Aging Well Whatcom Steering Committee
November 1, 2019
Chuckanut Health Foundation/Whatcom Center for Philanthropy, 1500 Cornwall Ave

MINUTES

Attending:

Becky Kirkland, PeaceHealth Center for Senior Health
Carol Nicolay, Health Ministries Network
Chris Orr, Whatcom Council on Aging
Dr. Chao-ying Wu, Chuckanut Health Foundation Board/Family Care Network
Elaine Cress, Whatcom Council on Aging
Heather Flaherty, Chuckanut Health Foundation
Heidi Bugbee, Generations Early Learning & Family Center
Janet Malley, Whatcom Transportation Authority
Mary Carlson, Community Member
Ryan Blackwell, Northwest Regional Council
Sarah Lane, YMCA
Tessa Whitlock, Chuckanut Health Foundation
Tonja Myers, Christian Health Care Center

Regrets:

Amy Hockenberry, Whatcom County Health Department
Dr. Dave Lynch, Chuckanut Health Foundation Board/Family Care Network (retired)
Marie Eaton, Palliative Care Institute, WWU
Mary Anderson, Whatcom Transportation Authority
Melinda Herrera, Rosewood Villa
Wendy Lawrence, Opportunity Council

Welcome, Introductions and Reflection

Lara welcomed the group and members reflected on their favorite aspects of the Fall season.

Tessa shared that as a result of the Summit, Allied Arts, Bellingham Parks and Recreation, and Dementia NW inquired about funding to start an art class for people with dementia. The funding process and criteria haven't been determined yet.

Review and Approve Minutes

Minutes from the AWW meeting on October 11, 2019 were approved as written.

AWW Presentations

The group reviewed two draft PowerPoints for AWW presentations, a longer version created by Marie and a shorter version created by Carol.

Comments/feedback on longer version:
- ➢ **Liked**: photos, clear template
- ➢ **Suggestions:** larger font on some slides, call out key point(s) on slides with detailed tables (feel too dense); add slide of the finished graphic notes at the end (would complement the slide of the incomplete poster early in the presentation).

Comments/feedback on shorter version:
- ➢ **Liked**: simplicity – feels "malleable"
- ➢ **Suggestions:** orange and green text harder to read, intensity the call to action at the end, add a slide about the Summit and next steps, correct typo on last bullet point on housing slide

Other comments and discussion:
- When time allows, build in activity/interaction, e.g., replicating the green dot exercise.
- Both presentations can be posted on the AWW website.
- As discussed at the last meeting, embedding short videos of focus area presenters would be great. What are the options for getting these made?
- Could there be some kind of follow-up or call to action, such as green dot "voting" via the website?
- Use the same template for both presentations; they have different levels of detail, but the look and feel should be the same.
- What to provide in hardcopy? Some people like to have paper, but we want to be resourceful. Suggestions:
  - o Have a couple of hardcopy blueprints on hand for those who really want them.
  - o Have "loaner" copies that people can look at during the presentation and return at the end.
  - o Show the actual AWW website and exactly where the blueprint is posted to make it feel more familiar and accessible.

Process/logistics:
The group agreed on the proposed process for handling presentation requests:
- Presentation requests will go to Lara (or could be Tessa, or someone else), who will contact requester and assess need and details (who is the group, goals, number of people, etc.)
- We will ask requesters to arrange time, date and location; once that is set, Lara will send out a call for presenters to Steering Committee members.
- Steering Committee members will volunteer to present as their schedule allows, and Lara will connect requester and presenters.

It will be important to track some basic presentation data, including date, group, number of people, presenters, and requestor name and contact info.

Steering Committee members can also arrange presentations they will do on their own, without going through the outlined process. In this case, the basic data should be sent to Lara for tracking.

AWW Steering Committee

Membership additions or changes:
There are several "seats" on the Steering Committee. The group discussed important sectors to be represented and agreed the top priorities are:

- Business community – possibly Whatcom Business Alliance; John Moullen (Barkley group) was at the Summit and may be interested.
- Diversity and communities of color, especially tribal communities.
- Education – all levels important, but adding K-12 more important than higher ed. Marie provides linkage to WWU.
- Housing – try to re-engage Mercy Housing.

ACTION➔ Lara will contact Mercy, and work on identifying specific individuals in the other areas.

Charter

Lara proposed the Steering Committee would benefit from a basic charter [attachment 3 of meeting packet outlines elements of a charter]. Others agreed this would be helpful and appropriate at this stage in AWW's development.

ACTION→ Lara and Sarah will draft; it was suggested that Marie's experience would also be valuable.

Workplan

There seem to be three main "chunks" of work, or goals [attachment 4 of meeting packet] for the next stage of AWW. They are:

1) Developing the AWW Coalition through communication and outreach.
2) Leading the community awareness campaign.
3) Implementing blueprint strategies.

Of these, implementation is the most complex and has the most unanswered questions, including how to best respond to community priorities (green dot results), capacity, and centralized (coordinated by AWW/CHF) vs. decentralized (coordinated by other organizations) approaches.

Discussion regarding blueprint implementation:

The top five strategies based on Summit participants' green dots were:

1. Ensure that representatives of older adult groups are given a voice in policy discussions (25 dots).
2. Create a comprehensive online repository for information and resources and dedicate the needed resources to keep information up to date (23 dots).
3. Governmental entities, community institutions and non-profit organizations adopt policies and regulations that facilitate intergenerational housing, childcare and other programs (20 dots).
4. Develop shared information systems to improve coordination of care and services (18 dots).
5. Support existing intergenerational groups to connect, identify opportunities, learn about best practices and create partnerships (17 dots).

Ying noted that even though housing and transportation weren't selected as top strategies, they are still real and significant community needs. They may feel less approachable or more daunting because they are such big issues. He suggested small housing and transportation innovation labs.

Lara observed that intergenerational community and cultural shift (in which Summit participants did indicate high interest/energy) are new and different, which could account for the level of interest.

Ying noted that strategy #1, "older adult groups are given a voice" could be addressed with the pursuing the AARP Age Friendly Communities designation. Elected officials who learned about the Age Friendly Network at the Summit seemed quite interested. The combination of having new elected officials and the AWW blueprint could facilitate this designation, which would pair with a Massachusetts-style commitment to use an aging "lens" for policy decisions made by every governmental body in the county.

Tonja recalled discussing the AARP Age Friendly Communities designation in the past, but asked for a refresher on what this entails.

ACTION→ Lara will send Age Friendly Communities information out to all.

Ying observed that #2 "Create a comprehensive online repository for information and resources" and #4 "Develop shared information systems" are closely related and could be combined. Carol asked about the Whatcom Cares website, and Lara noted that the Whatcom Family and Community Network is already

leading some work around building a coordinated information and resource system for Whatcom County. Heather pointed out that the shared information systems work is not new – the community has been working on this in various ways for 30 years – so finding ways to support the existing efforts may be the best approach.

 Strategies #3 and #5 are both intergenerational, and could be merged.

Tessa, Tonja and others noted the importance of engaging with the people who selected strategies other than the top five. What will be the process for connecting with them? Perhaps community engagement around each of the focus areas should a fourth goal or area of work.

Lara observed it's not clear what CHF's capacity for coordination is, and how many groups it can directly support/facilitate. Sarah suggested volunteers could be used to reach out and connect with people, though this would require some initial training and coordination.

The group discussed parceling out specific projects to organizations where they would be a logical fit, and there was strong support for this "decentralized" approach to implementation. For example, it seems like creating a comprehensive online repository for information and resources would be a natural fit for NW Regional Council. However, to date AWW hasn't been explicit that other organizations would be asked to lead and coordinate implementation.

Chris noted that perhaps organizations that take on projects should have Steering Committee representation. Others thought that they may just want to be "implementers" and not be involved with the Steering Committee.

Heather said she sees the role of CHF and Steering Committee to be to hold and steward the AWW blueprint and community vision, including building out 3- and/or 5-year plans and providing oversight and leadership. Ying stated he'd also like to see the Steering Committee work on securing funding from beyond the CHF to direct to AWW projects.

Wrap Up and Next Steps

Discussion regarding the AWW Coalition **Membership Commitment** and a **community awareness campaign** was postponed until the December meeting due to lack of time.

Next AWW Steering Committee meeting: Friday, December 6, 9-11 AM, at the Bellingham Senior Activity Center.