

**12/30/19 DRAFT AGE FRIENDLY RENO 2020–2022 MEDIA PLAN –
GOALS AND OBJECTIVES**

GOAL 1: Enhance communication methods for resources and services so more people access them when needed. Make more elders and their caregivers aware of the many available local community resources and services to help them live healthy, independent, active and safer lives.

OBJECTIVE 1: By **December 2020**, develop a community awareness and communication plan to provide more elders and their caregivers the information about resources and services that will promote a healthy, independent, active, and safe lifestyle.

	Actions	Who	By When	Measures of Success
1	Create & distribute AF survey to elders/caregivers to assess knowledge and use of services	Service Team	4/30/20	Collect at least 400 surveys and tabulate results
2	Identify existing outreach and support methods and media types to reach elders	Service Team, partners		Meeting with media and service providers; create list of methods/media types to use
3	Create a 2-year communication plan of elder resources for elders/caregivers			Communication plan is created
4	Document number of elders/caregivers reached by AF Team as baseline measurement.		9/30/20	Quarterly count of those reached starting 2020

OBJECTIVE 2: By **June 2020**, AF Service Team will work with community partners to implement new and different media types to reach elders and caregivers and enhance the communication plan.

	Actions	Who	By When	Measures of Success
1	Implement new media methods to reach elders without internet, cable service or smartphones.			Meetings with local media to get ideas, assistance
	Recommend ways to improve Senior Connect, Washoe County newsletter content and delivery to more elders/caregivers			Survey elders after changes; increase distribution via email, doctors/pharmacies, etc.
3	Increase AF social media content in elder programs and resources			Increase in number of AF-specific social media postings
4	Explore creation of streaming TV application or over-the-air subchannel for senior programming			Application created; tv subchannel located for elder-specific programming
5	Work with SDTV to develop more TV/video content for elder audience			SDTV creates new PSAs, short videos
6	Support creation of City of Reno tv studio for staff and SDTV volunteers	Service Team		Studio is actively used for senior programming
7	Identify and implement Spanish materials for elders/caregivers	CHA		Spanish materials, media is created and delivered
8	Identify free and low-cost advertising and print opportunities	Paco		Meetings with advertisers and print media

9	Update and distribute Elder Services Resource brochure	All AF Teams		Print and distribute 10,000 copies/year; on partner web pages
10	Work with partners to plan & participate in StuffaBus and Older Americans Month	All AF Teams	4/20	Increase Stuffabus donations for 2020; streamline OAM in 2020

OBJECTIVE 3: By December 2020, increase awareness of county-wide senior recreation and OLLI/TMCC Silver College scholarship programs to increase usage by low-income elders

	Actions	Who	By When	Measures of Success
1	Recommend Sparks create senior recreation scholarships		6/20	Sparks council adopts
2	SDTV create video about senior scholarships		12/20	SDTV creates video
3	Identify other ways to let more elders know about scholarships		12/20	Flyers in facilities, etc.
4	Document number of elders on scholarships as of 12/31/19 as baseline measurement		12/20	10% more elders on scholarship as of 12/20; measure each December

OBJECTIVE 4: By June 2021, with assistance of all media partners, increase community knowledge of Age Friendly mission and involve AF Teams in more community outreach.

	Actions	Who	By When	Measures of Success
1	Meet with media leads at Reno, Sparks, Washoe County, RTC	Service Team	5/20	Joint media plan created
2	Create AF brochure or rack card for wide distribution	Paco	12/20	Brochure, rack card or flyer
2	Update AF info on city, county, partners websites (includes RTC, OLLI, N4, UNR, TMCC, etc.)	Service Team, partners	6/20	Check city/county, partners' websites
3	Create annual calendar of local events and activities for AF Team to attend to promote AF/elder resources, including NABs, joint meetings, etc.		12/20	Members attend at least 6 events each year and report to AF Planning Team
4	Use SDTV and other media to promote AF projects	Paco	12/20	SDTV creates videos