**Loneliness/Social Isolation Public Awareness Sub-Group Notes**

**Wednesday, September 14, 2022 | 2:30– 4pm**

**Present:** Kris Krasnowski, Carleigh, Janet Zander, Megan McCormick Christina F, Jeffery Szmanda, Kaitlin McNamara, Nathaniel Lentz, Shayna Schertz, Margie Zutter, Karen Tennyson

**Notes:**

* Coalition & Work Group Updates
  + WIHA has updated [their website](https://wihealthyaging.org/for-professionals/initiative-resources/isolation-and-loneliness-resources/) so there are some changes to our webpage
    - Can we add coalition partners to the website?
      * We could add the organizational members and several individuals
      * Carleigh has the organizational members and their logos ready for upload
      * Would we want to categorize the organizations by their service area?
      * We could also add a map that shows where our members are
  + The proclamation has been submitted for request
  + The work groups will likely continue to meet more frequently between now and November so we can be prepared for the awareness week.
* Breakout Rooms: Sub-group meetings
  + Plan activities for Wi Loneliness & Social Isolation Day/Week in Wi
    - For the public (how’s your neighbor?)
      * Strategies (how do we encourage people to connect with those in their area/family?)
        + How do we want to approach this area?

We could have a resource that features the work of the coalition and then something that allows for customizable local events.

<https://blog.nextdoor.com/2022/06/13/loneliness-awareness-week-find-support-in-your-neighborhood/>

Christina F shared a document with resources. We can all review this on our own time but can likely leverage the resources for SIL week.

We might want to focus on something that is shared at the beginning and then we can focus on a section each day.

We will want paper and digital options.

The hearing aid clinics could also have a big role here. The Wisconsin Alliance of Hearing Professionals could engage.

We are going to need to count on our partners to distribute.

We will leverage our partner networks.

What could our big buckets be?

Volunteering

Connecting to your neighbor/community

Expand the way we think about our neighbors to include the broader community for example businesses

Joining the coalition

Getting around your community/transportation

Inclusion

Education day / signs/symptoms to watch for

We could compile all the resources that we know of into one place

Include a safety reminder in each of them

We can create some social media templates

Another idea could be around building community and connection within our coalition

Next time:

Decide on our daily themes and order

Build out what we need for each day

* + - For community organizations
      * Webinar: community voices – listen & learn
      * Webinar: successful initiatives
        + The first will be November 15th from 12 – 1:30. They are hoping to get a minimum of four people to talk about their personal experience with isolation.

Carleigh will move the coalition meeting on calendars

* + - * + The second will be on Thursday November 17th. They want to feature three interventions.

A mighty good time could come

Maybe a friendly caller program

* + - * + They aim to get speakers identified by the end of the month.
* Sub-group reports and next steps

**Wednesday, July 13, 2022 | 2:30– 4pm**

**Present:** Kris Krasnowski, Carleigh, Janet Zander, Ann Sheahan, Christina F, Jeffery Szmanda, Kaitlin McNamara, Margie Zutter, Nathaniel Lentz, Tamara Mumm

**Notes:**

* Coalition and Work Group Updates
  + We have the Organizational Membership Agreement survey up and running so folks can work to get their organizations signed on to this survey. <https://www.surveygizmo.com/s3/6871557/WCESIL-Membership-Agreement>
  + We are planning for a declaration for SIL Awareness Week. Our goal is to use the proclamation to have activities each day in the week. We are thinking about November but are open to other ideas. The group thinks we need to be after the election but before the holidays. November is also caregiving month. We could pull in a “whereas” in the proclamation. Janet will look at the data related to caregivers, and we can also work with Lynn Gall. We will also want to leverage our partners, including the hearing healthcare world, to disseminate messages we develop.
    - We will be touching base with the Health Equity work group to be sure that it is accessible and can be distributed in a way that works for most.
    - We will aim for Nov 13 – 19.
* Breakout Rooms: Subgroup Meetings
  + Messaging & Dissemination (Carleigh, Janet, Tamara, Kaitlin, Jeff, Nathaniel)
    - Narrative
      * The group appreciated the presentation but agreed that we need to spend some time reflecting on what toxic narratives exist for Social Isolation and Loneliness and how we want to transform these to be more positive. The group is interested in this activity.
    - Messages for Social Isolation and Loneliness Week
      * We did not get to this activity.
  + Events & Initiatives
    - The group discussed the specifics on what the SIL week will look like and want to infuse it with opportunities for volunteerism.
    - Christina and Margie plan to come back to the group next time with ideas on how we leverage volunteer opportunities and how we message this.
    - We could leverage some of the templates we’ve created.
    - They would also like to do a few webinars that week. One would be a “community voices” one where we feature those who have been impacted by SIL. The other would be more of a showcase of interventions. This would be things going on in communities that have an impact on SIL.
    - We could also have the national coalition do a feature for us.

**Wednesday, June 8, 2022 | 3 – 4pm**

**Present:** Kris Krasnowski, Ana Hovde, Shayna, Carleigh, Tim Wellens, Melissa Meier, Kali Erickson, Kent Mayfield, Janet Zander, Jill Hanson, Jennifer Fischer, Ann Sheahan

**Notes:**

* Coalition and Work Group Updates
  + We are going to have a full coalition meeting once a month where all coalition members are invited to attend. Carleigh sent out an invite via our new listserv. Our full coalition call will be on June 21 from 2 – 3. Please reach out to Carleigh Olson if you did not get this information.
  + The Raising Awareness work group has started to move into subgroups to move through some of our objectives. We have the messaging group and the initiatives and events group.
* Breakout Rooms: Subgroup Meetings

Messaging (Carleigh, Shayna, Janet, Ana, Jill)

* + The group reviewed other organization’s and initiative’s to understand what is out there related to social isolation and loneliness.
  + <https://farfromalone.com/>
    - The group likes how the breakout the resources by target population.
    - They also like how they highlight connecting volunteers to services.
    - The messaging they use is very friendly.
    - This has a good color palate.
  + <https://www.endsocialisolation.org/about-us-1>
    - The group doesn’t like the deficit framed facts and they are also always changing.
    - The navigation of the website is more challenging.
  + <https://gilc.global/>
    - There is a lot more positive framing in this site, particularly in the imagery.
  + <http://endingloneliness.com/>
    - This is the Australian group.
    - The language seems more complicated than it needs to be… example: prosocial.
    - The group likes how you can download resources to use in your context.
    - Most of the website seems geared towards people in the coalition except for the end that centralizes resources for help.
  + <https://www.nia.nih.gov/ctctoolkit>
  + <https://www.healthaffairs.org/do/10.1377/hpb20200622.253235/>
  + We might also want to look at our current messaging. We could take the narrative PowerPoint and use our current messaging for the small group exercise.
  + Carleigh can present on narrative at our next call.

Events/Initiatives Subgroup (Kali, Kris, Tim, Ann, Jennifer)

* Intros
  + Kali Erickson, Aging and Nutrition Program Supervisor, ADRC of Outagamie County
  + Kris Krasnowski, WIHA
  + Tim Wellens, ORCD/BADR
  + Ann Sheahan, Inclusa
  + Jennifer Fischer, Manager, ADRC of Dane County
* Review Goals & Objectives of Raising Awareness Group
  + Raise awareness of the public health impact that SI/L has on individuals and communities.
  + Facilitate meaningful connections and purpose in the lives of people who are lonely and/or SI by developing and deploying strategies, initiatives, tools and resources with a focus on people who are underserved and disenfranchised.
* Today’s Goal
  + Come to consensus and begin planning activities for WI Loneliness & Social Isolation Awareness Day/Week in WI
    - Tim, Kali, Ann like the idea of the proclamation being an entire week in December
      * Could have a different focus for each day
    - Jennifer likes an entire week but does not like the idea of proclamation during December/winter. September or the fall is preferred.
      * Pre-holiday activities
      * Help your neighbor
      * Prior to snow being on the ground
      * If closer to holidays, ADRC staff are taking time off and won’t be available to help with activities
      * Idea: having a toolkit for people/community to utilize/try different things throughout the week
        + How do we measure success for events/activities?
    - Kris: pre-holiday (late October or early November) could be a good time for people to plan to help others going into the holidays
      * But would they forget because we reached out too soon before the holidays?
    - Kris: Measuring success
      * Were you able to make a connection during/from the event?
      * Webinar: Have people talk about what worked for them/their community
    - Communities will need at least 1-2 months to plan ahead
    - **Rebranding** the Proclamation
      * “Make Connections Week” or “Make Social Connections Week”
        + Proclamation would discuss SI/L as the rationale, but title does not call out SI/L specifically so the focus stays on social connectedness
    - Target Audiences
      * Family, friends, neighbors
      * Local high schools
      * ADRC & other agency employees
      * Community members who want to help others make social connections
    - Activities
      * **Webinar** one/two months in advance (September) to go over planning for people/communities
      * **Toolkit/Package of Ideas** for the week of events for people/communities to utilize
      * Kris can help with graphics & materials
      * Find people to write anonymous letters to lonely/isolated people
        + Sec. 8/42 housing; Over 55 housing
      * Kris will work on drafting the proclamation
      * Media outreach
      * Idea: Could a specific color be affiliated with SI/L so that people could use that color to raise awareness?
        + We could also create a logo
* Subgroup Reports and Next Steps
  + We might want to find a way to highlight this issue with either colors or a tag line that creates a unifying message. Similar to Diabetes or Pride Month.

**Wednesday, May 11, 2022 | 3 – 4pm**

**Present:** Kris Krasnowski, Ana Hovde, Shayna, Carleigh, Ann Sheahan, Tim Wellens, Melissa Meier, Kaitlin McNamara

**Notes:**

* Updates & meet work group co-chair
  + Welcome to Shayna, our new co-chair, Wellness Education Specialist at Gundersen Health System
  + We are moving forward with an Organizational Membership Agreement – more to come on this.
* Working with intention to ensure equity and inclusion with Kent Mayfield
  + We will move this to a future meeting agenda
* Breakout rooms: sub-group meetings
  + Messaging (Ana, Kaitlin, Shayna, Carleigh, Ann)
    - The group reviewed the goals and objectives to highlight the areas that align to messaging.
    - Shayna shared about how Gundersen is doing screening to connect folks to resources.
    - The group discussed audience. There is an opportunity to highlight the issue to multiple audiences because the issue is interconnected to audiences outside of our priority audiences (older adults and people with disabilities). There is also a benefit to having a narrower scope to focus on the priority audiences since we have many organizations here focused on these audiences.
    - We could use a narrative framework to help support broad messaging. Carleigh will dig up narrative frameworks for the group to review.
  + Events/Initiatives (Melissa, Tim, Kris)
    - Intros
      * Melissa Meier, Director of Eastside Senior Services in Milwaukee
      * Kris Krasnowski, WIHA
      * Tim Wellens, ORCD/BADR
    - Review Goals & Objectives
      * Raise awareness of the public health impact that SI/L has on individuals and communities.
      * Facilitate meaningful connections and purpose in the lives of people who are lonely and/or SI by developing and deploying strategies, initiatives, tools and resources with a focus on people who are underserved and disenfranchised.
    - Brainstorming Activity
      * Milwaukee Aging Symposium in August
      * Melissa: Working on an initiative
        + Intensive outreach to connect neighbors with neighbors

Goal to have neighbors to help their neighbors with things they need help with, which would naturally create relationships and ultimately reduce SI/L.

Will be recruiting for volunteers, going door-to-door, to see if this can be successful.

* + - * Melissa: pre-COVID initiative = providing rides to social events AND organizing the events for those who are homebound and/or do not have their own transportation.
        + This will start back up in July 2022.
        + Melissa choosing a neighborhood that will benefit the most from this initiative
        + Kris: Could we have a periodic **webinar** regarding this to spread the word, connect with people, and how to go about organizing these types of events?

Receive feedback from attendees on their experience, and if this positively impacted connections they were able to make

* + - * + What additional connections can organically come from these events?
      * Governor’s proclamation: Loneliness & SI Awareness Day in WI
        + December 2022

Need to plan around October 2022

Promote the proclamation in BIG ways on/around that day in December

Radio time?

Disperse “Call to Action” postcards to all of our contacts, and have them disperse to their distribution lists

“What will you do to help reduce SI/L?”

* Sub-group report outs
* Next meeting will be extended to 90 minutes, 2:30 – 4. The sub-groups might consider additional calls depending on work load.

**Monday, April 4, 2022 | 10:30 – 11:30pm**

**Present:** Kris Krasnowski, Janet Zander, Robert Best, Christina F, Dan DeValve, Becky Rundhaug, Kali Erickson, Kathy Platt, Kaitlin McNamara, Ana Hovde, Patti, Shayna, Carleigh

**Notes:**

* Introduction of Carleigh Olson
* Overview and process for work group and sub-groups
  + Previously the work group discussed moving into subgroups
    - Messaging & Delivery – specifically what kinds of messages can we create, what messages resonates with the target audiences, and deploying these messages through messaging modalities such as social media. This group would likely meet monthly.
    - Initiatives & Events – Conceptualize, plan and deploy initiatives such as awareness campaigns and deploying education events such as webinars or other activities. This group might meet more often when there is something going on but less often at other times.
    - Link to indicate which work group you’d like to join:
  + Kris provided a review of the other work groups and highlighted the new Equity Work Group. Each work group has a representative on the Equity Work Group.
* Kris provided a reminder overview of the [website](https://wihealthyaging.org/wcesil-communities-connect). **There is a new resource added called “**[**staying connected**](https://wihealthyaging.org/_data/cms_files/Loneliness%20%26%20Social%20Isolation%20Coalition/Public%20Awareness/Stay_Connected_Final_fillable.pdf?u=1YZsI5)**”** developed by the Board for People with Developmental Disabilities (BPDD). They are still working on a facilitators guide that will be ready soon. **Please feel free to share this out to your networks**.
* Discussion: Inviting organizations to join the coalition and be a source of information distribution
  + Kris reminded the group that how we all joined the coalition was by filling out a survey, but we also realize there is power and opportunity in joining the coalition from an organizational level. There is a document that was drafted that is an Organizational Profile and Membership Agreement. The group discussed the initial draft and provided feedback.
  + The group indicated that many ADRCs and Health Departments would likely be interested in signing on.
  + Feedback was provided to add the benefits that organizations would get by signing on.
  + This will be offered to the Steering Committee today.