

# Agenda

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- Icebreaker
- Updates
- Timeline walk through
- Reflection on November
- Expansion to Outreach

# Updates and Upcoming

- ✓ Website (January launch) and communication
- ✓ Partnership List (keep adding!) – used to pilot Movember
- ✓ Youth engagement meeting held. Training to be held.
- ✓ Campaign ads and social media November-December
- ✓ Population reach ads (January-June)
  - Random Acts of Kindness, Heart Health (February)
  - Messaging presentation by Stan: March
  - May Mental Health Month (April-May)
- ✓ Upcoming: Gun Safety Task Force, trainings, presentations

# Timeline

	Jan	Feb	Mar	April	May
<b>ACTIVITY/THEME</b>					
Health Events		Random Acts of Kindness, Heart Health	National Drug and Alcohol Facts Week (3/22-28)	Public Health Week	Mental Health Month; Older Americans Month, Trauma Awareness Month and Women's Health Week
Collaborative	LOSS Team	Data	Messaging, cultural humility	Race, equity, inclusion and mental health, lived experience	Race, equity, inclusion and mental health, lived experience
<b>POPULATION</b>					
Older Adults					
Youth LGBTQ, BIPOC					
Men (all gender identities, etc.)					

# Reflections

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- Movember Campaign
  - Use of partnership list
  - Social Media – Facebook, Instagram
  - Communication to collaborative
  - Pilot for next time – ideas on how to do bigger and better? Use as model/template for future campaigns

# Expanding Communication to include Outreach!

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- How do we define outreach?
- What is happening in your organization? Ways to partner?
- Can we use the addition of Outreach to expand/recruit membership for our team?
- Outreach to align with Training and Education Team
- Next steps

# Next Steps

Homework! Review Each Mind Matters for Older adults and Diverse Communities...

