

AGE-FRIENDLY COMMUNITY ENGAGEMENT

Insights and ideas from a small group discussion that considered four questions:

1. How can we increase opportunities for senior volunteers?

- RSVP - Make accessible in all counties
- Lists/Website to present volunteer opportunities and match with potential outreach
- Communication
 - What do seniors want?
 - What organizations need volunteers?
 - Increase advertising of work/volunteer opportunities for seniors
 - Use print in addition to Internet
 - Cable TV
 - Increase youth and senior programming
 - Increase awareness of value of senior volunteers
- Rebranding
 - Change concept of types of jobs that seniors can do i.e. manning a race
 - Seniors may have useful work experience
- Volunteer fair / Educational panels

2. How to create more social supports for seniors?

- Identify needs – i.e. go to lunch programs to get info
- Strengthen existing resources
- Put in place community ambassadors
- Increase awareness of 211
- Transportation & Benches
- Shuttles
- Taxi Vouchers
- Health Care Support Groups
- Intergenerational Connections

3. How to create employers to create more job/volunteer opportunities?

- Increase awareness
 - Of existing programs i.e. ASSETS in Oakland
 - Meet as Chamber of Commerce to stress benefits of hiring seniors
- Make the benefit case to employees
- Data collection
- Senior temp pool - for employers to get short-term part-time work

4. What systems/structures to move from idea to action?

- Have this issue be a position within the future center for healthy aging (i.e. volunteer/job coordinator)

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- RSVP-type volunteer clearinghouse organization
- Ensuring focus groups are inclusive: diverse, multilingual, multicultural
- Money - lead entity to take responsibility
- Transportation - shuttle targeted specifically to food health-care