

# JUNEAU COMMISSION ON AGING MESSAGING WORKGROUP SPRING 2023

JCOA WORKSHEET for February 13, 2023 JCOA Workgroup Meeting

Attendees: Linda Kruger, Kimberly Adkison, Jennifer Garrison, Ann Stepetin, Deborah Craig and guest Lynda Giguere (Media Consultant), Ibn Bailey (briefly)

## **BUILDING A MESSAGE – WHAT DO YOU WANT YOUR AUDIENCE TO KNOW ABOUT WHO YOU ARE AND WHAT YOU ARE TRYING TO DO?**

What message does your audience need to hear to help you achieve your goal? Use this worksheet to develop a compelling message to drive your audience to take action to help you get from A to B.

### **GOAL**

What do you want to have happen?

Short Term Goal: Create an Office of Aging - Hire a Coordinator facilitate the ongoing Age Friendly Community planning and implementation.

Long Range Goal: Develop a Juneau Age Friendly Community Plan that takes into consideration and serves all ages while providing community members security and options for aging in place.

### **DECISION MAKER / AUDIENCE**

**Decision Makers:** Who can help make it happen? CBJ Assembly, City Manager, Juneau Legislators

**Audience:** Seniors/residents of Juneau, Legislators, SAIL (ADRC), CCS, Juneau Community Foundation, AMHT, SREC, Tribal Groups, Rotary, Chamber of Commerce, AK Air, Fred Meyers, Costco, BRH, (add to this list)

Lobby Assist? Individuals we know who may be willing to go to bat for this effort. Who are the people in the community who can advocate for us even if they are not a member of the JCOA.

### **VALUES**

**What does your audience care about, what are the values you share with them?**

*WE love Juneau – how can we stay here?*

REVIEW the 2020 and the 2022 Senior survey data to ensure our values are connected directly to the data we already have that tells us what seniors value. Use their words that represent the issues that Seniors think are important – housing, medical care, Support Services, affordability, recreation, volunteer opportunities – highlight how the things that Agers value and how we can help resolve those issues by not just looking at just the obstacles but how can we turn these around to become goals and objectives for resolution.

### **OBSTACLES**

**What are the obstacles to our being able to resolve some of these issues?** Although we represent 25% of the population, we have very little representation in the actual resolution process to add quality of life. Example: Housing is not just unaffordable but frequently our housing lacks the capacity to allow us to age in place (Age Friendly). Seniors own larger homes but would move to smaller, more age friendly domiciles if they existed, thus opening up real

estate for the younger generation. Juneau's demographics are unusual in that while we talk about a younger generation exodus, the cohort that is dipping is the 40-60 year olds who are also a major contributor to providing caregiving as employees or family members. Example: Seniors are major contributors to recreational and social activities in the community. We contribute monetarily to the Swimming Pool, gyms, Symphony, Eaglecrest, Juneau Jazz and Classics, etc. (List more) and we volunteer as workers or major contributors to facilities (Wrestling Building, Track House, etc).

### **SOLUTION**

**What is the solution?** Greater representation of large segment of population who want to make life better for all and since we are ALL AGING, will ultimately represent everyone in the community as they age. Age Friendly Community Planning that is accommodating of all age groups.

### **CALL TO ACTION**

**What would you like your audience to do?** Support an office of aging to facilitate proactive planning.

### **YOUR MESSAGE**

Aging – so cool, everyone is doing it.

We love Juneau, how we can stay here.

Office of Aging: People will care because of the value it will bring to the community.

Now bring together your shared values, compelling threat, simple solution and call to action in a single message.

### **VISUAL MESSAGE**

**Describe the visual that will accompany and reinforce your written message.**

Member Comments at end of meeting:

- Keep message that we are all aging but we want to have people of all ages as part of this process – we're all going to be elders some day. It applies to all.
- Have a two sentence message that covers the holistic idea.
- We need to be thoughtful – not rush it, look at the data, be creative.
- Great start for coming up with good product.