

MINUTES

February 9, 2018

Council on Aging - Marketing and Outreach Committee
230 Webster St.,
Marshfield, Ma 02050

ATTENDANCE: Martine Anderson, Carol Hamilton, Maureen Rosenberg Maureen Saunders, Joan Weinman and Paul Winget.

CALL TO ORDER: The meeting was called to order at 11:30 AM.

APPROVAL OF MINUTES: Martine makes a motion to approve the minutes of September 9, 2017. Maureen R. seconds the motion. One abstention, motion passes.

DISCUSSION: Maureen discussed the Marketing and Outreach Plan for "Calories in and Calories Out" (CICO) Program. Maureen listed several objectives and action steps that she and the staff put together to promote the program. This initiative was a result of the evaluation done through the accreditation process. The first step was to develop a pamphlet which Marilee has done. Those will be distributed to town buildings and local businesses. The pamphlet has also been placed in the Link as in insert. The next step was putting the topics on Face Book which Lynn Gaughan Office Manager will do when there are topics available from Rita. This will be ongoing. Promoting the CICO was also discussed with representatives from the MCTV. It was decided that Rita, the CICO will have a "healthy cooking show" beginning in February and the title will be "Eat Well Be Well". Other activities include exploring opportunities on WATD, which could be a radio spot or interview. The Mariner could also be contacted to do a special article. Maureen R. will also assist in exploring a potential benefit through Blue Cross Blue Shield for reimbursement for a weight management group. It could potentially be part of a benefit in 2019. We could also reach out to other health plans such as we do with the fitness reimbursement. Furthermore, we will continue to explore opportunities through the town to partner with employees and the health insurance provider. Could we send a pamphlet or notice regarding Rita's program in the employee paychecks? Are we sending press releases to the local papers on a regular basis? The Mariner is good about putting in some of the information but not all of it is published. Are we utilizing the church bulletins to promote our programs? Martine will check into this and she also reported that there is a new pastor at the First Congregational Church.

As far as general marketing goes we can use some of these same avenues to promote other programs. We could distribute information about the UMass study at town meeting. We are not asking for the funds but it would be prudent to educate citizens about the upcoming proposal for an increase in space as it relates to the improvements and development of future programs and services.

UPDATING THE MARKETING PLAN: The group reviewed the plan dated April 19, 2017. The first section reviewed was the Target Partners. The review date on the next plan will be February 9th for the first half. Under youth groups add the MYFL clean-up in November of 2018. Under the Clergy in the action section add that the Marketing Committee will explore contact with the Clergy Association regarding the building expansion. Under the status in this same section add that Martine will investigate whether or not we are utilizing the church bulletins for publicity and if not will work on a potential solution. Under the small business section add that plans are underway to meet with the Booster Board to develop a marketing / fundraising campaign. The group also suggested we add that we will publicize the results of the UMass study at the spring town meeting. Next in the section of the state and local Government add that the COA conducted a Legislative Breakfast late November 2017 with state representatives and senators in attendance. We also want to add that we completed the COA video for public release. Information should be added in the last section under state and local government. It should include the statement that the accreditation committee has invited several town officials to various community input committee meetings. Under medical and health section Carol reported that the Marshfield COA was just featured in the February issue of the Blue Cross Blue Shield quarterly newsletter. This was sent out to all Medex recipients in the state. In this section we could also add the information about the marketing efforts for CICO such as the new brochure and Rita's upcoming cooking show on healthy eating. Under pharmacies we could add the annual health fair was held in May of 2017 which included some local pharmacies. The COA also collaborates with Osco Pharmacy that provides a monthly "ask the pharmacist program" who has recently added a topic of the

month such "Shingles". The pharmacy has also been doing flu and pneumonia shots in more recent times. Under the service club section add that the COA is working with the Lions Club as a resource for access to eye glasses and hearing aids. The Rotary will do another community dinner at the COA in May 2018; the Masons have been working with the COA in refurbishing computers and giving them to needy seniors. We have distributed 4 lap tops thus far in late 2017 and 2018.

The group ran out of time and will reconvene to complete a review of the 2nd half of the marketing plan. Thursdays will work for most of the group.

NEXT MEETING: The next marketing meeting will be Thursday, February 22, 2018 @ 11:00 am.

ADJOURNMENT: The meeting was adjourned at 12:20 am.

Respectfully Submitted,
Carol Hamilton, Director Council on Aging