Age Action Alliance Excluded Groups Pilot Project

Online directory of secondary services for older people at risk of social exclusion

ACTION PLAN

Goal: an online directory of secondary services for older people at risk of social exclusion in the Tri-Borough

Rationale: it is hard for end-users, their families and health & social care professionals to know who to turn to for 'non-vital' services that make all the difference to psychological wellbeing and prevent older people slipping into exclusion

Task	WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	W13	W14	W15	W16
Create list of categories for services referencing EAC existing list & JRF report	SH															
Set criteria for services eg moderate cost, mobile, dementia-aware	SH															
Map categories above onto existing EAC directory to ascertain if existing website functionality can be easily adapted		MR	MR													
Ascertain whether EAC could create a new landing website page for the pilot that could include an application form		MR	MR													
Decide whether to email AAA database (entire UK) to outline goal of project and categories of services, to invite feedback on: a) do similar directories exist? b) do categories seem right – anything to add? c) any other comment?		All														
Based on above decisions, agree messaging & craft email to AAA database & include email address for replies & queries			SH													
Send email to AAA database				SW												
Review list of categories & criteria according to response from AAA initial mailer. Share will All for agreement.					SH MR	All										
Agree approach to build-in safeguarding eg not approaching service-providers (networks) in the first instance, not using local PR, asking for credentials from service-providers themselves.		All	All													
Agree whether the pilot would include desk-vetting of applicants & who would do this		All	All													

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ACTION PLAN cont./2

Task	WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16
Create tone-of-voice & messaging that will most effectively engage end-users and their families & friends, eg probably not using the term 'social exclusion' but painting lifestyle scenarios						SH										
Compile list of organisations to approach for emailing campaign in Tri-borough eg LCAS, Age UK, CCGs re nurses, Care UK, Chamber of Commerce, Rotary-type orgs, professional/trade bodies, etc						SH										
Identify target contacts in each organisation to ask for support in terms of sending our campaign out via their database (regional director/MD level)						SH										
Craft email letter that engages re the cause and makes clear what info is being sought (signposting to service providers who fit our criteria) and what follow-up communication from us will be, with clear call to action re spreading the word							SH All									
Agree content & decide who emailer is best sent from (SW & AAA?)							All									
Send emailer to above organisations, asking whether they will forward our future email campaign (not this one)							SW									
Collate responses, respond accordingly								SH	SH							
Decide whether/how to go forward based on responses from orgs										All						
Create EAC landing page											MR	MR				
Write & agree copy for EAC website landing page & agree design											SH All	SH All				
Create application form for EAC website landing page											MR	MR				

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ACTION PLAN cont./3

Task	WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16
Agree whose email given for enquiries on emailer & webpage												All				
Agree who the application form would be sent back to												All				
Send test email and check user-experience, links, etc												MR				
Decide whether or not to use local PR (re safeguarding)												All				
Send final email campaign to organisations who've agreed to participate & start viral campaign													MR			
Send press releases & appropriate (maybe not for pilot irrespective of safeguarding)													SH			
Use analytics of landing page URL to understand response to campaign													MR	MR		
Respond to enquiries													MR SH	MR SH		
Review feedback & applications															MR SH	MR SH ⇨
Desk-vetting of credentials of applicants																MR SH ⇨
Review, compilation, next steps re publication, distribution & promotion																⇨