

Living Well Network

Notes for January 7, 2009 Meeting

Participants

Carole Kment, Samaritan Health Services
Brenda Johnson, Deschutes County Health Department
Allyson Smith, Wasco-Sherman Public Health Department
Ann Way, Lincoln County Health and Human Services
Marty Fobes, Benton County Health Department
Chally Kruse, Atrio Health Plans
Jennifer Mead, DHS – Seniors and People with Disabilities
April Rautio, DHS – Public Health Division
Laura Saddler, DHS – Public Health Division
Cara Biddlecom, DHS – Public Health Division

Workgroup Updates – Marketing and Recruitment

The Marketing and Recruitment Workgroup has adapted marketing materials that were produced by the National Council on Aging (NCOA) after market testing with groups of older adults. The image on the inside of the marketing brochure was changed to better represent the population of Oregon, although templates with other diverse images will be made available. Local programs can also change some of the images to local photographs if they have them available. The materials will be put out for final commentary on the Living Well listserv, and then will be printed and distributed at the Living Well Forum on March 5.

The group mentioned that some other materials that would be useful are buttons that have a saying like “Ask me about Living Well” and business card sized materials that include some of the marketing language in the brochure.

The group suggested developing a “zero session” fact sheet to use during an informational session about Living Well.

The group suggested that the Marketing and Recruitment Workgroup consider working on some protocols or best practices for program retention, such as in Lincoln County where dropouts are put on a mailing list and given brochures for upcoming workshops that they can attend.

Workgroup Updates – Quality Assurance and Fidelity

The Quality Assurance and Fidelity Workgroup has been working on a template and protocol for observation of workshops and Leaders. This would involve a

Master Trainer, experienced Leader, or a Master Trainer from another region (if available) attending workshop session 2, 3, 4 or 5 to observe the Leader's adherence to the curriculum, and would be a recommendation, not mandatory, per the capacity of the organization. The draft protocol and guidelines for quality assurance and fidelity will be finalized at the next meeting on February 19, and then shared at the Living Well Forum on March 5.

Workgroup Updates – Reimbursement

The Reimbursement Workgroup has not met since the last Living Well Network call. A draft reimbursement proposal has been developed based on the work done by the Reimbursement Workgroup, and is undergoing further consideration. DHS will be receiving technical assistance from a retired executive at SCORE to draft a business plan that will better position Living Well for reimbursement. The strategic planning session at the March 4 Living Well Network meeting will inform the Living Well business plan development.

Pre-Annual Forum Living Well Network Meeting

The Living Well Network meeting on March 4 from 3:00 pm-7:00 pm in Bend will be focused on developing a strategic plan (and informing the development of a business plan) for Living Well statewide.

Issues that can be addressed at this meeting:

- Retention of Leaders and participants
- Retention of participants in the Living Well Network and Workgroups
- Sustainability of local programs, particularly as grants end
- The big picture of Living Well statewide

Ways to get individuals to attend the meeting and get more involved with ongoing Network efforts, particularly those that are not already actively involved:

- Provide dinner
- Get the word out early so requests to attend can be made
- Define what participants would be contributing to the meeting
- Let people know that most of the Workgroup work takes place over email and conference calls and what the expectations are of participation in the Network
- Define what each of the Workgroups is doing, verbally and/or through a one-pager that gets handed out at the Forum
- Clarify what the Living Well Network does and its purpose

Program Sustainability

When seeking a substantial number of Leaders to hold programs in your community, some things to consider are:

- Build partnerships and realize they can take a very long time to foster. Some natural local partners include clinics, grocery stores, diabetes coalitions and support groups, libraries, senior centers, pharmacies, local DHS offices, universities, extension services, faith communities, etc.
- Suggest that strong workshop participants become trained as Leaders. Program participants have the unique ability to share their stories and continue their successes.

Next Network Call

Wednesday, April 8, 2009 from 10:00-11:00 am