let us know if you are looking for help with caregiving or any other issue.

• Join today and reserve your spot as registration is limited.
Thoughts on messaging about social engagement programs

• Emphasize the benefit, not just the attributes of the program
  o Do you know what the audience sees as the benefit?
  o Not all people see group activities as attractive.

• Reframe: It’s about “we,” not “they.”

• For funders, be clear about the problem you are addressing.
  o Is it social isolation or loneliness?
  o Is social engagement the primary or secondary aim?
Tactics and Tips
THE PATH TO STRATCOMM

- Goals & Objectives
- Audience
- Tactics
- Environment
- Message
Tactics and Tips

• Ask yourself, how will I get beyond the usual suspects?

• Expect that this will take more effort/resources
  o Additional touches
  o Individualized outreach
  o Trusted intermediaries
  o Materials and program translation
  o Going to them
  o After hours programming

• Rally community contacts beyond the your/the aging network
  o Postal workers
  o EMTs, police and fire
  o Healthcare and other service providers
  o Faith-based leaders
  o Small businesses, banks, dry cleaners, restaurants
QUESTIONS?
Are We There Yet?

A Hands-On, Minds-On Guide to Developing a Strategic Communications Plan

Call to Action and Wrap-Up

• Meredith Hanley, Director, Community Capacity Building, USAging
• Katie Clark, Policy Analyst, Office of Interagency Innovation, ACL
Connect With Us!

engAGED
Website: www.engagingolderadults.org
Email: info@engagingolderadults.org
Facebook: @engAGEDCenter
Twitter: @engAGEDCenter

Commit to Connect
Website: www.committoconnect.org
Email: info@committoconnect.org
Thank You!

• We will send a follow up email containing links to the highlighted resources and the recordings from both days.
• The email will also include a survey evaluation link. Please take a moment to complete that survey as your feedback will help shape our future events and offerings.
• Keep an eye out for that email and thank you in advance for providing your feedback so we can ensure our content meets your needs!
Thank you for participating in the Social Engagement Virtual Summit!