

**Draft 2/September 4, 2017**

Tabloski/May/Beeler

Communication/Marketing Plan

For Discussion at the September COA Board Meeting

**Goal: To introduce key concepts to Sudbury Residents regarding the overall goal of the COA including:**

1. Identify the total needs of the community's older adult population.
2. Educate the community and enlist the support and participation of all citizens concerning these needs.
3. Design, promote or implement services to fill these needs, or coordinate present existing services in the community.
4. Promote and support any other programs which are designed to assist the older persons in the community.

**List of Priorities: (Not listed in any specific order of importance)**

1. Overall intro to Age Friendly (Letter to editor published in 8/3/17 Sudbury Town Crier)
2. Needs Assessment- Basic intro
3. Overview of Dementia Friendly – Basic intro
4. Transportation Plans/ Including Info contained in AARP proposal
5. Physical Health Care – Healthy lifestyle & Quality of life
6. Financial Health for Elders—Elder Law; AARP Tax assistance
7. COA Strategic Plan – Under development?
8. Fairbanks Community Center Assessment
9. Housing
10. Social Participation/Inclusion – Key component of age friendly
11. Guides for Caregivers- Could be monthly to coordinate with NIA tips/updates
12. Input into the town financial plan to accommodate the changing demographics
13. Support the Director of the Senior Center in the effective operation of the Senior Center
14. Relationships with Emerson Hospital
15. Grieving support services

**Talking Points:**

1. Age friendly communities are “good for” everyone – Benefits of aging in place
2. Sudbury is aging faster than other towns in Mass due to its acceptance of 55+ housing
3. With planning and community support the town can move forward with developing a plan and ensuring that Sudbury develops the services needed to be “age friendly”.