

Communication and Information Action Plan Matrix

Vision for this Domain: Improve Communication and Information for and about those over 50

“Do the best you can until you know better. Then when you know better, do better.” -Maya Angelou

Objectives/Actions	By Whom	By When	Resources and Support		Potential barriers or resistance	Outputs	Outcomes - Impact	
			Available	Needed			Short- and Medium-Term	Long-Term
Improve communication of senior events and services	Juneau Commission on Aging and AARP Juneau	2025-ongoing	Juneau Empire, JCOA Web, KTOO, and other radio stations, postering	Community Support	Time to administer efforts	Distribution of information on a regular basis	Improved access to senior information	Improve access to info important to Seniors resulting in increased engagement
Expand partnerships with organizations and businesses serving seniors	JCOA, AARP Juneau	2025-ongoing	Existing groups	Collaboration plans	Competition for time, lack of understanding of benefits	Focused efforts to improve awareness of information important to seniors	Improved access to senior information and understanding of senior needs	Improved Info/outreach of important info for Seniors & understanding of senior needs
Expand understanding of what seniors add to the community	JCOA and AARP Juneau	2025-ongoing	JCOA & AARP and other resources	Attention to getting materials out into the community	Competition for time	Materials to describe benefits seniors contribute	Increased understanding of the benefits seniors bring to the community	Increased appreciation of benefits seniors bring to the community
Provide classes for seniors	UAS, BRH Juneau Parks and Rec, Juneau Public	2025-ongoing	AARP classes, Senior Planet, UAS curriculum,	Understanding of what information is needed/helpful	Time, commitment	Increased understanding, actionable information	Click here to enter text.	Click here to enter text.

	Libraries, others		Cooperative Extension					
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Who is responsible for maintaining and updating information: Click here to enter text.

Frequency of Meetings: Click here to enter text.