ADRC EXPANSION PLAN

Marketing Topical Work Team Meeting #1 – 06/25/2012

# list of attendees

**Janet Adams**, ADSA-DDD

**Eden Alexander**, LISCW, C-ASWCM

Elder Law Offices of Meyers & Avery

**Mark Havens**, Alzheimer’s Assoc. Inland NW

**David Maltman**, DD Council

**Patty Morin**, ADSA MDS Web Services

**Susan Shepherd**, ADSA

**Michael Wong**, ADSA MDS Web Services

**Brian Murphy**, BERK (Consultant)

**Gary Simonson**, BERK (Consultant)

# Meeting Notes

## Greetings and Introductions

* Group Introductions
* Review Agenda

## Overview of ADRC Expansion Planning

* SS provided an overview of ADRC Expansion Planning

## Marketing Work Team Scope of Work/Elements of Marketing Plan

* Bran reviewed the scope of work and elements of the marketing plan
* Susan noted: There will be an 800 number that will be a key piece of the messages
* Question - Will there be a veterans’ representative?
  + Susan: We coordinate with the Dept. of Veterans Affairs on a regular basis. In addition, ADSA has a cooperative agreement with the Seattle VA Medical Center to provide the Veteran Directed Home Services (VDHS) Program. The VA Medical Center screens veterans and determine eligibility for VDHS. Eligible and interested veterans are transitioned to the ADRC. It’s still currently a very small program, which we hope to see expanded.
* Question - What’s the goal of the marketing plan? How will we know when we’ve achieved success? What are the indicators?
  + Susan: We want to make sure the ADRC program is well known, recognized, trusted, and shared by people. We want people to understand their options and feel empowered and activated to make decisions about their options.
  + Brian: Yes, we want to make sure we have the metrics and indicators to monitor outcomes and achieve success.
* Question: What will the final plan look like?
  + Brian and Gary: It will be a product that serves as a social marketing plan. It will provide the guidance for the key areas and could potentially go into specific products. It will provide assistance, guidance, and tools for the local ADRCs to build on and implement their plan. It will also provide guidance to the state on their efforts.
* Are we going to leverage the work of the partnerships group?
  + Susan: Yes, but the target markets are a broader group that also includes end-users, etc.
* Brian went through the key definitions and discussed key considerations
* Question: What about audiences who are long distance such as family members who may live in another state?
  + Yes, that’s another target market
* Comment: Let’s make sure we recognize the difference between elderly and young disabled. Senior I&A services have been focused on proving information for the aged. We need to broaden that message as they become ADRCs.
  + Great point, we’ll discuss that during messaging. The State of the World agenda item next includes a summary of how Senior I&A services are being promoted now.

## Review State of the World

* Gary reviewed the State of the World document, highlighting ADRC & AAA marketing efforts at the Federal, State, and Local Level
* Susan added: Pierce developed information for partners to use as well; ADRC and partners man tables together
* Susan: Pierce is only 1 county; other ADRCs may have multiple counties and offices or subcontractors. Southeast WA rebranded all their local offices as Aging and Disability Resource Centers. They have one brochure with consistent messages across all their 8 counties.
* Susan: The AAA logos are agency logos and messaging; we wouldn’t change this: ADRC services will be a subset.
  + Agreed: this summary just gives a sense of what is already in place; elements we can build on or may need to refine
* Comment: This is very chaotic; don’t know what they’re all doing. NWRC is great, but they don’t fully communicate what they do

## Target Market Brainstorm

* Brian facilitated a group brainstorm activity around target markets
  + Susan noted:
    - As State employees, ADSA staff can’t market to the legislature. We can educate, but we can’t just market. However, at the local level there can be more outreach to state legislators and other elected officials.
    - AAAs need to be targeted because they’re integral to the process
    - Within ADSA we need to continually remember to talk with our colleagues about out individual efforts that affect the agency as a whole.
* Brainstorm Comments from the Group:
  + Employee assistance should be included
  + Different cultural groups and different languages should be considered
  + SS: A challenge is making this interesting to someone who is younger, or a parent of a child – they need to understand why it would be helpful to be part of this network
  + It’s important that we do some concentrated efforts
  + What are the distinctions between the partners, intermediaries, and end-users?
    - Bran: Intermediaries have access to the end-user, end-users are the people who consume the product.
    - Susan: Also, there are legislatures who are end users as they assist constituents
  + Other categories: public library as a channel for getting information out, faith communities, higher education institutions from CC level, classes of social work. Getting this information to students, they carry it out with them.
  + We also want to market to advocacy groups, such as DRW, W4A, ACIL-WA
  + Susan: Other end users are private pay associations
  + Bran: Recognize the importance of core messages
  + Janet: What about social media options?
    - Yes, there are certain groups who will benefit from this
* Susan: As we are looking at things from the federal perspective – we’re really concentrating on the options counseling as the centerpiece of ADRCs. That’s really the core of it

## Questions

* Would like to see more specifics about what the target audiences are supposed to do with the information – what do we want to measure? What specifically are the measurable outcomes?
  + Great point, we’ll incorporate that.