

## Financial Security Coalition Meeting: Community Engagement 11/7/2019

- **Discussion question #1: How do we ensure this task force is inclusive?**
  - We need to know what older adults need → consult outside this task force
    - Meeting of professionals
    - Break it down by different groups and social classes of older adults
  - Rural Colorado is very different from the Front Range
    - Demographics, income, etc.
  - Should also focus on healthcare → shouldn't only focus on law and law enforcement
    - Should leverage healthcare campuses and offices of rural engagement
  - Should capture information we gather from events, presentations, etc. and share/use it to grow in the FSC
  - Are there any other groups on the micro level exploring this problem?
  - Terms of social equity → look into and utilize social service organizations doing outreach with seniors
    - Financial security is life security
  - Look into the state plan on aging and demographics → 5 years from now (to ensure inclusivity)
  - In Denver County focus on different forms of accessibility
    - Language barriers
    - ADA (disabled individuals)
    - Access to available resources is a must (not just in the metro area)
    - Denver Connect has been a model in this respect
    - Surveys should include more questions to get accurate information
      - Ask about family, friends, neighbors, etc.
  - What are our mobile capabilities to expand outreach?
  - Should utilize mobile technology to educate on a variety of fronts
  - Expand the diversity of the workroom
  - Bring in different groups that deal with different services, such as housing (ex. Churches and social organizations)
  - Find a hook/across the board problems (ex. Scam calls)
  - Share information among task force members
  - Engage the business community
    - Government and nonprofits are well represented but we should also enroll businesses
  - Focus on engaging women because they tend to have less financial literacy (?)
  - Look into business programs that already have training to protect older adults (or are looking to expand their training)
    - Ex. King Soopers gift card purchases for fraud/scams
    - The frontline of defense= cashiers in many cases, etc.
  - Make sure materials are readable for older adults/vision impaired adults
  - Prioritize making people aware of different services offered
    - Making sure people feel comfortable reporting fraud
    - Compile work FSC members are doing already and send out to members

- Next Steps
  - Find members of the business community to enroll
    - Ex. Western Union (check fraud) → national HQ in Denver now
    - Narrow focus on what we want to do/accomplish (currently have a very wide focus)