

Getting Up to Date  
Older Adults Alliance  
March 2008

January 2007

*Alliance members described the ultimate desired outcomes of efforts, including these items:*

**10 years—If We Get It Right**

All seniors in adequate housing  
Destination place for people to retire (build on assets)  
Meet needs of diversity in your community  
Opportunities for older workers  
Integration across age cohorts  
All encompassing data base for information  
Universal criterion for health and well being- something that measures this, what can we measure, how to market  
Show that we value older adults in community- put in positions where they are respected, significant increase in employment  
Good environment (healthy)  
Stop taking older adults away from families, services, etc.  
Where aging is cool+  
Market great health care that is available to older adults  
Make community less scary for older adults, both day and night  
Market use of services before crisis mode (there is a need)  
-How do we get younger people to become knowledgeable of services  
-Market to companies/organizations  
-Caregiver education program  
-Employee incentives (by employer) for healthy initiatives

February 2007

*Alliance members created categories for what they want to do:*

Main objective: Make the Wichita MSA a Mecca for retirees.  
(Some may prefer the phrase ~~an~~ oasis+)

Through o

Marketing (the services we have, quality of life, cost of living) and integration across age cohorts

*A number of possible activities were identified:*

- Design (houses, streets, communities) now for the population we will have in 10 years  
-Educate the people who do the planning through a speakers bureau, representatives on boards and commissions, the media

- Educate the public
- Find and be Ambassadors
- Show business (contractors, architects) that it (universal design and other considerations for older adults) makes \$ sense
- Greater consensus on the pressing needs
  - Respite care
  - Scams & Identity theft
  - Those who should not drive
- Employment/Job Opportunities
- Things that enable persons to stay independent
  - Transportation/Mass Transit
  - Services
  - Addressing social Isolation
- recognize varied needs of older adults

April 2007

*Alliance members identified actions they wished to pursue in three work areas:*

#### MARKETING

- Connect to arts/recreation planning
- Surveys of Older Adults
- Housing summit
  - include for profits as well as non-profits
  - transportation issues
  - senior/Wesley friends
- Improved ~~£~~Explore Your Options Guideq
- PSA\$ that highlight attractions for amenity-focused older adults
- Target alumni of local HS / Universities
- Focus groups with seniors

#### INTEGRATION

- Identify intergenerational communities and use information gathered to inform marketing, replication
- Economic projections
  - cost of services
  - potential income capture
  - %waiver immigrants+
  - would need to know purpose-what are we asking?

- %Grandparents+in schools
  - look for connections to mentoring, BIGS in schools, foster grandparents
- Promote Wichita MSA to boomers starting to make retirement plans
  - get/keep them involved
  - %grow our own+

## COMMUNITY PLANNING

- Connect to neighborhood associations
- Give marketing materials to Realtors, developers, commissions, etc.
- Connect to individual events (independent living resource fair, senior expo) for surveying or other interaction
- Provide new info (e.g. survey results) to planners
- Communicate with those responsible for accessibility in communities on pathways, village planning
  - Comprehensive recreation alliance
- Collect information that others have about our target audience

June 2007

*Knowing that the Alliance could not do everything, Alliance members predicted whether desirable projects would be short- or long-term.*

- CMS bus stop . short term project (completed)
- Housing summit . short term project
- Advocacy . ongoing project with possible first steps
  - Present to Silver Haired Legislature
  - Present to Unified Legislative Alliance/South Central Delegation
  - Promote tax credits for long term care
- Mentoring/volunteering . ongoing project with possible first steps
  - Research current numbers of older adults mentoring
- Surveys/focus groups . long-term project (could view alumni and pre-retirement Boomers as possible subjects)
- Identify and learn from intergenerational communities . long-term project

August 2007

*Alliance members discussed how they would measure success in their work areas:*

### Advocacy

- # of contacts with elected officials
- 1. Identify players/issues
- 2. Prioritize needs gov and local orgs.
- 3. All Older Adults Strategic Alliance on message
- 4. Track progress of legislation and issues
- 5. Communicate (newsletter, e-mail)
- 6. Build older person support networks (action groups)

Outcome: How many issues you supported passed.

### Housing Summit

- # of attendees
- # of participating organization

#### Integration Across Age Cohorts

- Identify successful intergenerational projects

#### Mentoring

- ID . Current participating volunteer opportunities
- Track estimated baseline of volunteers
- Survey
- Get all current info in one place
- ID recent non-profit return, needs assessment
- Surveys done by volunteer organizations

#### *September 2007*

- Investigated Unified Legislative Agenda proposal
- Marketing group completed identification of groups with existing data.

#### *November 2007*

- Completed investigation of WIA/workforce issue.
- Completed report to the Alliance of survey data in hand.
- Completed research on several items.
- Housing summit completed subcommittee meeting.

#### *February 2008*

- Completed contact with Tony Rangle.
- Established new calendar for housing summit.
- Learned details of complementary research/surveys underway.