



**JEB BUSH  
GOVERNOR**

## MEMORANDUM

**TO:** Area Agencies on Aging **NOTICE #:** **010204-1-T-OC**

**FROM:** Martha Pratt, Communications Director

**DATE:** January 2, 2004

**SUBJECT:** Notice of Transmittal: *Communities for a Lifetime* Update

**CC:** Department of Elder Affairs Advisory Council  
Designated AAA Staff

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**TERRY F. WHITE  
SECRETARY**

Since 2000, 65 Florida cities, towns and counties have signed on formally committed to the Department of Elder Affairs' *Communities for a Lifetime* (CFAL) Initiative. These participating communities have committed themselves to creating a better place for older adults to live by providing all residents with the opportunity to achieve their full potential and contribute to the betterment of their communities. During the initiative's first three years, it has evolved based on the input of aging network professionals and participating communities.

First, thank you for your efforts in enlisting the support of communities and working with county and city staff members as they learn about aging services and helpful opportunities and services for older adults. Area Agencies on Aging (AAAs) are active partners with the Department of Elder Affairs in efforts to encourage local government support of the CFAL initiative. This communication serves to strengthen that partnership, to provide you an update on the initiative and to inform you of some new tools we have developed.

### ***Communities for a Lifetime* Web Site and E-mail**

We have developed a CFAL Web site that outlines guidelines for conducting a community-wide inventory of opportunities and services available to older adults that can help a person maintain independence throughout a lifetime. The CFAL Web site is a "work in progress." We welcome submissions of information and have included details with this transmittal about how you can submit information for consideration to be included on the Web site. The site also features an e-mail address—[communities@elderaffairs.org](mailto:communities@elderaffairs.org)—for visitors to make inquiries about the initiative.

### **Communication Procedures**

In order to ensure that the Department and AAAs have a coordinated effort of outreach and support to communities, we are providing the following guidelines for communication and correspondence:

- *Presentations.* In order to keep you informed about our communication with communities, we will notify each AAA executive director of any CFAL presentations or visits DOEA staff make within the PSA. We request that AAA staff also notify the Department of CFAL presentations or speaking engagements by e-mailing the CFAL e-mail or calling (850) 414-2000 and asking for a CFAL team member.

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- *Correspondence.* In order to keep you informed about our communication with communities, we will carbon copy the AAA executive director on all of our correspondence with participating communities.
  - For CFAL correspondence to mayors, commissioners and city and county staff, the AAA should carbon copy Secretary White, and the Department should carbon copy the AAA executive director.
  - For all CFAL e-mail communication, the AAA should carbon copy [communities@elderaffairs.org](mailto:communities@elderaffairs.org), and the Department should carbon copy the designated AAA staff member.
  - *Designated AAA Staff.* According to our records, the designated AAA staff members are as follows:

PSA 1	Joann Gee	PSA 6	Charlotte McHenry
PSA 2	Lisa Bretz	PSA 7	Bill MacDonald
PSA 3	Vidya Hogan	PSA 8	Eileyn Sobeck-Bador
PSA 4	Herbert Brackenridge	PSA 9	David Carson
PSA 5	Sharon Thompson-Ayers	PSA 10	Brian Pinto
		PSA 11	Steve Weisberg

Please let us know if the above contact name is not correct.

- *Quarterly Conference Calls.* We will also make quarterly conference calls available to all AAA staff members who work with the CFAL initiative. These calls will allow DOEA staff to better assist AAA staff and other individuals involved in the initiative. Calls will focus on developing strategies to assist communities with inventorying available opportunities for people living in the community for a lifetime, identifying areas in need of improvement and initiating partnerships and strategic alliances to meet those needs. Dates for the conference calls will be as follows:

Wednesday, January 21, 1:00 p.m. – 2:00 p.m. (Please plan for executive directors to participate in this initial conference call.)

Wednesday, April 21, 1:00 p.m. – 2:00 p.m. (tentative)

Wednesday, July 21, 1:00 p.m. – 2:00 p.m. (tentative)

Wednesday, October 20, 1:00 p.m. – 2:00 p.m. (tentative)

Additional information, including agenda and call-in numbers, for the January 21<sup>st</sup> call will be forthcoming.

## Tools for Presentations to Communities

In order to assist you with providing information to communities within your PSA, we are providing electronic files and hard copies of a Microsoft PowerPoint presentation that provides an overview of the CFAL initiative. Feel free to adapt this presentation to your agency's speaking engagements. We would appreciate knowing when you are presenting information on CFAL, whether it is to community leaders or to other interested groups. We are also including 100 copies of our new CFAL brochure. Please feel free to request additional copies of this tool to distribute at CFAL speaking engagements.

Should you have questions regarding the CFAL initiative, please do not hesitate to contact the Communications Department at (850) 414-2000 or email us at [communities@elderaffairs.org](mailto:communities@elderaffairs.org).

## Attachments

- List of participating communities as of December 2003
- *Communities for a Lifetime* Update, January 2004
- Call for Submissions to [www.CommunitiesforaLifetime.org](http://www.CommunitiesforaLifetime.org)
- PowerPoint Presentation
- *Communities for a Lifetime* Brochure, 100 copies