

The Communication, Education and Outreach Committee has three key goals:

1. Solidify key messages for the Culture Change Network of Georgia (CCNG)
2. Identify target audiences for education on Culture Change
3. Develop/Design marketing and outreach vehicles to promote culture change and CCNG

The Committee met on June 1, July 6 and August 3, 2010. Members include:

Patrice Earnest	Susan Formby	Andrew Hales
Anne Hernandez	Zandra Matthews	Kim McRae
Vicki Morton	Michelle Nelson	Dianne O'Donnell

Committee members agreed on key messages and talking points for inclusion in marketing and education materials. Audiences for education on culture change were identified including consumers, professionals, decision/policy makers and the general public. Marketing and outreach materials will be developed with particular attention given to enhancing the CCNG website, development of brochures and standard educational material about culture change as well as a “beginner’s kit” to assist people and organizations to begin their transformation.

Recommendations from the Committee:

- Adopt Key Messages:
 - Growing Older Your Way
 - Culture Change is for Everyone
 - We have the power to change how people grow older in Georgia
- Complete survey with CCNG Advisory Group to
 - Confirm/formally adopt Values and Principles as outlined by Pioneer Network
 - Gather information from CCNG partners on community contacts/constituency groups
 - Identify gaps in CCNG Advisory Group membership

Next steps:

- Design CCNG brochure
- Develop Culture Change powerpoint presentation including information on the culture change movement and CCNG
- Identify elements for inclusion in a “beginner’s kit”
- Use results of the Advisory Board survey to develop contact/distribution lists