San Francisco LGBT Aging Policy Task Force Outreach Report

Period: November/December 2012

January 18, 2013
Planning Efforts

San Francisco LGBT Aging Policy Task Force Outreach Planning Efforts

October-General Task Force Outreach Function Begun Concurrent Community Survey/Research Outreach Begin

Strategic Consultations with Promotions West on Best Outreach Practices

December 8th, Outreach Plan Concept Approved

Overall Task Force and Research Outreach Actively Engaged and Ongoing

Weekly Check in to Monitor Outreach Progress In Real-Time

December Ongoing Meetings With Media and Marketing Experts on Task Force Outreach Communications Strategy Development

Special Shout-Out to Mikael Wagner of Promotions West!

Target Constituents Identified as per CAP report and Historical Research

December 11th, Conceptual Framework for Outreach Submitted and Approved by Task Force

LGBT Aging Policy Task Force Outreach Report for November/December 2012
Target Populations

- African Americans
- Asian/Pacific Islanders
- Bisexuals
- Faith Based Community Members
- Gay White Males
- Homeless
- Latino(a)s
- Lesbians
- LGBT Seniors that are Not Out
- Linguistic Minorities
- Middle Income Seniors
- Mixed-Race
- Native Americans
- SRO Residents
- Transgender
- Veterans
Task Force & Public “To Do List

• Sign up on our email list to receive the survey when it is available.
• Fill out a survey.
• Ask your friends/relatives who are LGBT seniors to fill out a survey and send them the survey information.
• Tell us who you know who might want to fill out a survey and we will contact them.
What’s Next?

We need your help …

….. to stay true to our mission!

Contacts:

Tom Nolan, Department of Aging & Adult Services
(415) 355-3517
Tom.Nolan@sfgov.org

Jason Alley, Consultant
San Francisco LGBT Aging Research Project
(415) 260-4597
alleyjason@earthlink.net

Larry Saxxon
Volunteer Outreach Coordinator
(415) 861-7716
cyberaltdads@comcast.net

Learn more about the Task Force at: