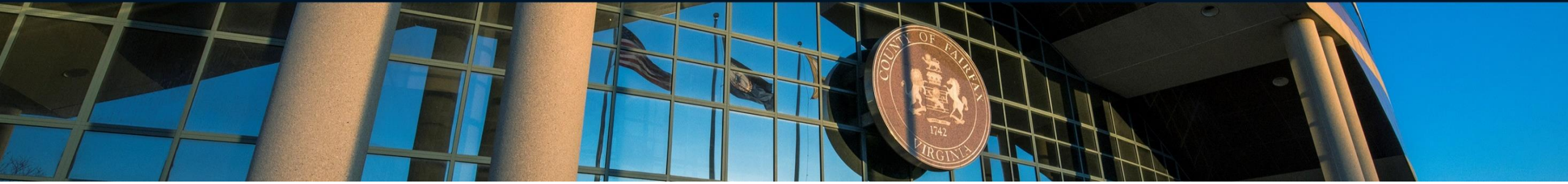




SHAPE

the Future of Aging



Communications Plan



SHAPE the Future of Aging Survey

- The survey will be sent in late **February 2022** to a randomized sample of residents in Fairfax County, City of Fairfax, and City of Falls Church.
- The survey and communications will be available in Arabic, Korean, Spanish, and Vietnamese.
- For anyone who does not receive the survey, they will be encouraged to provide insight and feedback in community input groups in October and November 2022.
- The survey data will be collected and analyzed in the spring and a final report will be presented to the Older Adults Committee in September 2022.



SHAPE the Future of Aging Survey

Messaging

- We want to learn more about the experience of aging in the Fairfax area so we can align resources and planning to better meet the needs of adults 50 and over.
- The survey will assess the lifestyles, perceptions, and access that older adults have to the resources they need to enjoy and participate in a more age-friendly community.



SHAPE the Future of Aging Survey

Communications Timeline

- December and January - pre-survey promotion
- February – survey reminders
- March – survey closes
- June through August – analysis will be completed and report prepared



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December and January

- Web page updated with information about survey
- Information will be shared in the Golden Gazette
- Article shared for newsletters
- Flyer for senior centers, adult day health centers, libraries, interfaith listserv, City of Fairfax and City of Falls Church locations, and more
- Social media posts (Facebook and Twitter)
- NewsWire and media outlets
- Videos



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February

- Reminders sent by vendor to encourage participation in the survey.
- Reminders also promoted in:
 - Golden Gazette
 - Social media
 - Newsletter article (updated version)



Suggestions or Questions?