SUCCESSES & STRUGGLES IMPLEMENTING HEALTHY AGING PROGRAMS
WHO WE ARE…

Salt Lake County Aging & Adult Services

- An Area Agency on Aging
- 764 square miles with 1 million people
- Manages a network of 15 senior centers
- Served 16,961 people in 2022
HEALTH PROMOTION AND EDUCATION TEAM

- 6 employees
- 25 volunteers
- 12 evidence-based programs
- Served 1500 people in 2022

- Enhance Fitness
- Arthritis Foundation Exercise Program
- Walk With Ease
- Tai Chi for Arthritis
- The Aging Mastery Program
- Stepping On
- Stepping Up Your Nutrition
- Mind Over Matter: Healthy Bowels, Healthy Bladder
- Living Well with Diabetes
- Living Well with Chronic Pain
- Tomando Control de su Salud
- Living Well with Chronic Conditions
PROGRAM SUSTAINABILITY ASSESSMENT TOOL

sustaintool.org

Sustainability=Success
Connect

Advocate

Rally

Provide
Questions to ask when looking for new partnerships:

Who has a lot of influence?

Who has similar goals and target population?

What do you need from this partner?

How can this partner benefit from working with you?
• Employee Wellness Groups
• Community Mental Health Services
• Local Universities
• Local non-profits
• Medicare Advantage Plans
ORGANIZATIONAL CAPACITY

HAVING THE INTERNAL SUPPORT AND RESOURCES NEEDED TO EFFECTIVELY MANAGE YOUR PROGRAM.
ORGANIZATIONAL CAPACITY

EMPLOYEES

VOLUNTEER
GET CREATIVE

Scripted Programs + Movement programs

Virtual Senior Center
STRATEGIC PLANNING
USING PROCESSES THAT GUIDE YOUR PROGRAM’S DIRECTIONS, GOALS, AND STRATEGIES.
2022 Goal – 12 new volunteers

Volunteer Recruitment Seminar

3-Part Recruitment Plan

Volunteer Description
PUT IT TOGETHER

Distribute  Initial Paperwork  Paperwork location
TAKING ACTIONS THAT ADAPT YOUR PROGRAM TO ENSURE ITS ONGOING EFFECTIVENESS
Steps to build Program Adaptation:

1. Work with partners
2. Identify key person
3. Review evaluations
4. Communicate internally
HEALTHY AT HOME VIRTUAL PROGRAMMING

- Healthy at Home Weekly Emails
- Online/Hybrid Classes
- Healthy at Home Webinars
- YouTube Channel
COMMUNICATION
STRATEGIC COMMUNICATION WITH STAKEHOLDERS AND THE PUBLIC ABOUT YOUR PROGRAM
STEPS TO BUILD PROGRAM’S COMMUNICATION

1. Develop a communication and marketing plan
2. Develop an internal communication plan
3. Identify key media contacts
4. Celebrate success with stakeholders at all levels
# MARKETING AND RETENTION PLAN FOR EVIDENCE BASED HEALTH PROMOTION CLASSES

**Purpose & Objective:**
To work together to recruit, improve and retain participants for these classes. Each class needs to have 10-12 participants signed up to start a class.

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<th>Team</th>
<th>Must Dos:</th>
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<tbody>
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<td>Health Promotion: Paige</td>
<td>Marketing plan checklist o Provide marketing materials to center 1-2 months in advance o Brochures o Flyers o Newsletter blurb o Post class on Salt Lake County Facebook page o Post on online calendar o Email to Health Promotion Distribution List o Offer a “Session Zero” o Call or email participants who signed up to remind of first day of class o Post on community websites (Seniors Blue Book, Now Playing Utah, Valley Journals)</td>
<td>Attend senior center staff meetings to loop in GS and managers o Make lunch announcements</td>
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<td>Enhance Fitness</td>
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<td>Tai Chi for Arthritis</td>
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<td>Living Well with Chronic Conditions or Pain</td>
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<td>Mind over Matter</td>
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<td>Mindfulness Based Stress Reduction Program</td>
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<td>CPCs and/or Office Specialists</td>
<td>Post class on SLCO online calendar o Post flyers and hand out brochures o Market to community partners o Email center participants o Personally invite people to attend o Advertise in monthly newsletter o Set up classroom and AV equipment o Provide storage areas for class materials</td>
<td>Provide water/cups</td>
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<td>Volunteer Leaders of the Class</td>
<td>Have participants fill out all the necessary pre and post paperwork o Call or email the non-attender participants at the end of each class to follow up o Reminder calls or emails each week the day before class.</td>
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## COMMUNICATION WITHIN AGING & ADULT SERVICES

- Participating in internal meetings
- Marketing and Retention Plan
- Success Stories
- Living Well Coalition
WHAT IS A STRUGGLE YOU ARE DEALING WITH?

HOW COULD ONE OF THESE DOMAINS HELP?

WHAT WOULD YOU LIKE TO TRY?
ANY QUESTIONS?