

**“JumpStart the Conversation” Grant – Wichita Interim Report
Media Campaign
March 5, 2010**

Grantee:

Wichita Educational Foundation

350 W. Douglas
Wichita, KS 67202
Fred Bright, President
Suzie Ahlstrand, Resident Agent
Phone: 316-268-1135

Partner Organization

Central Plains Area Agency on Aging
2622 W. Central Ste. 500
Wichita, KS 67203
Annette Graham, Executive Director
Phone: 316-660-7298
Email agraham@cpaaa.org

Primary Contact

Central Plains Area Agency on Aging
2622 W. Central Ste 500
Wichita, KS 67203
Cathy Landwehr Bailey, Program Manager
Phone: 316-660-5232
Email: clandweh@cpaaa.org

Grant Outcome Summary:

- By December 1, 2010, over 70,000 adults will have had access to printed information about Livable Communities and Aging in Place principles.
- By December 1, 2010, over 30,000 people will have access to an informational DVD on Livable Housing through cable TV and U-Tube.
- By December 1, 2010, the CPAAA Website will be updated with a special area for Livable Community Information.

Grant Narrative:

An Older Adult Alliance Committee was formed to develop and implement the Media Campaign for the Livable Community Initiative. An article was written and printed in the January issue of Active Aging highlighting the importance of older adults advocating for issues that effect older adults. The Advocacy Training was announced and readers were encouraged to enroll in the course.

The committee developed an outline for a series of 4 articles on Livable Communities and commissioned a local writer to research, hold interviews and produce the series for print every other month in Active Aging Newspaper. The articles will be offered to Wichita Independent Neighborhoods (WIN) for distribution to neighborhoods as well as city newspapers in the region.

Topics:

- Livable Communities for all Ages. Interview with CPAAA Director, Annette Graham and n4a CEO Sandy Markwood to explain the initiative, how Wichita became involved and will announce the anniversary meeting to show our progress.
- Developing Livable Communities. Interview Dr. Wong, Interim Director and Professor of the Hugo Wall School of Urban and Public Affairs, WSU on what to plan for to make a community livable for all ages. He will address mixed use, proximity to necessary goods and services and the need for older voices to be represented. Transportation will also be addressed by a representative of the Wichita Area Metropolitan Planning Organization (WAMPO.)
- Livable Homes for All Ages. Greg Black, architect and universal design champion will be interviewed about what a universal house is and why it is good for all ages. Another person to be interviewed will be someone currently doing a remodel to adapt to changes in physical functioning.
- Quality of Life. Our final article in this series, will discuss the value of ongoing plans to age in place, the quality of life value in walkable neighborhoods and easy access to green space, transportation, retail, restaurants and recreation. It will address the importance of staying connected to one's community through volunteer opportunities and intergenerational activities, and finally the need to speak up and make one's voice heard on issues of importance to older adults.

The committee has made plans to help produce the DVD on Livable Homes and purchase time to show it on the local PBS station. In addition, Cox Cable TV has a channel for programming by cities. We plan to use part of the grant to purchase time on those channels to make the DVD available to towns and cities

in the surrounding areas. We plan also to break the DVD into three segments to produce U-Tube selections for the Internet.

We will develop the CPAAA Website with a section on “Livable Communities” that will be accessible to anyone researching for information via the Internet. Our site will include important links, a schedule of upcoming events and the series of articles.