



Guided Discussion Activity - Triad Best Practices

1. What innovative outreach strategies have you used to increase membership/attendance at your Triad?
 - Celebrate member birthdays
 - Publicize meetings using all available resources and the media
 - Public service announcements / church bulletins
 - Place flyers at gas stations / stores
 - Use the speaker's bureau
 - Have a guest speaker of interest and publicize
 - Have food and door prizes at major community projects

2. What community partnerships established by your Triad have been particularly successful within your community?
 - Grant with Bon Secours hospitals to print Yellow Dot packets
 - Project Lifesaver
 - Meals on Wheels Thanksgiving project
 - CarFit

3. What programs have you found to be most helpful to your membership/community?
 - Twice a year, food is volunteered by the community
 - Bake sale at the government complex – judges and lawyers participate. (Need permission from circuit court judge!)
 - Phone scam with calls appearing to come from the sheriff's office – educate seniors about scam and to verify the number.
 - Shop with a cop for seniors (partner with Walmart), Stuff the Bus for seniors (with donations of toilet paper, t-shirts, underwear)
 - "Cover the Cruiser" – police car parked in high-visibility areas, people come and pin money on top of the car – funds "Operation Blue Christmas"

- “Operation Blue Christmas” – seniors get taken shopping, people stuff police cruiser with gifts for seniors
 - Resource Day – local vendors provide info, luncheon, comedian, line dancing
4. What are the biggest concerns to the seniors in your locality?
- Scams and frauds – telephone, grandparents and IRS, contractors/vendors
 - Safety – personal, home, driving, domestic violence, senior abuse, prescription drug abuse
 - Emergency preparedness – safety, EP kit, communications, partner with food banks
 - Change venues – go to them, don’t expect them to come to you!
 - Hoarding
 - Email scams – threatening emails, online dating sites, money solicitations
 - Solicitors showing up at homes
 - Safety – don’t want to go in homes after dark, don’t go anywhere after dark
5. How do you measure success within your Triad program?
- Education – seniors, law enforcement and others within the community
 - Membership and senior participation
 - Visitation with seniors within the community
 - Creative ways to communicate – Triad calendar, advertising in community papers, phone messages, community alerts, etc.
 - Community feedback
 - Quality of the programs / active participation – combine events with important safety information, host a variety of activities
6. What innovative fundraising strategies have been successful for your Triad?
- Annual fish fry, donations and grants, yard sales, bake sales
 - One member makes handmade scarves and sells them – she doesn’t charge for labor, only the cost of material.

- Vendors come in and donate \$25 or prizes. Stores provide gift certificates.
- Car Show – participants pay a fee to have their car in the show
- Speak to civic groups to enlist their help along with their money.
- At our shred event we collected food for the food bank and a \$5 donation
- Food booth at the County Halloween event

7. What advice would you give a locality starting a brand new Triad?

- Make each meeting relevant to your area and make it fun and worth each participant's time and effort.
- Bring together seniors of the community who are involved in the activities and business of their communities. Organize the doers and shakers to land the seniors.
- Make sure you give everyone something to do. Make them feel special.
- Dedicated and committed people – including law enforcement backing
- Contact church/civic groups, banks and businesses for support and donations
- Locate a convenient meeting place with information that is relevant to seniors
- Hold meetings in an area that is convenient to public transportation (if applicable) and has ample/easy/accessible parking

8. How does your Triad minimize barriers to meeting attendance?

- Meeting announcements: robo-calls, email, Facebook, US mail, word of mouth, newspaper ads, and at other meetings
- Change location of meetings to help accommodate seniors that wish to attend but don't have transportation
- Invite several agency and organization members from different areas – agency on aging, social services, law enforcement, etc. This can also help with transportation.
- Pre-schedule meetings at varying locations (meetings scheduled up to six months in advance)
- Newsletter sent out by both email and snail mail

- Seek larger venues to accommodate membership

9. How do you maintain attendance / enthusiasm for an ongoing Triad?

- Newsletter every three months
- Strong partnership with other agencies (hospitals, law enforcement, and senior involvement)
- Speakers – insurance agents on health care, fraud
- FOOD!
- Free of charge – great opportunity for education
- Goal setting and accomplishing goals

10. What do you do to increase attendance at your meetings?

- Encourage members to bring friends to the next meeting
- Send reminder emails – let members know speakers/agenda topics
- Call each member (robo-call, phone tree)
- Leave a “message of suspense” to interest them
- Invitation to the community to come out and share information concerning seniors
- Solicit retirees to attend
- Newspaper releases
- Refreshments
- Sign up seniors at various community outreach events
- Provide a variety of guest speakers/topics each month

11. Are there any “non-traditional” agencies / groups involved in your Triad that bring an interesting / unique perspective to the table?

- Elder isolation - % of seniors alone - possible registration program
- Orthopedic doctors and other medical professionals to speak to seniors about health issues – orthopedic screenings
- Law day
- Brain Injury organization – DARS
- Red Cross
- Safe Driving
- Elder Abuse
- Aging vs Dementia / Alzheimer’s
- City Utilities

- Estate planning
- Shred It / VIN
- Blue Ridge Search/Rescue

12. Describe the biggest event your Triad has ever hosted.

- Annual Safety Fair (including drug takeback)
- Annual gatherings (picnics, fish fry, Christmas party)
- Project Lifesaver
- Senior Self Defense course

13. What is the most fun event/program your Triad has held in the last few years?

- Senior Day in Chesterfield County – 1500 attendees. Includes breakfast, vendors, and a band. Sponsorship levels (\$1000 – gold, \$500 – silver, \$200 – bronze)
- York Triad’s annual Ice Cream Social in July to commemorate Triad anniversary. Past themes have included Luau, Mardi Gras, Country Western. Educational programs and door prizes. Ice cream donated by Ben and Jerry’s.
- Collaboration of all Peninsula Triads to host Annual Senior Safety Summit @ local church. 250 – 300 attendees. Speakers on scams, frauds, identity theft, fall prevention.
- Shred Day twice a year at Newport News Home Depot - 600 attendees
- Other programs: Dinwiddie hosts a Christmas dinner, Petersburg does Movie Day, Hampton’s Sheriff hosts annual cookout

14. What programs do you wish your Triad sponsored?

- Operation Lookout
- Adopt-a-senior
- Putting street numbers on houses/mailboxes