



Communications Theme, 2023

Dane County Human Services

2023 Communications Plan for DCDHS, below is an overview. Questions can be sent to: Tanya Buckingham, buckingham.tanya@countyofdane.com

Goals on 2023 theme *Celebrate Aging?*

- Share information about Dane County services in aging
- Combat the ageist and ableist narratives
- Celebrate the community in which we live and how aging supports it
- Convene advocacy partners, community leaders and make them accessible to the community, with the added goal of growing and supporting new community connections
- Create spaces to discuss aging related challenges

How will having a theme influence our communications strategy?

- There will be a thread on aging throughout the year, in all of our publications
- “2023 Celebrate Aging!” could include:
 - Introduction of the theme, and call for participation - Jan
 - Celebrate aging adults in our community (contributions of 60+) - Feb
 - Celebrate volunteering in 60+ (e.g., tech buddies, meal delivery) - Mar
 - Increasing aging population, and longer life expectancies - Apr
 - Disability and Aging Services Division Feature month - May
 - Overview of the Division,
 - Introduction to the Administrator,
 - Personal / tangible story,
 - Community events
 - Focus on Dementia - June
 - Feature Nutrition programs - Jul
 - Feature ADRC - Aug
- Community Book read: “This Chair Rocks”
- Partnership with county libraries and senior centers to host talks, and book discussion groups (Ripple Intern)
- Seed community conversations; collaborate with advocacy groups and partners.
- Set media interviews
- Each Division highlight will include a vignette on how it relates to that theme, 2023 will focus on aging
- See our 1-pager attached to help get participation in in our events