



Visibility & Outreach Workgroup Meeting 1

May 24, 2025



Goals for Today

- Data Recap
 - Refresher on data from our needs assessments
 - Additional data by income and race/ethnicity
- Open Discussion
 - Share your ideas on how to increase public visibility of the Aging Network – who we are and what we do:
 - Successes/Lessons Learned/Barriers
 - Who can be our referral sources?
 - What AgeOptions can do to help?
- What's Next?
 - Post Meeting Survey & Feedback



Objectives – Why we're here today!

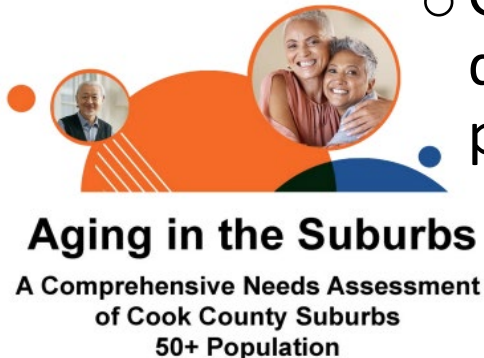
- Why is AgeOptions here today?
 - The Aging Network provides essential interconnected services to help older adults live and remain thriving in their communities.
 - But the public does not know these services are:
 - Available to them.
 - Delivered by a network of providers.
 - Funded by federal Older American Act (OAA) dollars.
- Why did you want to join today's workgroup discussion? Share in the chat...



AgeOptions Needs Assessments

2023: University of Illinois Chicago Study

- 501 Respondents
 - Most from our partner agencies.
 - Great data – needed a deeper dive, especially in priority populations.



*Presented at a February 25th
Virtual Town Hall.*



2024: Polco Study

- 1,989 Respondents
 - 59,786 surveys were mailed in April 2024:
 - 33,786 surveys were sent to Chinese, Hispanic, Korean, Polish, Pakistani, Indian, Filipino, Middle Eastern, and Russian households.
 - 26,000 were sent to a random selection of households.



7 Key Areas of Focus from Both Needs Assessments

1. Visibility of Aging Services
2. Social Isolation
3. Housing/Homelessness
4. Financial Security/Food Security
5. Health
6. Transportation
7. Caregiver Support



7 Areas of Focus – How you can help!

- We said AgeOptions would host follow-up workgroup discussions with a goal to foster collaboration and develop actionable strategies.
 - **Outreach & Visibility: Friday, May 23 at 10 am**
 - **Social Isolation: Friday, June 27 at 10 am**
- *Why did you join today?*

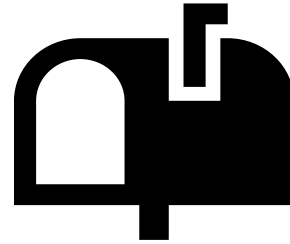
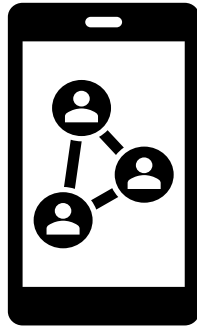


Registration Links for Workgroups found on:

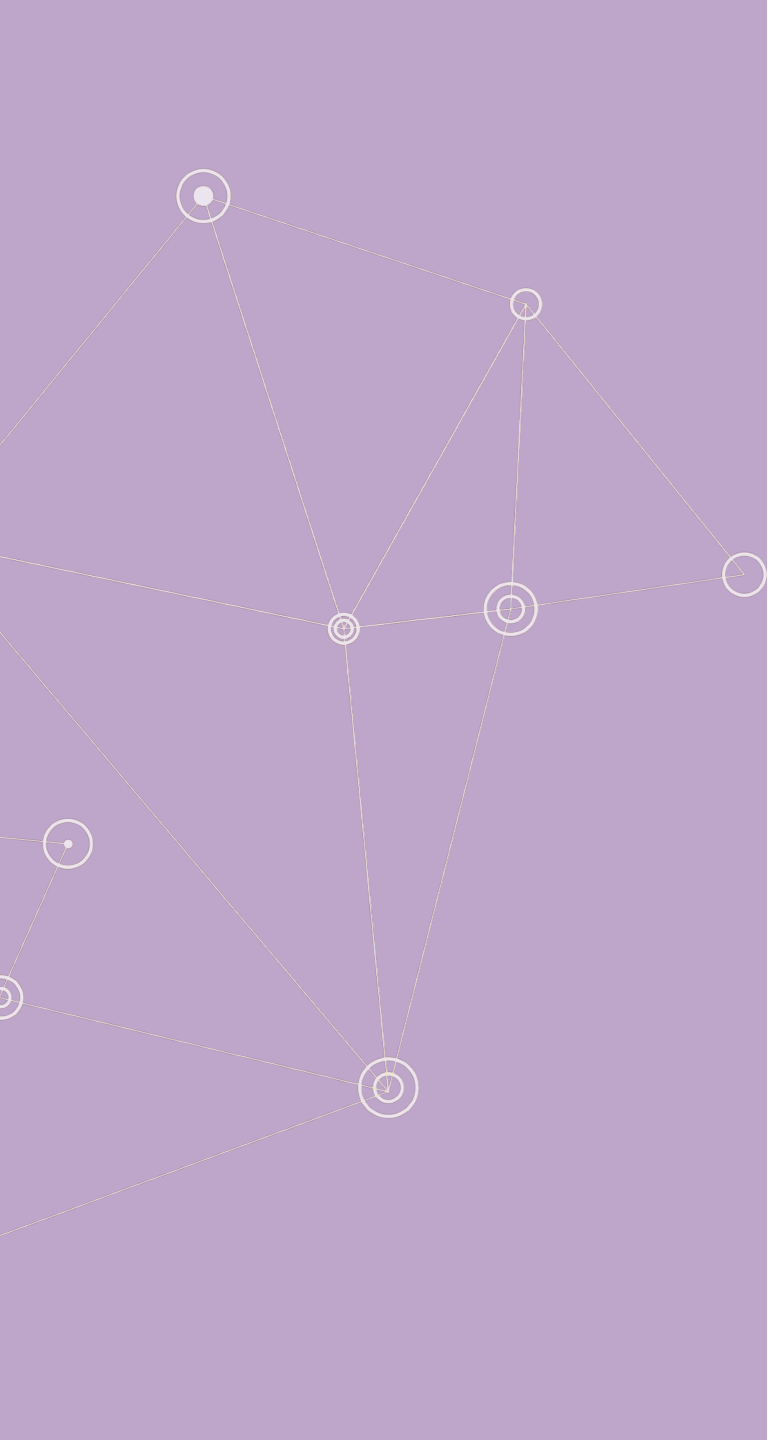
<https://www.ageoptions.org/news-and-events/ageoptions-new-comprehensive-needs-report>



Poll – What does your org use?



Recap of Data: Visibility of Aging Services



Visibility of Aging Services - Findings

Consumers do not know the services and supports that are available to them as they age.

64%

said not knowing services
available to older adults in
their communities was a
problem

11%

said language barriers
affected their
understanding of
available resources

73%

reported having **limited
awareness** about the services
available to older adults

42%

had difficulty locating
accessible & reliable
sources of
information



How Uninformed Are People?

Q: In general, how informed or uninformed do you feel about services and activities available to older adults in your community?

Respondents who answered
"Somewhat or Very Uninformed"

	Race/Ethnicity	
Overall	Minority	White (Non-Hispanic)
42%	49%	38%



How Much of a Problem is Not Knowing About Services

Q: How much of a problem is: "Not knowing what services are available to older adults in your community"

Respondents who answered
"Major Problem"

	Income			Race/Ethnicity	
Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 and Up	Minority	White (Non-Hispanic)
13%	24%	15%	10%	20%	9%



Visibility of Aging Services - Findings

How do people prefer to receive information?

We asked for preference of getting information.



80%
Printed
Material



54%
Internet/
Website



48%
Newsletter



41%
Email



32%
Family &
Friends



24%
Community
Organizations



24%
Doctor



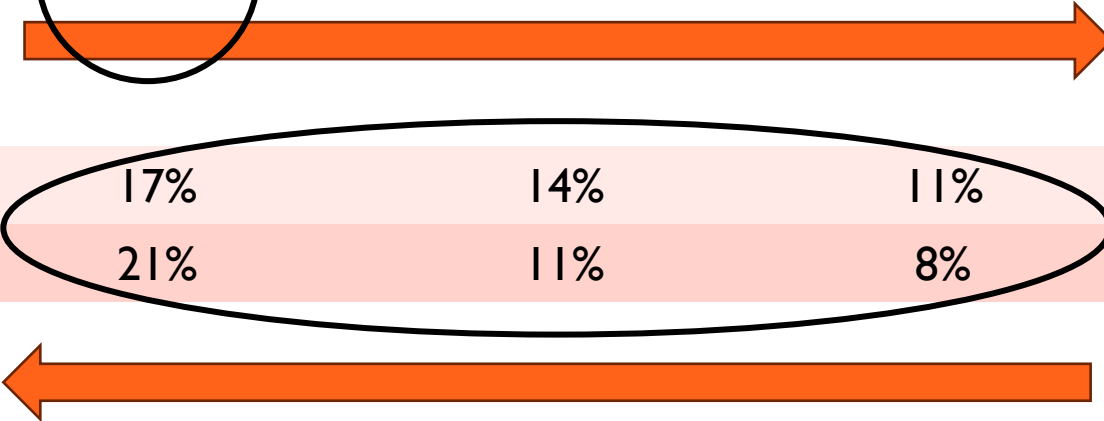
19%
Places of
Worship



How do people prefer to receive information?

Income Comparisons

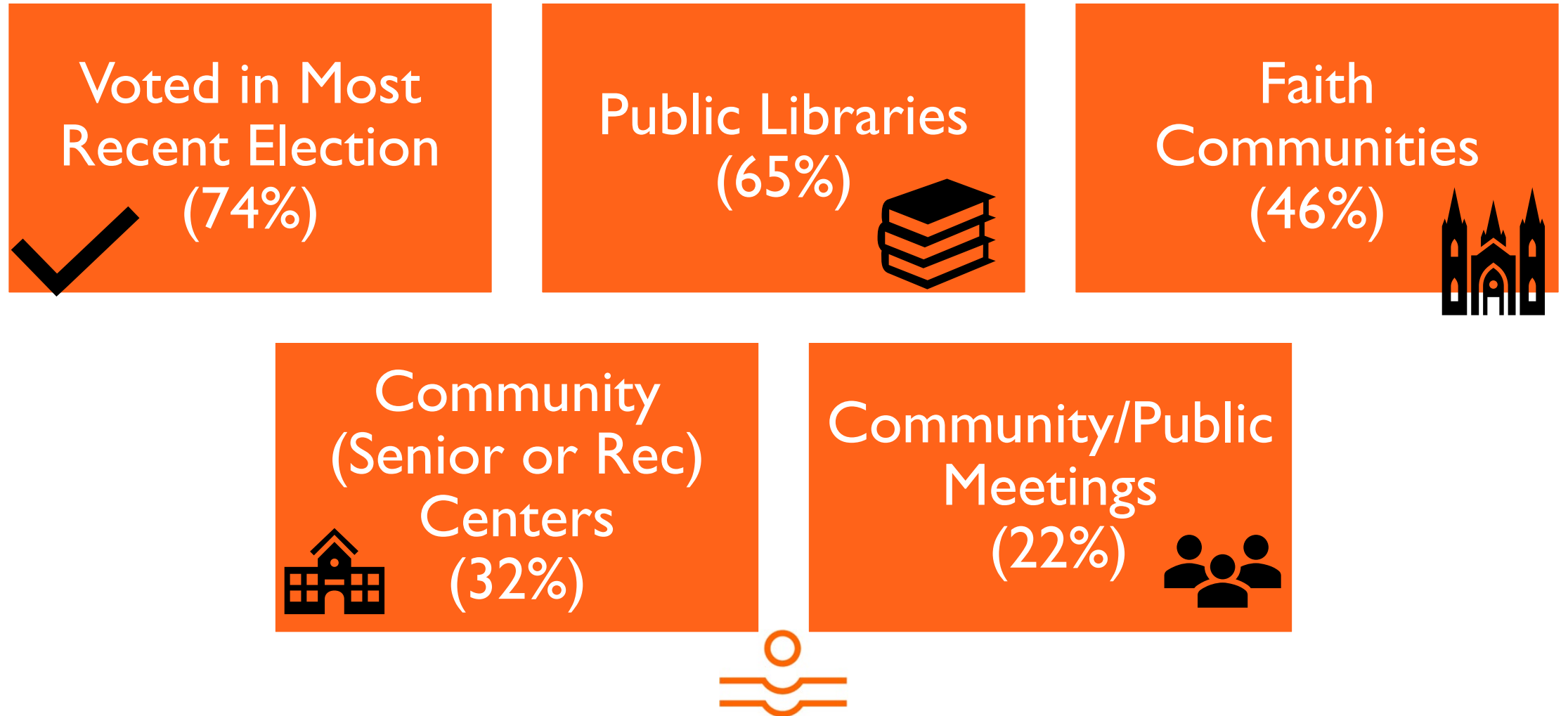
How People Prefer to Receive Information	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 and Up
Internet/website	52%	29%	48%	58%
In-person consultations	13%	17%	14%	11%
Phone calls	10%	21%	11%	8%



Visibility of Aging Services - Impact

Where do our survey respondents go? Where should we be doing outreach?

Asked to choose what they participated in or attended in the last year:



Quick Recap

Preferred Ways to Get Information

- Printed Materials
- Internet/website
- Newsletters
- Emails
- Family and friends

What Did You Participate In?

- Voted in most recent election
- Public Libraries
- Faith Communities
- Community Centers
- Community/Public Meetings





Opening the Floor: Time to Share!

- Have you had successful outreach?
 - What works? What doesn't? Barriers?
- How do you (or how would you) reach -
 - Older adults?
 - Caregivers?
 - Potential referral sources?
- How can AgeOptions help?
- Anything else you want to share...



What do you need from AgeOptions?

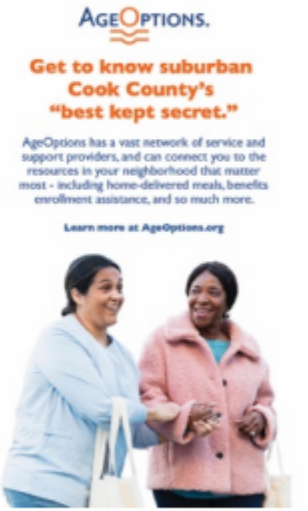
The following are samples of tools that AgeOptions might be able to use.

Please share feedback on what would be most helpful for you! (Poll after we go through the 4 samples.)



Sample 1: Social Media Toolkit

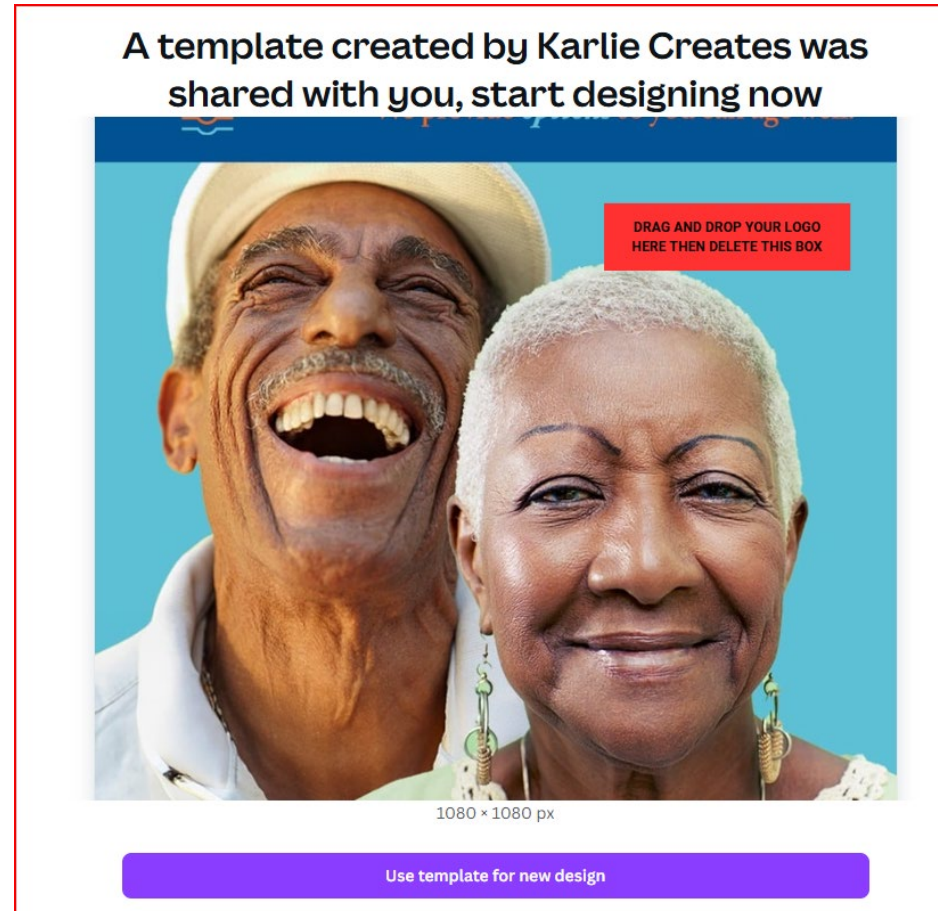
A Word or PDF document with 5-7 suggested texts and links to an accompanying image.

Post Copy	Graphic
<p>At <i>[organization name]</i>, we are proud to be part of AgeOptions' vast network of resources in Suburban Cook County supporting you as you age. Get connected and learn more today at AgeOptions.org.</p>	 <p>Access Static Image File "Concept 1"</p>



Sample 2: Canva Template

Canva free login would let you access a template – you could add your own logo.





Sample 3: JPG Image in Email

An email with a link to a JPG image. You make your own text

Paula Basta & Illinois Assistive Technology Program
Tuesday, May 20
11am-Noon on Zoom

Join us for a conversation with the former Illinois Department on Aging Director and current Director of Strategic Initiatives and Program Development at Illinois Assistive Technology Program, Paula Basta.

Paula has an extensive history of serving aging and LGBT+ communities and is a long-time supporter of AgeOptions and Thrive with Pride. In fact, she was one of our earliest guest presenters when Thrive cafes began back in 2020. We are delighted for her return to learn what she has been up to since IDoA and all that Illinois' premier resource for assistive technology information and services has to offer!

To check out Paula's bio prior to her current role at IATP, [click here!](#)

To view or share our event flyer: [PDF](#) | [JPG](#)

Click Here to Register Now!




Sample 4: Share from AgeOptions Socials

AgeOptions posts on social media – you can share or repost it.

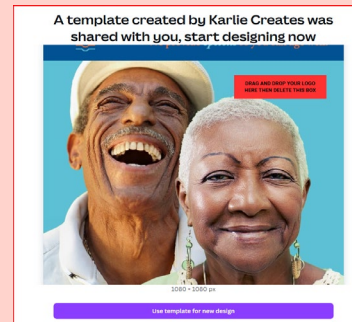


Poll – Would your org use these tools?

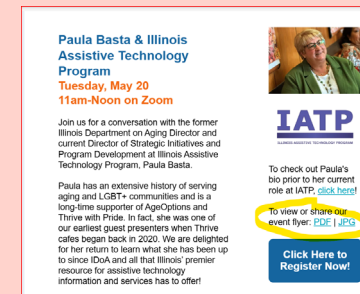
1. Social Media Toolkit

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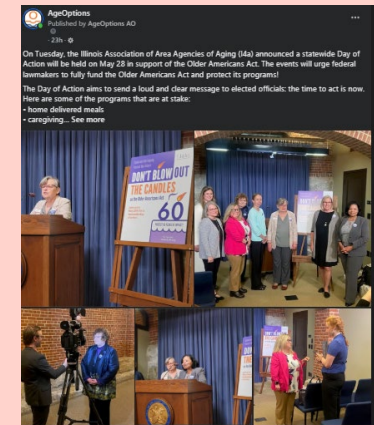
2. Canva Template



3. JPG Image in Email



4. Repost from AgeOptions Socials



Celebrate the legacy.
Protect the future.



DON'T BLOW OUT

THE CANDLES

on the Older Americans Act

Join us on May 28th for a
statewide day of action.

Please come to one of the 30+
events from Carbondale to
Chicago!



Use the QR code
or go to
www.il4a.org to
find an event near
you and learn
more information.

PROTECT 60 YEARS OF IMPACT!

For more info:
WWW.IL4A.org

Time	Location
8:30 AM	The Village of North Riverside 2401 Des Plaines Ave. North Riverside, IL 60546
10:00 AM	Harvey Public Library 15441 Turlington Ave, Harvey, IL 60426
3:00 PM	North Shore Senior Center 161 Northfield Road Northfield, IL 60093

Time	Dining Site Location
11:15 AM	Franklin Park - Park District, 10040 Addison Avenue, Franklin Park
11:00 AM	The Schaumburg Barn, 231 Civic Drive, Schaumburg
11:15 AM	Lemont Township Community Center, 16300 Alba Street, Lemont
11:30 AM	Hanul Family Alliance 1166 S Elmhrst Road, Mt. Prospect, IL 60056
12:00 PM	Bremen Twp. Senior Café 15350 S Oak Park Ave. Building C, Oak Forest, IL 60452

Please Fill Out Our Survey

Visibility and Outreach Workgroup
- Post Survey



- Your #1 Suggestion
- Future Workgroup Topics
- Your org's media/outreach person(s)
- Your email

Please Complete (QR code or link):

<https://forms.office.com/r/hHGtmNFhrx>



Thanks

