

Aging and Long-Term Support Administration

STATE PLAN ON AGING

EQUITY FOCUS GROUPS

Outreach
Toolkit for
Partners



Washington State
Department of Social
& Health Services

Transforming lives

dshs.wa.gov/altsa/state-plan-aging



Outreach Toolkit

State Plan on Aging – Equity Focus Groups 2023

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Outreach Toolkit

State Plan on Aging – Equity Focus Groups 2023

Overview

ALTSA designed the toolkit to help our partners use it in their outreach efforts to encourage participation in the State Plan on Aging Focus Group. Please use the materials in this toolkit to reach the intended target audience – 60+ adults who need care, relatives or friends, caregivers, or service providers.

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State Plan on Aging – Equity Focus Groups 2023

About the Washington State Plan on Aging - *Equity Focus Group*

Purpose:

The purpose of the focus groups is to gather feedback from older Washingtonians, their family members, caregivers, and service providers on the needs and concerns of older adults. Our goal is to hear from diverse communities with lived experience in accessing services and critical issues/needs related to aging care and services.

Every four years, the Aging and Long-Term Support Administration (AL TSA) submits a State Plan on Aging (SPA) to the U.S. Department of Health and Human Services Administration for Community Living. AL TSA develops the plan as a requirement under the Older Americans Act (OAA). More importantly, it provides the opportunity to align current services with the mission and vision of our administration and develop our future efforts by setting goals, objectives, and strategies surrounding key topic areas. This year, the SPA focuses on five priority topics:

- OAA Core Programs
- Expanding Access to Home and Community-Based Services
- Building a Caregiving Infrastructure
- COVID-19 Recovery
- Advancing Equity

The feedback collected from the focus groups will help inform the goals, objectives, and strategies for the 2023-2027 SPA.

Participants:

We are looking for 60+ adults who need care, relatives or friends, caregivers, or service providers.

Format:

The focus groups will consist of up to 50 participants and will meet virtually via Zoom. Participants may join through an online meeting link or call the designated phone number. The AL TSA Wellbeing, Improvement, and Nursing (WIN) Unit team members will facilitate the conversation, provide a brief orientation for the discussion, and then break out into small groups to discuss equity-specific questions. Co-facilitators will lead small group discussions. Participants may remain unnamed by changing their display name through the Zoom meeting settings feature.

Need help with the toolkit? Send an email to Cynthia.shipley@dshs.wa.gov.

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State Plan on Aging – Equity Focus Groups 2023

Focus Group Details

Focus groups will be held virtually via Zoom on the following dates:

- **Mar 29, 2023, 11:00 AM (ASL interpreters available)**
[Zoom Meeting Registration](#)
- **Mar 30, 2023, 09:00 AM (Spanish and ASL interpreters available)**
[Zoom Meeting Registration](#)
- **Mar 30, 2023, 6:00 PM (ASL interpreters available)**
[Zoom Meeting Registration](#)

Discussion Topics:

Facilitated topics will focus on understanding diverse communities and their lived experience in accessing services and critical issues/needs related to aging care and services.

Focus Group Sponsors and Partners:

- Aging and Long-term Support Administration, Home and Community Services Division

Other Resources:

Please reference [Washington's previous State Plan on Aging](#); you can find additional information by reading the [Guidance for Developing State Plans on Aging](#).

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State Plan on Aging – Equity Focus Groups 2023

Email Message to Share with Communities

Download the [Email Template](#).

Are you a 60+ adult? Or a relative, friend, caregiver, or service provider for an older adult who needs care?

Then ALTSA wants your feedback! Join one of the upcoming focus groups to address older adults' care needs and voice your concerns about barriers experienced or services that could improve.

Who should participate?

We are looking for 60+ adults who need care, relatives or friends, caregivers, or service providers. We aim to hear from diverse communities with lived experience in accessing services and critical issues/needs related to aging care and services.

Your participation will help us better understand your experiences. It will also help ALTSA plan services and develop the State Plan on Aging for 2023-2027.

Your participation in a focus group is voluntary. If you know someone else who would be interested in participating, please forward this email.

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For more information, visit the [State Plan on Aging | DSHS \(wa.gov\)](#) Focus Group page. Reasonable accommodations are available upon request.

About the Washington State Plan on Aging

ALTSA develops a State Plan on Aging (SPA) every four years as mandated under the Older Americans Act. The SPA documents achievements and planned activities related to Washington state's long-term support and services planning efforts.

For more SPA information, access the [2018-2022 Washington State Plan on Aging State Plan](#) or find additional information on the [Guidance for Developing State Plans on Aging](#).

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Social Media Content

Use the sample social media content to distribute among your social media platforms.

- **Are you a 60+ adult? Or a relative, friend, caregiver, or service provider for an older adult who needs care?** Then ALTSA wants your feedback on upcoming focus groups! We will address older adults' care needs and hear their concerns about barriers experienced or services we could improve. Registration information is available at dshs.wa.gov/altsa/state-plan-aging.
- Aging and Long-Term Support Administration (ALTSA) wants your feedback about the most critical issues facing older adults needing care—barriers, and solutions for equitable access to services and community. Sign up and share your experiences at dshs.wa.gov/altsa/state-plan-aging.
- ALTSA needs your feedback about the most critical issues facing older adults needing care—barriers and solutions for equitable access to services and community. Register in advance for a virtual focus group at dshs.wa.gov/altsa/state-plan-aging.
- ALTSA wants feedback from diverse communities with lived experience accessing services and critical issues/needs related to aging care and services. Your participation will help us build a better tomorrow. Sign up for an online focus group at dshs.wa.gov/altsa/state-plan-aging.
- ALTSA wants feedback from diverse communities with lived experience accessing services and critical issues/needs related to aging care and services. Your participation will help us build a better tomorrow. Sign up for an online focus group that fits your schedule at dshs.wa.gov/altsa/state-plan-aging.
- ALTSA wants to hear about the diverse experiences of older Washingtonians. Give us your feedback about the most critical issues facing older adults needing care—barriers and solutions for equitable access to services and community. Sign up for a virtual focus group at dshs.wa.gov/altsa/state-plan-aging.

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Social Media Graphics

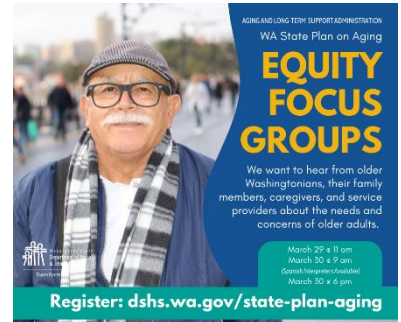
Download the [State Plan on Aging Focus Group Social Media Graphics](#).



Focus Group Social Media -1



Focus Group Social Media -2



Focus Group Social Media -3



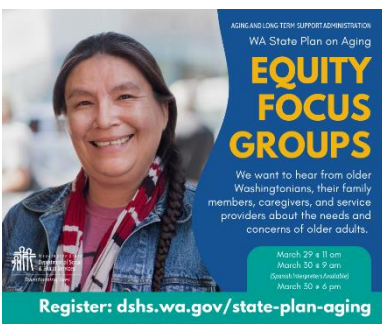
Focus Group Social Media -4



Focus Group Social Media -5



Focus Group Social Media -6



Focus Group Social Media -7



Focus Group Social Media -8



Focus Group Social Media -9

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Flyers

Print, share, or post the flyers within your communities. [Download the State Plan on Aging Focus Group Flyers.](#)

Aging and Long-Term Support Administration

EQUITY FOCUS GROUPS

We'd like to hear from you...

If you are:

- an older adult (60+)
- Relative or friend of an older adult who needs care
- Caregiver of an older adult
- Service provider for older adults

We want your feedback about the most critical issues facing older adults needing care—barriers and solutions for equitable access to services and community.

Equity Focus Groups
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March 30 @ 9 am
(Spanish interpreters available)
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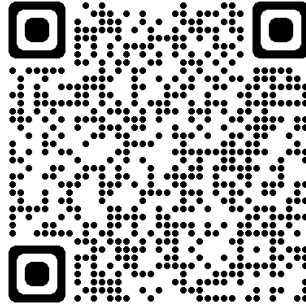
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QR Code

When scanned by a smartphone camera, the QR Code will direct people to the Listening Sessions registration URL. **Download the [State Plan on Aging Focus Group QR Code](#).**



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