

Aging Well Whatcom
Friday, October 11, 2019
NW Regional Council, 600 Lakeway Dr

MINUTES

Attending:

Amy Hockenberry, Whatcom County Health Department
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
Dr. Dave Lynch, Chuckanut Health Foundation Board/Family Care Network (retired)
Elaine Cress, Whatcom Council on Aging
Heather Flaherty, Chuckanut Health Foundation
Janet Malley, Whatcom Transportation Authority
Marie Eaton, Palliative Care Institute, WWU
Mary Anderson, Whatcom Transportation Authority
Mary Carlson, Community Member
Melinda Herrera, Rosewood Villa
Ryan Blackwell, Northwest Regional Council
Sarah Lane, YMCA
Tessa Whitlock, Chuckanut Health Foundation

Guest: Vinson Latimore

Regrets:

Heidi Bugbee, Generations Early Learning & Family Center
Wendy Lawrence, Opportunity Council
Tonja Myers, Christian Health Care Center

Welcome, Introductions and Reflection

Lara welcomed the group, including guest Vinson Latimore. Vinson is a YMCA Board member, and learned about AWW when Sarah, Heather and Lara presented to the YMCA Board. Members reflected on the Aging Well Summit with “roses,” “thorns, and “buds.”

Roses (what people especially liked, or found beautiful or inspiring – could be feedback from participants):

- Large turnout range of people, effectiveness of outreach
- Energy – “buzz”, partly due to personal stories/experiences with aging or older adults
- Sense of call to action
- Receiving positive feedback from elected officials
- Seeing participants’ “aha moments”
- Connections and collaboration that was apparent
- Intentionality of seating arrangements and mixed groups
- Graphic recording
- Affirmation that we seem to be on the right track
- The green dot exercise
- Conversation flowed easily
- It felt/feels community owned

Thorns (what was uncomfortable, unpleasant, or that you would do differently if it were possible – could be feedback from participants):

- Lack of demographics in the blueprint
- Time felt short, especially since many were seeing the blueprint for the first time; not enough time to unpack the strategies; more time for discussion would have been good
- Size of the group made the table report outs long; the room felt tired by table 20
- Would have been nice for the participants to know who all was in the room
- Focus on problems/deficits of older adults
- No questions during Q & A was worrisome
- Not everyone got to see the graphic recording
- We didn't have a precise record of who attended
- Large group size has trade-offs with the depth of the discussion and interaction

Bud: Hopes for what will come out of the Summit, what we are looking forward to in the next phase:

- Actually doing something 😊
- Leveraging the momentum that has been created
- Nurturing new connections
- Making things better in the community
- Pulling together a group of the PeaceHealth representatives who participated
- Working with the Lummi Is Wellness Group to do a “mini-summit”
- Elected officials' interest in the Age Friendly Community designation; AARP rep's comment to them about the importance of their support
- Interest in action, both at the Summit and afterwards
- Engaging in non-conventional strategies like storytelling and art
- Question: What will be the mechanism for ongoing feedback people may have about the blueprint?

Review and Approve Minutes

Minutes from the AWW meeting September 6, 2019 were approved as written.

“Data” from Summit participants

Lara shared Summit data compiled from the strategy dots, surveys, and discussion question notes that some participants left behind. Summit participants: 184 people representing 89 organizations. 137 people placed green dots, 133 people completed surveys, and 53 people left notes on table discussion questions (this was not specifically requested).

The results from the green dots include the individual strategies with the greatest number of dots, and the total number of dots for each focus area. Some focus areas have more strategies than others, and Marie suggested that another way to see the “weighting” would be to divide the total number of green dots for a specific focus area by the number of strategies in that focus area.

ACTION→ Lara will do these calculations and send out the results to all.

The survey results show the strongest interest in community conversations and interest or work groups around specific focus areas. People from 29 different organizations requested presentations to staff, boards, or other groups.

What's Next?

The group discussed the interrelated questions of AWW Coalition identity and structure, next steps, and communication strategies.

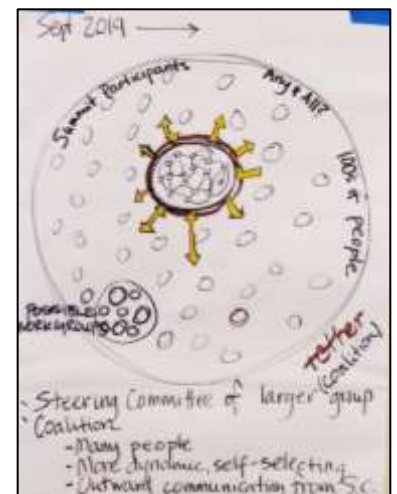
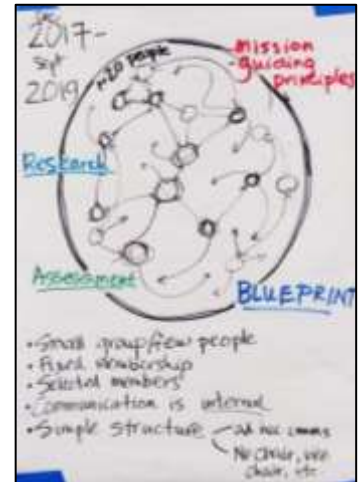
AWW Coalition Identity and Structure

To date the AWW Coalition has been a relatively small, fixed group with internal communication. The Summit marks a shift, with many more people interested in participating.

Discussion and agreements:

- Going forward, the group we've called the AWW **Coalition** will be the **Steering Committee**, which will provide direction and help "tether" AWW activities.
- The **Coalition** will be a broader group of people who will receive invitations and updates, calls to action, minutes from Steering Committee meetings, funding announcements and other relevant information.
- What makes a person or organization an AWW Coalition member? Being a member should require commitment to or endorsement of the Blueprint. Membership implies accountability for working toward the blueprint goals.
 - People could be required to fill out a short on-line application asking them to state their commitment, and which of the top strategy(ies) they will work on.
 - Members could be asked to link their websites to AWW.
 - There could be annual or biannual meetings where people report on what they have accomplished with their chosen strategies.

ACTION → Heather and Melinda will work on further defining the Coalition membership commitment.



Next Steps

There is much to be determined in regards to how strategies and projects will move forward, what role(s) the Steering Committee and Coalition members will play, and how much and what kinds of leadership CHF will provide. Sarah suggested thinking about near-term vs. longer term actions, and what would be best accomplished by larger groups vs. smaller groups.

ACTION → Lara will draft a Steering Committee work plan and the Nov 1 meeting will be devoted to discussing these questions.

Communication

With larger, more diffuse Coalition, there will be much more outward facing communication than in the past. This raises questions about identity and communication logistics.

Discussion and agreements:

- The group supported the idea of the AWW Steering Committee being the primary face of AWW. However, there was also desire to recognize the CHF's investment and critical leadership role. A "fine print" statement of sponsorship could provide this acknowledgement. In addition, CHF is well-

known and has credibility in the community, so in some situations it may be advantageous for the CHF to be the more visible face.

- There should be photos of Steering Committee members and their contact information on the website, if people are willing. It would also be valuable to note the different hats steering committee members wear, showing the many ways they are involved in the community and the perspectives they bring.
- Email correspondence to Coalition members will be sent from AgingWell@chuckanuthealthfoundation.org. Tessa is currently monitoring this account. Since it's nice to communicate with a "real person" as well, messages could have Tessa or Heather's signature block, with "on behalf of the AWW Steering Committee."
- There should be a process for vetting information that goes out to the Coalition, with an eye to appropriate content as well as frequency/volume of the communication.

ACTION → Steering Committee members will send information they think should be sent to the Coalition to Heather or Lara.

- **AWW Presentations** are a key communication strategy and it's important to respond to the requests that have already been made as soon as possible. Different AWW members can do the presentations, but there should be consistent messages for the "road show." Marie suggested including short videos of the people who gave the focus area overviews.

ACTION → Marie and Carol will work on a Power Point that everyone can use, and have a draft for the next AWW meeting.

ACTION → People who gave overviews of the focus areas will send their notes to Marie or Lara.

ACTION → Lara will begin to "triage" the requests to AWW members.

- **Summit Follow-up Email** is also important. Ryan suggested doing this in three "phases" of email communication:
 - First (immediately) - An initial thank you note with key information about the Summit, a link to the blueprint, and assurance that more information will follow.
 - Second - More detailed information about Summit outcomes – top strategies, interest in AWW activities, etc.
 - Third - Invitation to join the coalition, what that means, and link to application form.

ACTION → Heather will work on sending out the first follow up email.

- **The AWW website** needs to be built out.

ACTION → Heather, Tessa and Lara will work on developing more website content, links, etc.

Wrap Up and Next Steps

- Mary shared information about upcoming WTA route changes and the invitation for public comment.
- Marie announced the NW Life Passages Community Conversation on the advance care planning evaluation on 10/17, as well as "Advice for Future Corpses and Those Who Love Them" on 10/23.
- Ying recommended the book, [The Longevity Economy](#); he will send out links to all.

Next AWW Steering Committee meeting: Friday, Nov 1, 9-11 AM.