

# Aging Well Whatcom Initiative

Friday, June 7, 2019

9:00-11:00 AM

Health Education Center, 3333 Squalicum Parkway, Bellingham

---

## MINUTES

### Attending:

Aly Horry, Medicaid Transportation Services, Northwest Regional Council (Transportation and Design Committee)  
Ann McAllen, Adult Programming Coordinator, Whatcom Library System (Intergenerational Community Committee)  
Becky Kirkland, PeaceHealth Center for Senior Health  
Chris Orr, Whatcom Council on Aging  
Dr. Chao-ying Wu, Chuckanut Health Foundation Board/Family Care Network  
Janet Malley, Whatcom Transportation Authority  
Janet Simpson, Bellingham at Home (Cultural Shift Committee)  
Julie Meyers, Meals on Wheels and More, Whatcom Council on Aging (Healthcare and Wellness Committee)  
Kim Brown, City of Bellingham ADA Coordinator (Transportation and Design Committee)  
Leah, intern at Opportunity Council and Adult Protective Services  
Marie Eaton, Palliative Care Institute, WWU  
Mary Anderson, Whatcom Transportation Authority  
Mary Carlson, community member  
Melinda Herrera, Rosewood Villa  
Ryan Blackwell, Northwest Regional Council  
Susan Given-Seymour, Chuckanut Health Foundation Board (Intergenerational Community Committee)  
Wendy Lawrence, Opportunity Council

### Regrets:

Amy Hockenberry, Whatcom County Health Department  
Sarah Lane, YMCA  
Carol Nicolay, Health Ministries Network  
Dr. Dave Lynch, Chuckanut Health Foundation Board/Family Care Network (retired)  
Elaine Cress, Whatcom Council on Aging  
Heather Flaherty, Chuckanut Health Foundation  
Heidi Bugbee, Generations Early Learning & Family Center  
Tonja Myers, Christian Health Care Center  
Jenny Weinstein, Opportunity Council

## Welcome, Introductions and Reflection

Lara welcomed the group and members introduced themselves, sharing their organizational affiliation and what Blueprint Committee they sit on, if applicable. They also participated in a “speed networking” activity, reflecting on the question, “What is the most exciting thing to you about the Blueprint and its future in the community?” and sharing their thoughts with three people they didn’t know well. Members reported back to the large group on the people they spoke with and what they are excited about.

## Updates and Announcements

Marie shared that the Whatcom Alliance for Health Advancement (WAHA) will be closing. The June 24 meeting of the NW Life Passages Coalition, which is convened by WAHA, will be dedicated to discussing options for continuing programs and services WAHA has provided.

Mary A. announced a bus route change that will take effect June 16, 2019. The new routing includes the Bellingham Airport and more connections to Fred Meyers/Bakerview Road shopping, in an effort to improve food access for the Birchwood neighborhood and Gooseberry Point/Lummi Nation.

Kim shared that she is leading the City of Bellingham's completion of the ADA Self-Evaluation and Transition Plan for Pedestrian Facilities in the Public Right-of-Way. This is a legal requirement and includes assessing compliance with features such as curb ramps, crossing signal times, and other aspects of ADA accessibility. There will be an open house on June 26 and on-line survey for public input. If you'd like to participate in this assessment and planning process, Kim can add you to her outreach list [Kim's email is [kimbrown@cob.org](mailto:kimbrown@cob.org)].

Ying reported that a small group has been discussing improving chronic pain management, and that there is strong evidence for more effective approaches than those currently used in the U.S. Contact Ying if you'd like to learn more or get involved [Ying's emails are [cywu@comcast.net](mailto:cywu@comcast.net); [cywu@fcn.net](mailto:cywu@fcn.net)].

Ying also stated that he spoke with Rodney Anderson, the new President of Family Care Network, who is interested in a presentation for FCN providers on the Aging Well Blueprint. Marie suggested that everyone talk with leaders within their respective organizations about the Aging Well Blueprint - this strategy was effectively used by NW Life Passages Coalition members to talk about the serious illness and end of life blueprint.

Ryan updated the group on the Whatcom location of the adult day program that was being planned by Skagit Adult Day Program. The Whatcom site will not be opening due to changes at the Skagit Adult Day Program.

Ryan also announced that the NW Regional Council has established an agreement with PeaceHealth to embed a NWRC social worker in the hospital to help facilitate care transitions for patients with Medicaid. Currently this service is provided to people of all ages; in the future it may be narrowed to focus on older adults.

## Review and Approve Minutes

Minutes from May 3, 2019 were approved as written.

## Aging Well Blueprint: Where are we?

Lara, Ying, Marie and others gave a brief overview of Aging Well, including the formation of the group in late 2017, community assessment and prioritization process in 2018, and the Blueprint development process in 2019.

At the last meeting, the timeline for completing the Blueprint was extended to September 2019 to allow time to thoughtfully complete the document and be strategic with outreach and communications with key audiences and stakeholders.

The Health and Wellness area has been challenging for a variety of reasons, and the current committee has been focusing on physical activity and nutrition. The Blueprint Subgroup met on 5/31 and discussed health care and if/how to include it in the Blueprint (omit entirely, create a separate health care area, combine with physical activity and nutrition...)

The Blueprint Subgroup is proposing:

- The Blueprint should include health care – it’s too important and “high profile” to leave out.
- Call the focus area **HealthCARE and Wellness**.
- Include medical, dental, and mental health care as well as supportive services such as care coordination, insurance assistance, etc. but keep the strategies at a fairly high level.
- Reconvene the committee with some additional members - Julie from Meals on Wheels and More, Parks and Rec, Ying and 1-2 more health care people.

Group members supported this approach.

## Draft Blueprint Discussion and Feedback

The group reviewed each section of the draft Blueprint and provided comments and suggestions on content and organization.

### Cultural Shift:

- Important to include elder neglect and abuse (physical, financial) in this section or another one.
- City and County proclamations could be a tool, and BTV-10 is a good communication channel.

### Information and Navigation Services:

- Limitations and requirements of funding streams contribute to bureaucracy and difficult-to-understand systems.
- Informal “gatekeepers” already exist and are community assets. Consider another word that would suggest helping people through (vs. keeping them out).
- Consider clarifying the meaning of and simplifying the language in the long-term strategy “Integrated communication platform where all providers can access verified information.”

### Intergenerational Community:

- Consider noting grandparents raising grandchildren and including a strategy around support for them.
- Strategies that address multiple areas (e.g. engagement for older adults and meeting childcare needs) should be priority/key strategies.

### Transportation and Design:

- Key challenges section: 1) Re-word statement about doctors and driving; 2) Reduce detail, especially in description of limited transportation options.
- Outcomes aren’t included.

### Housing

- In Community Vision, 1) Consider phrase “age in their community” vs. “age in place;” 2) Reword to clarify aging in place/community **as an option** without implying that it’s the ideal/”right” option.
- Consider calling out co-housing more – currently it’s a bit buried.

**Healthcare and Wellness** – in development.

**Other discussion and comments:**

- The term “Blueprint” may not make sense to people, as it’s generally used in the context of planning and building.
- Reduce duplication across areas by moving some points to different sections, or omitting if points are already in another section.
- Needs editing/tightening.
- Would be good to have “regular” older adults review and get their responses regarding both the concepts and the language.
- Neighborhood associations should be included as community assets/partners.
- Need to determine how to include assets/partners that appear in several sections. They could be noted in general terms in the focus area with a list of specific organizations at the end.
- Moving “Desired Outcomes” section earlier in each focus area and listing community-level strategies before policy strategies would create a more logical sequence.
- Since each focus area has some educational strategies, they could be placed in a third strategy category.

**Framing or “scaffolding” to support and give context for focus areas:**

- Guiding principles
- Process to decide on 6 focus areas
- Overarching framing statement (rapidly aging population, etc.)
- List of organizations involved
- Timeline graphic
- Whatcom County map with current and projected demographics
- What’s next – where do we go from here

**Outreach and Communication Plan**

The Blueprint Subgroup discussed outreach and communications at its 5/31 meeting and proposes the following:

- Expand the membership and scope of Blueprint Subgroup to become the Outreach and Communication Committee.
- Finalize an action plan detailing audiences, strategies, actions, and specific timeline.
- Plan the Summit scheduled for Sept 27 (the summit is a communication strategy).
- Test drive the Blueprint with groups that aren’t familiar with this work.

See the proposed June-December Timeline on page 5.

Lara asked members to let her know if they’d like to join the Outreach and Communications Committee, which will meet monthly for the next 5-6 months.

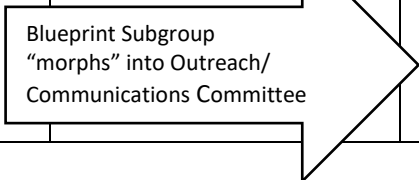
**Wrap Up and Next Steps**

- No Aging Well meeting in July due to the Independence Day holiday.
- The next full group meeting will be Friday, August 2, 9-11 AM.

**ACTION ITEM** → Members are requested to help road test communicating about Aging Well and the Blueprint with an “each one reach three” approach. See the task and talking points on page 5.

## Aging Well Blueprint (BP) Development and Communications Proposed Timeline June-December 2019

	June	July	August	September	October	Nov-Dec
<b>Aging Well Coalition</b>	<p><b>June 7 Mtg</b> (w/ all BP Comm members)</p> <p>Review draft BP, provide input/feedback.</p> <p>Agree on next steps for outreach/communications, including the Summit.</p>	<p><b>No Mtg</b> <i>(Independence Day holiday)</i></p> <p>Provide input and feedback on outreach/communication action plan (via email).</p>	<p><b>Aug 2 Mtg</b></p> <p>Approve final BP.</p> <p>Updates and coordination for outreach, communications, and Summit planning.</p>	<p><b>Sept 6 Mtg</b></p> <p>Updates and coordination for outreach and communications.</p> <p>Final Summit planning.</p> <p style="text-align: center;"><b>Fri, 9/27 SUMMIT</b></p>	<p><b>Oct 4 Mtg</b></p> <p>Debrief Summit, determine next steps.</p>	<p><b>Mtgs TBD</b></p> <p>Follow up from Summit as needed.</p>
<b>Blueprint Committees</b>	<p>Finalize focus areas and submit final revisions to Lara.</p>	<p>Submit final revisions to Lara.</p> <p style="text-align: center;"><b>Fri, 7/26 Complete BP</b></p>			<p>Follow up from Summit as needed.</p>	<p>Follow up from Summit as needed.</p>
<b>Outreach/Communications Committee</b>	<p><b>Committee Meeting</b></p> <p>Complete Action Plan</p>	<p><b>Committee Meeting</b></p> <p>Outreach/communications coordination, and Summit planning.</p>	<p><b>Committee Meeting</b></p> <p>Outreach/communications coordination, and Summit planning.</p>	<p><b>Committee Meeting</b></p> <p>Final Summit planning.</p>	<p>Follow up from Summit as needed.</p>	<p>Follow up from Summit as needed.</p>



# Aging Well Talking Points

- The Aging Well Initiative was launched by the Chuckanut Health Foundation in December 2017 to help make Whatcom County a more age friendly community.
- We have an increasing aging population who bring skills and capabilities, and also physical and social needs. Aging Well is working toward a shared vision and approach to utilizing those abilities and meeting those needs.
- Aging Well is providing the structure to develop this shared community vision and coordinated approach to effectively supporting older adults and create an environment for aging well.
- The Initiative draws on work done by the World Health Organization and Livable Communities movement.

*More info if needed:*

*The World Health Organization framework identifies "8 domains" of community well-being for aging (and for all ages):*

- 1: Outdoor Spaces and Buildings.*
- 2: Transportation.*
- 3: Housing.*
- 4: Social Participation.*
- 5: Respect and Social Inclusion.*
- 6: Civic Participation and Employment.*
- 7: Communication and Information.*
- 8: Community and Health Services.*

- The Aging Well Coalition includes (so far) about 20 partner organizations, with broad representation across the Eight Domains.
- Aging Well is developing a community Blueprint that outlines a shared community vision and strategies to support older adults and create an environment for aging well.
- The goal is that the Blueprint will be used throughout the community to guide policy and funding decisions, program and service development, grassroots activism, and business opportunities for the private sector.
- The Blueprint has six focus areas:
  1. Cultural Shift
  2. Information/Navigation Services
  3. Intergenerational Community
  4. Transportation and Design
  5. Housing
  6. Healthcare and Wellness
- These six areas come from a community assessment and prioritization process we conducted in 2018.
- Aging Well is hosting a Summit in September 2019. Our goals for the Summit are to share the Blueprint, gain input from a wider audience, generate commitment for making Whatcom County an age friendly community, and see if there is support for using the Aging Well Blueprint as the framework for this work.

## **Blueprint "Road Testing" – A task for Aging Well members to complete between June and August meetings.**

- 1) Explain/describe the Aging Well Initiative and Blueprint to three people who aren't familiar with this work.
- 2) Ask and listen for responses (questions, areas of confusion, disagreement, support, suggestions...)
  - *How does this sound to you?*
  - *What do you think about this?*
  - *What are your thoughts about this?*
- 3) Make notes about the responses you hear to share with the Communications Committee (via Lara at 360-383-8024 or larawelkerconsulting@gmail.com).