Community AGENDa: Atlanta: Year Two

Contact: Kathryn Lawler, Manager Community Development, Area Agency on Aging/ARC

Geographic scope: Project is a region-wide effort targeted at the 10-county Atlanta metropolitan area.

Grantee: The Atlanta Regional Commission (ARC)

Project Title: Lifelong Communities “Beyond Expectations” Campaign

Goal for Year Two of Community AGENDa: Atlanta: To use a communications strategy to stimulate a dynamic conversation about aging to both raise the level of awareness about increased longevity as well as publicize the opportunities in the Atlanta area to support and expand Lifelong Communities (LLC) opportunities.

Planned activities for Year Two:

- Launch a region-wide conversation on what it means to live longer than any previous generation, disseminate lessons learned about lifelong communities, and build momentum necessary to replicate work done to date in Atlanta metro region;
- Hold a town hall meeting to be taped and moderated with WABE news personality;
- Implement major partnership with Public Broadcasting Atlanta to produce and air a variety of programs (from half hour town hall meeting to one-minute shorts to 30-second testimonials);
- Work with WABE radio (the NPR affiliate) to develop and air 30-second vignettes based on one-minute TV shorts;
- Create a Story Corps opportunity and tape people’s stories about aging in place;
- Create a digital website for archiving all media content;
- Promote project through several e-newsletters;
- Develop community engagement effort with six face-to-face meetings, one online survey and one telephone town hall meeting;
- Demonstrate principles of Lifelong Communities through temporary transformation of an area using a technique known as “tactical urbanism;”
- Offer one-day Planning Academy workshop to educate planning professionals on how to incorporate age-friendly design into their work.

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