SUCCESES & 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 Contol de su Salud
- Living Well with Chronic Conditions
PROGRAM SUSTAINABILITY ASSESSMENT TOOL

sustaintool.org

Sustainability = Success
Connect
Rally
Advocate
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 PROGRAMING

- 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
COMMUNICATION WITHIN AGING & ADULT SERVICES

- Participating in internal meetings
- Marketing and Retention Plan
- Success Stories
- Living Well Coalition

Marketing and Retention Plan for Evidence Based Health Promotion Classes

<table>
<thead>
<tr>
<th>Purpose &amp; Objective:</th>
<th>Must Do's:</th>
<th>Nice to Do's:</th>
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<tbody>
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<td>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.</td>
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**Team** | **Must Do's:** | **Nice to Do's:** |
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Health Promotion: | - Marketing plan checklist | - Attend senior center staff meetings to loop in GS and managers |
- Enhance Fitness | - Provide marketing materials to center 1-2 months in advance | - Make lunch announcements |
- Arthritis Foundation Exercise Program | - Brochures | |
- Tai Chi for Arthritis | - Flyers | |
- Erika Living Well with Chronic Conditions or Pain | - Newsletter blurb | |
- Living Well with Diabetes | - Post class on Salt Lake County Facebook page | |
- Tornado Control de novo Salud Suzanne | - Post on online calendar | |
- Stepping Up Your Nutrition | - Email to Health Promotion Distribution list | |
- Stepping On Annie | - Offer a “Session Zero” | |
- Aging Mastery Program | - Call or email participants who signed up to remind of first day of class | |
- Walk with Ease | - Post on community websites (Seniors Blue Book, Now Playing Utah, Valley Journals) | |
- Marianne Mind over Matter | - Mindfulness Based Stress Reduction Program | |
- | - CPC’s and for Office Specialists | |
- | - Post class on SLCO online calendar | - Provide water/cups |
- | - Post flyers and hand out brochures | | |
- | - Market to community partners | | |
- | - Email center participants | | |
- | - Personally invite people to attend | | |
- | - Advertise in monthly newsletter | | |
- | - Set up classroom and AV equipment | | |
- | - Provide storage areas for class materials | | |
- Volunteer Leaders of the Class | - Have participants fill out all the necessary pre and post paperwork | |
- | - Call or email the non-attender participants at the end of each class to follow up | |
- | - Reminder calls or emails each week the day before class. | |
WHAT IS A STRUGGLE YOU ARE DEALING WITH?

HOW COULD ONE OF THESE DOMAINS HELP?

WHAT WOULD YOU LIKE TO TRY?
This is Success:

I find that I get up earlier, and I have more energy. For example, I went to Salt Lake for 3 hours, just movin’ movin’ movin’, got home and I could still cook dinner! I was quite amazed that I still had that energy. Another thing, I have a much brighter, positive, and uplifting attitude. I haven’t felt like that for a long time, and it brings tears to my eyes.

- Linda, Walk With Ease participant
ANY QUESTIONS?

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