# Agenda for Communication Subcommittee of the AdHoc Senior Steering Implementation Committee

**Basement conference room**  
**August 30, 2018**  
**2:00pm-3:30pm**

<table>
<thead>
<tr>
<th>ACTION</th>
<th>WHO</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attendance</td>
<td>Kathleen</td>
</tr>
<tr>
<td>2</td>
<td>Ice Breaker</td>
<td>Kathleen</td>
</tr>
<tr>
<td>3</td>
<td>Survey Communication Results Overview-Basics attached</td>
<td>Kathleen</td>
</tr>
<tr>
<td>4</td>
<td>Resource Manual-Project plan</td>
<td>Marilyn</td>
</tr>
</tbody>
</table>
| 5      | 2-1-1- Maine Preliminary communication  
See sort for 8/22 attached | Kathleen  
Marilyn |
| 6      | Brainstorming-additional communication projects that might be helpful- process will be to go around the table giving every person a chance to speak until all members say pass or 10 minutes is up. |       |
| 7      | Time Line |       |
| 8      | Comments from public |       |
| 10     | Round Robin-committee |       |
| 11     | Set Agenda for next meeting |       |

Next Meeting: Friday, September 27th 2-3:30PM  
CITY HALL Lower Conference Room
Background Info for Action item 3

Comments from survey-

Focus group observation: Access to/knowledge of resources. It was identified that resources may be presented in many ways that are not user friendly to seniors.

Additional input from question 21(If you would like to socialize more, what prevents you?) age 65-84:

☑ Need a good (reliable, detailed, and inclusive) source of information on neighborhood (by district?) events, activities and clubs.

☑ Not aware of upcoming events-monthly senior newsletter would be nice

☑ Not well advertised

☑ Better coordinated information.

☑ Additional input from question 25 (anything else you would like us to know) no age breakdown:

☑ Need a local newsletter that seniors sign up to receive services, events;

☑ It would be helpful if you could mail us the schedule of things taking place at the community centers, a printed schedule would be good;

☑ Would like to have printed information via USPS on what is available at community Rec center. Know I can find out more via internet but don’t always check that in timely manner.

Miss some community events because I didn’t know about them until after the fact;

☑ Would like a phone number for adds not just computer websites;

☑ Let people know if there is a community bulletin board posting events, classes, gatherings, and how or where to access it, and keep it updated. Thank you.

Survey report -Appendix D-First tier survey priorities

Socialization – Desire to Socialize is Not Being Met

• They find out about options too late
• Unable to attend due to mobility or health issues
• They have no one to go with

Focus group summary: Social isolation was felt to be a problem. It was seen as interactive with health and transportation, information availability and financial resources.

Survey report-Appendix D-Second tier survey priorities

*COMMUNICATION: Survey data identified preferences related to gaining information: Communication will be discussed further as a deliverable (see appendix F). Education on online communication also a need. Need for a resource directory in a communication form accessible to seniors.
COMMUNICATION STRATEGY TO SENIOR CITIZENS
OF THE CITY OF SOUTH PORTLAND

The Senior Citizen’s survey conducted in the fall of 2017 indicated that the Seniors of South Portland overwhelmingly receive information through newspapers. This is particularly the case for individuals age 85 and older. The second source was television followed by word of mouth. Respondents, in commenting about why they don’t socialize do not attend community events or don’t know where to look for information on services they need help on and remarked they were not aware (of a particular service or activity), items were not adequately advertised or did not know where to find the information. With this in mind, the following chart outlines the strategy that the Advisory Committee believes to be the most effective methods for reaching our seniors.

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>Where</th>
<th>How</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>Sentry</td>
<td>Throughout City of South Portland</td>
<td>Publish monthly “Senior’s Corner” in paper.</td>
<td>Monthly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>On going</td>
</tr>
<tr>
<td>Television</td>
<td>SPCTV</td>
<td>Cable TV station</td>
<td>Offer to have local senior specific interviews aired</td>
<td>quarterly</td>
</tr>
<tr>
<td>Word of Mouth</td>
<td>Recreation Center, Social Services, local businesses</td>
<td>Throughout City of South Portland</td>
<td>Place kiosks and brochures in strategic locations throughout the city.</td>
<td>On going</td>
</tr>
<tr>
<td>Internet</td>
<td>City of South Portland Social Services web page</td>
<td>The Web</td>
<td>Encourage providers and churches to sign up for City newsletter</td>
<td>On going</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2-1-1</td>
<td>Throughout city of South Portland</td>
<td>Coordinate with 211 to fulfill role of information and referrals</td>
<td>On going</td>
</tr>
</tbody>
</table>
Action Item 4
Project Plan: Prepare a Comprehensive Resource Manual

NEED:
Comments about communication from World Health Organization. Global Age-friendly Cities: A Guide. 2007: “Transportation and communication and information particularly interact with the other areas: without transportation or adequate means of obtaining information to allow people to meet and connect, other urban facilities and services that could support active ageing are simply inaccessible”. Page 10.

Survey comments:
Comments from survey-

Focus group observation: Access to/knowledge of resources. It was identified that resources may be presented in many ways that are not user friendly to seniors. —

Additional input from question 21(If you would like to socialize more, what prevents you?) age 65-84:

☐ Need a good (reliable, detailed, and inclusive) source of information on neighborhood (by district?) events, activities and clubs.

☐ Not aware of upcoming events-monthly senior newsletter would be nice

☐ Not well advertised

☐ Better coordinated information.

Additional input from question 25 (anything else you would like us to know) no age breakdown:

☐ Need a local newsletter that seniors sign up to receive services, events;

☐ It would be helpful if you could mail us the schedule of things taking place at the community centers, a printed schedule would be good;

☐ Would like to have printed information via USPS on what is available at community Rec center. Know I can find out more via internet but don’t always check that in timely manner.

Miss some community events because I didn’t know about them until after the fact;

☐ Would like a phone number for adds not just computer websites;

☐ Let people know if there is a community bulletin board posting events, classes, gatherings, and how or where to access it, and keep it updated. Thank you.

Survey report -Appendix D-First tier survey priorities

Socialization –Desire to Socialize is Not Being Met • They find out about options too late • Unable to attend due to mobility or health issues • They have no one to go with Focus group summary: Social isolation was felt to be a problem. It was seen as interactive with health and transportation, information availability and financial resources.

Survey report-Appendix D-Second tier survey priorities

*COMMUNICATION: Survey data identified preferences related to gaining information: Communication will be discussed further as a deliverable (see appendix F). Education on online communication also a need. Need for a resource directory in a communication form accessible to seniors.

Customers for resource manual: SP Senior residents and caregivers.


Domain: Outdoor Spaces and Buildings
Status: Ready for initial review and edit
Reviewer: ask Director Kevin Adams or representative
Publication recommendations
2-1-1 installation plan

Domain: Transportation
Status: No work done. Need a volunteer to research and complete
Reviewer: ?
Publication recommendations
2-1-1 installation plan

Domain: Housing
Status: In process
Reviewer: Assistant Manager Reny or representative
Publication recommendations
2-1-1 installation plan

Domain: Social Participation
Status: No work done. Minimum information will explain senior programs at SP rec center under the checklist format
Reviewer: ask Director Kevin Adams or representative
Publication recommendations
2-1-1 installation plan
Domain: Respect and Social Inclusion  
Status: No work done. Need conversation on how this checklist will be handled. Then a volunteer to complete  
Reviewer: ??  
Publication recommendations  
2-1-1 installation plan  

Domain: Civic participation and employment  
Status: Ready for initial review and edit  
Reviewer: ??  
Publication recommendations  
2-1-1 installation plan  

Domain: Communication and information  
Status: no work done  
Reviewer: ??  
Publication recommendations  
2-1-1 installation plan  

Domain: Community support and health services  
Status: In Progress. Checklist for this domain is the extremely nebulous. Will need help from social workers, nurses and other professionals who work with seniors to what subcategories are needed as resources for SP seniors and caregivers  
Reviewer: ??  
Publication recommendations  
2-1-1 installation plan  

Age-Friendly Community and Health Services-completed-need review and verification:  

Offer of Services  

Resources-General  
N-1-1 PHONE codes  
State of Maine Aging and Disability Services
MaineHealth Learning Resource Center
Southern Maine Area on Aging (SMAA)
Legal Services for the Elderly

Resources-Home care services
Senior Companion Program
LifeStages Companionship and Personal Care Services
Maxim Healthcare Services
Catholic Charities Maine

Resources-Health and Social Services
FOOD-Eating Out
Food-Eating at Home

DOMESTIC VIOLENCE

MEDICAL-General Medicine
Search By Keyword

1. Emergency Food Pantry
   First Congregational Church UCC of South Portland
   2 day emergency food supply, toiletries, and paper goods available once per month.
   South Portland, Cumberland, Maine 04106
   (207) 799-3361 | www.fccucc.org

2. Food Cupboard
   South Portland Church of the Nazarene
   Food pantry.
   South Portland, Cumberland, Maine 04106
   (207) 767-2127 | http://spcnazarene.com/life-essentials/help-hope

3. Free Bread
   South Portland Church of the Nazarene
   Bread.
   South Portland, Cumberland, Maine 04106
   (207) 767-2127 | http://spcnazarene.com/life-essentials/help-hope

4. South Portland General Assistance
   City of South Portland
Temporary assistance with fuel, utilities, food, housing, non-elective medical necessities, and basic services essential to maintain a household.

South Portland, Cumberland, Maine 04106
(207) 799-5511 | www.southportland.org/departments/general-assistance/

5.
The South Portland Food Cupboard
All volunteer food pantry offers 1 week’s worth of food to each family member once per month; delivery available to homebound seniors.

South Portland, Cumberland, Maine 04106
(207) 874-0379 | www.southportlandfoodcupboard.org

6.
Michael Klahr Jewish Family Services Food Pantry and Diaper Bank
The Jewish Community Alliance of Southern Maine
Non-perishable food items, limited non-food essential items include toiletries and cleaning products; diapers and wipes may be available; limit 2 bags...

Portland, Cumberland, Maine 04102
(207) 772-1959 | www.mainejewish.org

7.
Sagamore Food Pantry
Fresh fruits and vegetables, bread, pastries.

Portland, Cumberland, Maine 04102
(207) 347-6125

8.
Emergency Food Pantry
The Salvation Army Portland Citadel Corps and Community Services
3 meals for 3 people.

Portland, Cumberland, Maine 04101
(207) 774-4172 | https://nne.salvationarmy.org/Portland-ME

9.
Teen Center
Preble Street
Low barrier drop in center and street outreach provides meals, emergency food boxes, clothing, crisis intervention; case management and information an...

Portland, Cumberland, Maine 04101
(207) 874-1197 | www.preblestreet.org/what-we-do/teen-services/teen-center

10.
Wayside Food Programs Food Rescue
Wayside Food Programs
Collect and distribute food from area grocers, wholesalers, restaurants, and truckers to be distributed to food pantries, soup kitchens, and social se...

8/22/2019
Portland, Cumberland, Maine 04103
(207) 712-4929 | www.waysidemaine.org

1. **Williston-Immanuel United Church Food Pantry**
   **Williston-Immanuel United Church**
   Food pantry.
   Portland, Cumberland, Maine 04101
   (207) 775-2301 | http://williston-immanuel-united.org/outreach_mission.html

2. **Project FEED**
   Emergency food pantry supplies food, toiletries, and household cleaning products; supplies for up to 7 days per individual in the household.
   Portland, Cumberland, Maine 04103
   (207) 761-3920 | www.ProjectFEED.org

3. **White Memorial Seventh Day Adventist Church Food Pantry**
   **White Memorial Seventh Day Adventist Church**
   Food pantry offers fresh fruit, vegetables, and dry goods.
   Portland, Cumberland, Maine 04103
   (207) 797-4414 | portland22.adventistchurchconnect.org/article/21/the-ministries-of-our-church/community-service

4. **As You Like It Dining**
   **Southern Maine Agency on Aging**
   Meal voucher program that provides nutritious meals at dining sites throughout Southern Maine.
   Scarborough, Cumberland, Maine 04074
   (207) 396-6500 | www.smaaa.org

5. **Vietnam Veterans of America Chapter 1044**
   **Vietnam Veterans of American Chapter 1044**
   R & R drop in center provides a place to relax, watch television, read a book, play card game, and sit and chat; veterans service officer available on...
   Biddeford, York, Maine 04005
   (207) 494-9287 | www.vva1044maine.org

6. **North Pownal United Methodist Church Food Pantry**
   **North Pownal United Methodist Church**
   Non-perishable and perishable food items; limited to 1 visit per week.
7. **Good Shepherd Food Bank**  
Serve approved food pantries, meal sites, and shelters with food and non-food items.

Auburn, Androscoggin, Maine 04210  
www.gsfb.org

8. **Hope Haven Food Pantry**  
**Hope Haven Gospel Mission**  
Food pantry offers breads, desserts, and occasional canned vegetables.

Lewiston, Androscoggin, Maine 04240  
(207) 783-6086 | www.hopehavengospelmission.org/about-us

9. **Help Yourself Shelf**  
**St. Philip’s Episcopal Church**  
Food pantry, personal care items, household paper goods include paper towels and toilet paper.

Wiscasset, Lincoln, Maine 04578  
(207) 882-7184 | www.saintphilips.episcopalmaine.org

10. **Belfast Soup Kitchen Food Distribution**  
**Belfast Soup Kitchen**  
Fruit, vegetables, baked goods; limited to 1 bag per family per day with additional food sometimes available after 11:00 am.

Belfast, Waldo, Maine 04915  
(207) 338-3105

1. **Farm Fresh Rewards**  
Statewide nutrition incentive program offers SNAP/EBT shoppers bonus dollars for local fruits and vegetables, stretching limited food benefits further...

Belfast, Waldo, Maine 04915  
(207) 338-6575 | www.farmfreshrewards.org

2. **Tree of Life Food Pantry**  
**Tree of Life**  
Food pantry provides emergency and supplemental food, bread, eggs, frozen meats, fresh vegetables; personal care items, light bulbs, diapers, and pet...
3. 8/22/2019

**Marketstand Food Pantry**

**Homeworkers Organized for More Employment**

Food pantry provides food boxes 1 time a month; produce and bread when available.

Orland, Hancock, Maine 04472
(207) 469-7961 | [www.homecoop.net](http://www.homecoop.net)

4.

**Bangor Area Homeless Shelter Food Pantry**

**Bangor Area Homeless Shelter**

Food pantry.

Bangor, Penobscot, Maine 04401
(207) 947-0092

5.

**Agape Food Pantry**

Food pantry; cleaning supplies, paper products, and personal care items provided when available.

Island Falls, Aroostook, Maine 04747
(207) 463-2449

6.

**Maine Harvest Bucks**

Statewide nutrition incentive program allows SNAP/EBT shoppers to receive bonus local fruits and vegetables stretching limited benefits further at par...

(207) 370-1524 | [www.maineharvestbucks.org](http://www.maineharvestbucks.org)

7.

**Mobile Food Pantries**

**Wayside Food Programs**

Individuals receive a pre-packed bag of non-perishables as well as fresh produce, meat, and bread as available.

(207) 775-4939 | [http://waysidemaine.org/mobile-food-pantries](http://waysidemaine.org/mobile-food-pantries)
<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>August</td>
<td>By January 2020, begin implementing recommendations related to communication of resources, housing maintenance, and transportation;</td>
</tr>
<tr>
<td></td>
<td>Sept</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OCT</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nov</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dec</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>Jan</td>
<td>Communication Committee final report submitted</td>
</tr>
<tr>
<td></td>
<td>Feb</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mar</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Apr</td>
<td></td>
</tr>
<tr>
<td></td>
<td>May</td>
<td></td>
</tr>
<tr>
<td></td>
<td>June</td>
<td></td>
</tr>
<tr>
<td></td>
<td>July</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Aug</td>
<td>Writing final report</td>
</tr>
<tr>
<td></td>
<td>Sept</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oct</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nov</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dec</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>Jan</td>
<td>REPORT to CITY COUNCIL</td>
</tr>
<tr>
<td></td>
<td>Feb</td>
<td></td>
</tr>
</tbody>
</table>