

Aging Well Whatcom
September 6, 2019
Bellingham Senior Activity Center

MINUTES

Attending:

Amy Hockenberry, Whatcom County Health Department
Carol Nicolay, Health Ministries Network
Chris Orr, Whatcom Council on Aging
Dr. Chao-ying Wu, Chuckanut Health Foundation Board/Family Care Network
Dr. Dave Lynch, Chuckanut Health Foundation Board/Family Care Network (retired)
Elaine Cress, Whatcom Council on Aging
Marie Eaton, Palliative Care Institute, WWU
Mary Anderson, Whatcom Transportation Authority
Sarah Lane, YMCA
Tonja Myers, Christian Health Care Center

Regrets:

Becky Kirkland, PeaceHealth Center for Senior Health
Heather Flaherty, Chuckanut Health Foundation
Heidi Bugbee, Generations Early Learning & Family Center
Mary Carlson, Community Member
Melinda Herrera, Rosewood Villa
Rachel Lucy, PeaceHealth
Ryan Blackwell, Northwest Regional Council
Wendy Lawrence, Opportunity Council

Welcome, Introductions and Reflection

Lara welcomed members, and everyone introduced themselves. Members reflected on what they are hearing “out there” about Aging Well and how they are feeling about AWW and the Summit. Responses included “excited,” “disconnected,” “curious,” “out of touch,” and “nervous” – and various combinations of these.

Review and Approve Minutes

Minutes from August 2, 2019 were approved as written.

Blueprint Update

Outreach and Communications committee members have been revising and polishing up the Blueprint. A graphic designer is already working on the basic layout, and the final version will go to him next week. The goal is to post the blueprint on the website and/or email out to everyone on the AWW contact list. People who have said they plan to attend the Summit will be encouraged to review the blueprint ahead of time.

Summit Update

Roles

- Marie will be the moderator
- People giving overviews for focus areas:
 - Cultural Shift – Ying

- Information and Navigation – Ryan
 - Intergenerational Community – Tonja
 - Housing – Wendy
 - Transportation – Mary A
 - Wellness and Healthcare – Sarah
- Table facilitators, greeters, and scribes for paper wall are also needed – all AWW members are asked to do at least one role.

Agenda

The group reviewed the agenda [*attachment 2 in the meeting packet*] and made the following comments and suggestions:

- It's good to have outcomes explicitly stated.
 - Include a land acknowledgement statement as part of the opening comments.
 - There will be two main ways people are “coming at” the Summit – big picture/vision and immediate/ getting needs met. Both are important. Blueprint focuses on creating something more/bigger than what exists now.
 - A good way to engage participants is asking for their help. This also conveys humility.
 - Providing post-it notes for people to write down thoughts, questions, and concerns will be helpful.
 - Have focus area committee members stand near the posters to provide clarification or respond to questions.
 - Asking for commitment is too strong; we don't want to obligate people unwillingly. It's better to ask about participants' interest and energy.
 - Placing dots on specific strategies isn't prioritizing in the sense of deciding what's the most important; rather, it's to gauge areas of greatest interest.
 - A rehearsal would be good, especially to help us keep comments brief and to-the-point.
 - Discussion regarding sequencing and transitions.
 - Create a slide show to play as people arrive that reflects a range of experiences of aging in Whatcom County. This will convey diversity through imagery instead of, or in addition to, mentioning it in the opening comments.
 - Give a frame of reference for the CHF funding – thousands? millions?
 - Mary made an extra half an hour materialize!
- ➔ **ACTION:** Lara will take agenda suggestions to Outreach and Communications Committee meeting on Sept 9.
- ➔ **ACTION:** Lara will create a detailed outline with the key points to avoid redundancy and keep the presentations focused.

Survey

Participants will be asked to complete a survey at the end of the Summit that will give us more information about areas of interest, and guide next steps. It will also be emailed out following the Summit. The following comments and suggestion were made:

- Add focus areas to survey for reference
 - Add “Will you share information from the Summit with someone else? Y/N. Actively marking “yes” increases the likelihood they will do it.
 - Move name and contact information to the beginning.
- ➔ **ACTION:** Lara will revise survey per these suggestions.

Outreach and Communications Update

Aging Well Whatcom now has a website: <https://www.agingwellwhatcom.org/> and a dedicated email address: agingwell@chuckanuthealthfoundation.org.

Summit invitations and outreach:

- Electronic and postcard invitations have been sent out, and there were 64 "yes" responses as of Thursday, Sept 5.
- It's OK to invite people directly, but it's **CRITICAL** that they RSVP.
- AWW members should also RSVP (via the new website: <https://www.agingwellwhatcom.org/>, email: agingwell@chuckanuthealthfoundation.org, or phone: 360-671-3349).
- Numerous outreach presentations have been done, including Whatcom Council on Aging Board, small cities Partnership (mayors from Lynden, Ferndale, Blaine, Everson, Nooksack and Sumas), Bellingham City Council open comments, and others. Additional presentations are planned for the next several weeks.
- There is a new and improved conversation guide [*attachment 3 in meeting packet*].
- Press release/media communications have not been done.

➔ **ACTION:** Lara will take the press release/media question to the Outreach and Communications Committee.

Next Phase for Aging Well Whatcom

Dave and Ying provided an update from the Chuckanut Health Foundation. The Board has committed to convening the AWW coalition for 2-3 years, supporting an awareness campaign, and providing some seed-funding for work that is aligned with the blueprint. This commitment will be shared at the Summit and will likely contribute to a sense of action and forward movement. An AWW member recalled that there was earlier discussion about asking PeaceHealth and Family Care Network to contribute to this fund as well.

➔ **ACTION:** Lara will follow up with Heather about conversations with PeaceHealth and Family Care Network.

Other thoughts for the work following the Summit

- It's important to have follow-up contact with participants soon after the Summit to thank them for their input, and share changes or decisions that came out of the Summit.
- Ensure there is ALWAYS an open door for people getting involved.
- Resource navigation and conversations/awareness raising seem like important things to work on soon.
- We need to communicate AWW progress, accomplishments and milestones.
- How do we measure change? Evaluation will be an important aspect going forward. Lara noted that policy changes and new programs, services or partnerships are the easiest kinds of change to measure. Changes in the public's attitudes, knowledge, etc. is more complex and challenging to measure.

Coalition evolution:

Part of the upcoming Summit is inviting other people to get involved, so the AWW circle of people will be expanding. The group discussed several options for the evolution of the AWW coalition as the number of people participating increases. There was agreement that the current Coalition could become the AWW Steering Committee, and new people getting involved would be the larger, broader Coalition. What being a

“AWW Coalition member” entails should be better defined. It was felt it was premature to establish subcommittees, but that might happen in the future if the Summit spurs additional work on specific focus areas or strategies.

Wrap up and next steps

Next Coalition meeting: We'll schedule the next meeting for Friday, Oct 11 or 18 to give some time to summarize the information from the Summit. Look for a Doodle poll from Lara.