



2020 Aging Public Awareness

Serving Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico and Wayne Counties

Introducing The Area Agency on Aging



Tonya Cedars
AAA Director



January Brown
*Family Caregiver
Support Program*



Heather O'Connor
*Lead Aging Programs
Consultant*



Angela Pridgen
Ombudsman



Colby Smith
Ombudsman



Carly Francis
*Aging Program
Consultant*

Eastern Carolina Council Area Agency on Aging Marketing Strategies 2017-2020



Marketing Materials

- Banner
- Tablecloth
- Folders
- Brochures
- Caregiver Binders
- Caregiver Resource
- Pens
- Bags
- Note Pads
- Notebooks
- LED Lights
- Cooling wraps





Printed Advertising

Material Distribution

- Community Locations
- Provider and group email distribution list
- Eastern Carolina Council Newsletter
- Eastern Carolina Council Website:

www.eccog.org

- Facebook-

https://www.facebook.com/Eastern-Carolina-Council-197110850304922/photos/?ref=page_internal

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Information/Registration
Please contact January Brown
at jbrown@eccog.org or
(552) 338-3185, ext. 3001

Please dress in layers
as temperature varies.

Refreshments will be provided

Registration is requested by Oct. 15



Community Dementia Workshop

Thursday, October 17, 2019

9:00 am - 11:30 am
Dementia Live & Health Screenings by
appointment

1:00 pm - 4:00 pm
Educational Sessions

Morning by appointment:

Dementia Live! is a high impact dementia
screening tool that identifies individuals at risk of
transitioning into the next dementia, resulting in a deeper
understanding of what it's like to live with cognitive
impairment.

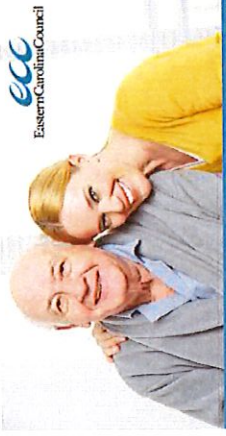
Health Screenings by ECU nurses, come have your
BP checked and get screened for a variety of health
issues.

Afternoon:
Hear 3 wonderful speakers talk about Dementia,
Alzheimer's, How to Keep Your Brain Healthy, and
Emergency Preparedness in Dementia

Registration is requested for

Both the AM and PM sessions •
you may attend either session or both

Location:
Snow Hill Church
1224 Red Hill Rd.
Mount Olive, NC 28565



Are you passionate about seniors in your community?

Become a volunteer and join a local
Community Advisory Committee!

As a volunteer, you will:

- Serve as advocates to ensure the quality care of residents in long-term care facilities
- Assist residents in grievance resolution
- Work to maintain the intent of the Resident's Bill of Rights
- Make official quarterly visits to facilities and make reports
- Attend training sessions and committee meetings

Only an average commitment of 8 hours a month is required!

For more information, please contact a regional ombudsman:
Angela Pridden Colby Smith
252-438-3185 ext. 3007 252-638-3185 ext. 3010
apridden@eccog.org csmith@eccog.org

Find us online at www.eccog.org

WORLD ELDER ABUSE AWARENESS DAY
Building Strong Support for Elders

POST IT IN PURPLE CHALLENGE

1 in 10 Americans age 60 and over experience abuse. Every year communities around the world join together to raise awareness of elder abuse, neglect, and exploitation. It is an opportunity to ensure your community is fully prepared to help preserve the rights of older adults. We all have the right to live safely, with dignity, and without fear. It is our responsibility to ensure that our communities are safe, secure, and free from abuse, neglect, and exploitation. Let us join together to build awareness, and reduce the risk of elder abuse.

Are you an advocate for older adults? Build awareness in your community about Elder Abuse. Grab your friends, family and co-workers and share your message. Take a picture, challenge someone, and post it on social media.

May 16, 2020 - June 21, 2020

Eastern Carolina Council, Area Agency on Aging
CHALLENGES YOU TO:
"POST IT IN PURPLE."

Take a Photo
Take a Video
Social Media

EWAAH-NCCAA
For Elder Information Contact:
Angela Pridden
252-438-3185 ext. 3007
apridden@eccog.org

Connections Matter

Residents' Rights Month
October 2020

Join Eastern Carolina Council Area Agency on Aging in a celebration of Residents' Rights and connections that matter.

The 2020 theme is to emphasize connection to family, to friends, and to the community - as an essential component of good health and quality of life for residents.

Do you know your rights?

- ✓ Be fully informed
- ✓ Right to receive visits
- ✓ Make independent choices
- ✓ Privacy and confidentiality
- ✓ A safe transfer or discharge
- ✓ Right to voice your concerns
- ✓ Participate in one's own care
- ✓ Dignity, respect, and freedom

For local information and resources contact:
Eastern Carolina Council
Area Agency on Aging
Regional Ombudsman Program
1-800-422-1-1618
ECC
Eastern Carolina Council
Area Agency on Aging

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Respect Dignity Freedom

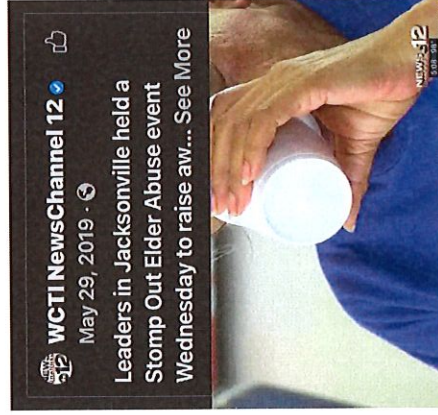
Digital Marketing

Facebook

News Report

Radio Interviews

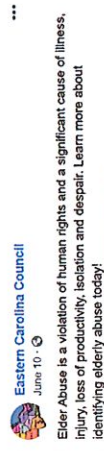
Digital Billboards



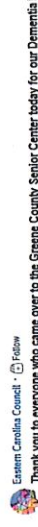
<https://www.facebook.com/wcti12/posts/2181150998599374>



https://www.jdnews.com/news/20180426/dementia-simulation-takes-you-from-sympathy-to-empathy?fbclid=IwAR2Y0YV1dP0SEPGSfWJUQMa_dqxZBMYe50TTToDS6m8rN4WxQj1VMZSdpet10



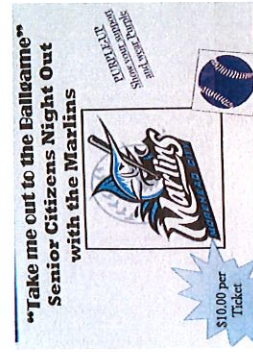
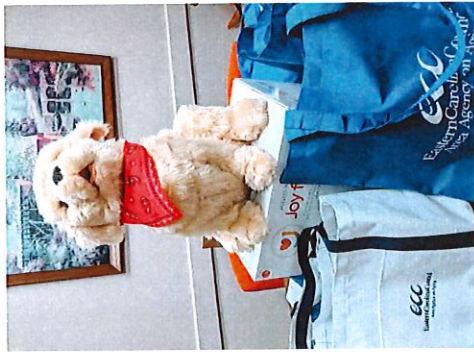
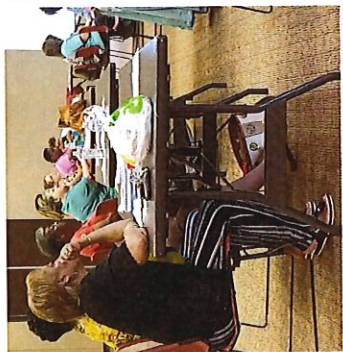
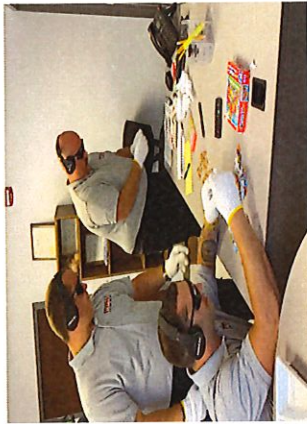
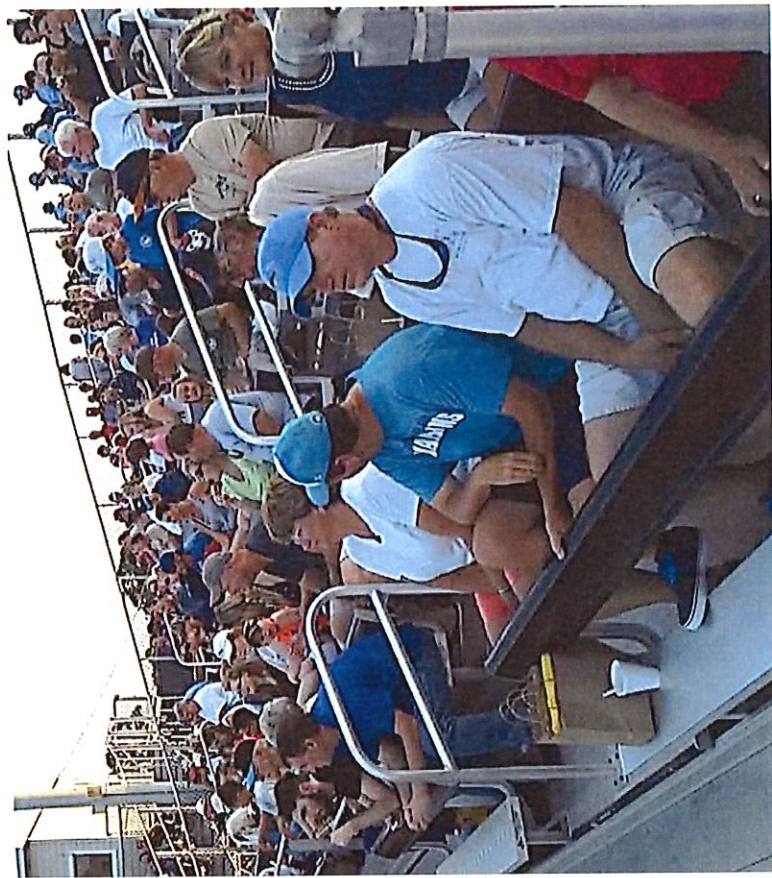
http://eccog.org/human-services-area-agency-on-aging/programs-and-services/long-term-care/elder-abuse/?utm_source=rsdvm&utm_medium=soc&fbclid=IwAR0w1ZCG_8c2UXFELXYWNlbQuLLJRT1rdtZZ811nmI-eqfIWvQ4Chob8_WU



<https://www.facebook.com/watch/?extid=0&v=178304153116352>

ECCAAA Hosted Events

Event 2017 - 2019	Number of Events	Estimated Number of Attendees
Dementia Simulation Training	82	1,165
Emergency preparedness presentations to include three radio interviews.	19	5,349
Family Caregiver Support Program training, events, and presentations.	218	10,115
ECCAAA FCSP Workshops & conferences	9	684
First Responders Training (2018-2020)	32	367
Elder Abuse Awareness Events *Does not include social media, newspaper, or billboard ads data.	24	4,143
Radio Information Interviews on ECCAAA programs Senior Moments 107.1 FM Shows run on Friday and rerun on Saturday mornings.	13	20,000



In Person Event Attendees & Sponsorship

Older Americans Month



First Responders Training



Senior Games



Veteran Stand Down



Out With Old & In With The New



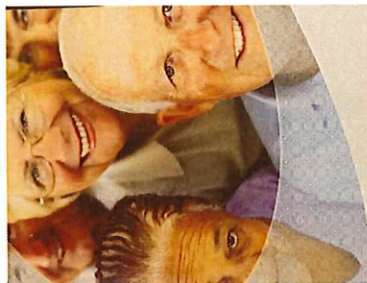


piggly wiggly



Marketing & Printed Materials

- ☐ ECCAAA will develop a new informational brochure.
- ☐ ECCAAA will develop program card inserts to utilize with brochures.
- ☐ ECCAAA will distribute small Bill of Rights poster with Ombudsman pictures and information to all regional long-term care facilities.
- ☐ Research advertising Eastern Carolina Council Area Agency on Aging on register receipts at stores throughout the region to include the Dollar Tree, Food Lion, and Piggly Wiggly.



ECC
Eastern Carolina Council
Area Agency on Aging
www.eccog.org

**DOLLAR
GENERAL®**

PATIENT RIGHTS

You have the right to:

1. Consider and request care, and to be made comfortable and safe in the facility. You have the right to be treated with respect, dignity, and privacy. You have the right to be free from abuse, neglect, and discrimination.
2. Have a family member or other representative or patient advocate visit the facility.
3. Know the name of the physician who has primary responsibility for your care, and to be informed of the physician's qualifications, experience, and background. You have the right to know the names and locations of all physicians who will be providing your care.

Expand Connections

- Participate in the Carolina East Dementia Capable Hospital Task Force
- Participate in County Community Resource meeting groups
- Distribute program information and resources to long term care facilities and residents.
- Develop distribution lists for the purpose of promoting programs and activities.
 - ✓ Faith organization
 - ✓ Civitan Groups
 - ✓ AARP County Chapters



AARPSM

DEMENTIA-FRIENDLY

HOSPITAL



Digital Component

- ECCAAA will create and post informational and training videos on Facebook and YouTube.

- *Facebook:*

https://www.facebook.com/Eastern-Carolina-Council-197110850304922/photos/?ref=page_inter

- *YouTube:*

<https://youtu.be/qVZCFh57aLo>.

- ECCAAA to pursue digital advertising through the NC Department of Motor Vehicles <https://dmvadvertising.com/about/>



Monthly Recognition Campaign

- ECCAAA will promote and inform consumers on various causes, issues, and raise awareness.
- ECCAAA has selected a cause for each month of the year. The campaign details have been planned for October – January. In December, the AAA staff will meet to plan for the months of February through June.
- ECC will promote information on social media through awareness flyers, information sheets, and staff will record awareness videos.
- ECCAAA staff will write articles for the ECC WAVE Newsletter.



Monthly Recognition Campaign

October

Resident Rights Month

- ✓ Videos have been recorded of Angela and Colby talking about Resident Rights to be posted on YouTube, FB, and the ECC website.
- ✓ Order door hangers with resident rights and Ombudsman contact information printed on them and give to residents and families
- ✓ Develop a flyer to send out to all distribution lists.
- ✓ Develop a press release and distribute to regional media outlets.

National Bully Prevention Month

- ✓ Record video of Ombudsman about bullying- This will be an extension of the Elder Abuse Awareness Campaign in the Spring
- ✓ Develop awareness posters to distribute to facilities, senior centers, and local DSS's.
- ✓ Develop a press release and distribute to regional media outlets.

Connections Matter

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The focus theme is to emphasize connection to family, to friends, and to the community - as an essential component of quality of life for residents.

Do you know your rights?

- ✓ Be fully informed
- ✓ Right to receive visits
- ✓ Make independent choices
- ✓ Privacy and confidentiality
- ✓ Freedom of movement
- ✓ Right to voice your concerns
- ✓ Participate in one's own care
- ✓ Dignity, respect, and freedom



For local information and resources contact:

Eastern Carolina Council
Area Agency on Aging
Regional Ombudsman Program
1-800-322-1-1616
ECC
EasternCarolinaCouncil.org

Respect Dignify Freedom



Unite Against Bullying

October 2020

Join Eastern Carolina Council Area Agency on Aging during October for National Bully Prevention Month. We will be holding a month-long event to prevent bullying and to promote kindness, respect, and inclusion.

Forms of Bullying

- Cyber - social media, texting
- Physical - pushing, shoving, kicking
- Verbal - gossiping, calling individuals names
- Social - hurting someone's reputation, making remarks

Wear your orange to show you stand against senior bullying.



For local information and resources contact

Eastern Carolina Council
Area Agency on Aging
252-628-3185

To Report Abuse, contact your local
Department of Social Services

When you see something, say something!

Monthly Recognition Campaign

November

National Caregiver Month

- ✓ Record video about caregiving and program services to post on YouTube, Facebook, and the ECC website.
- ✓ Distribute Governor Cooper's proclamation
- ✓ ECC staff will assemble 250 "Caregiver Soup" kits to include jar with soup ingredients, marketing items (wooden spoon and blanket with ECC logo), a caregiver appreciation poem, information and resources.
- ✓ ECCAAA will write a press release to distribute to media contacts.

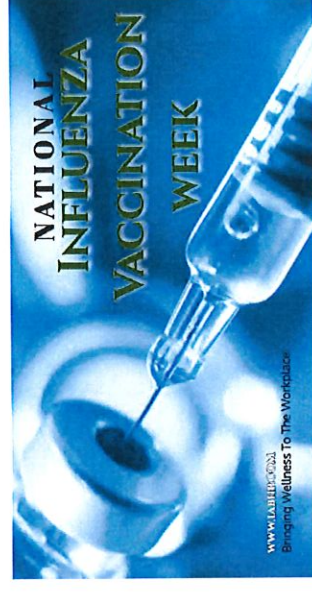


December

Home for the Holidays Campaign

National Influenza Week

- ✓ Use campaign material to print posters, postcards, and flyers to distribute across the region.
- ✓ Use campaign material information to create social media posts.



January - March

Monthly Recognition Campaign

January

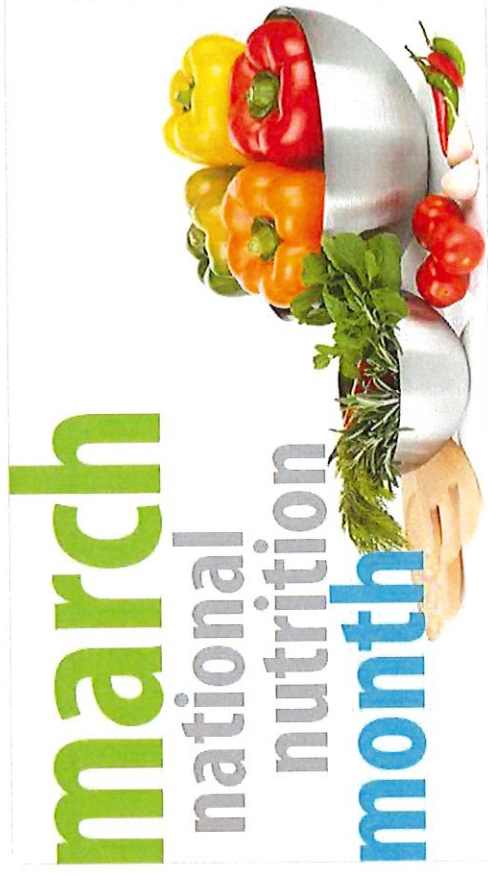
AAA will make up an awareness month.

February
Heart Healthy Month

March
National Nutrition Month

HEART HEALTH AWARENESS

February is National Heart Month — a great time to make sure your ticker is tickin' properly. We've all heard it: change your diet, maintain a healthy weight, be physically active, quit smoking. But why? Can this advice **REALLY HELP** you lower your cholesterol and improve your heart health? **YES!** Making small changes in your daily routine can add up to big benefits and help you live a healthier, more balanced life.



April

National Volunteer Week



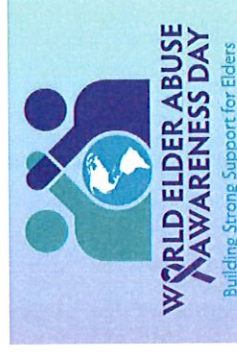
May

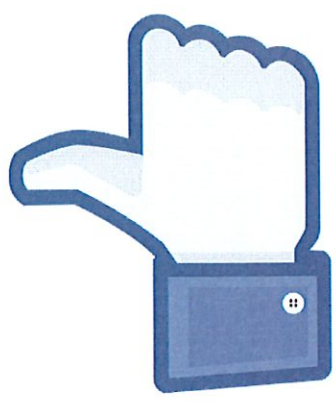
- Older Americans Month
- Elder Abuse Prevention Awareness Month
(Mother's Day to Father's Day)



June

- Men's Health Month
- June 15- World Elder Abuse Awareness





DON'T FORGET
LIKE US ON FACEBOOK
&
YOUTUBE
EASTERN CAROLINA COUNCIL

Simulation training Evidence Based Programs
ECC transportation Support
health advocacy
In Home Aide
awareness supplies resources
Options Counseling training
Home Delivered Meals
Area Agency on Aging
ombudsmen
Workshops
congregate meals
information
Classes
SHIP
caregivers

Aging Services

Questions?