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Outreach Toolkit

## Purpose:

This toolkit is designed to encourage community members to take a short survey. Their input will inform programs and policies that better support older adults and people living with dementia across the state.

## Email:

Use this sample email copy to draft a message to your email lists, partner organizations, or community networks. Customize as needed to fit your audience and help spread the word about the Age- and Dementia-Friendly Washington initiative.

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| **Subject:** Your Voice Matters: Take the Age- and Dementia-Friendly WA Survey  **Email Body:**  Washington State is taking meaningful steps to become more age- and dementia-friendly — and we need your help to ensure every voice is heard.  As part of Washington’s participation in the AARP Network of Age-Friendly States and Communities and Dementia-Friendly America, we’re gathering input from residents across the state. Your insights will guide how we plan for more inclusive, supportive communities where people of all ages can thrive.  **Here’s how you can help:**   * Share the community survey with your networks * Use our ready-to-go social media toolkit and flyer * Encourage community members, caregivers, and older adults to weigh in   **Access the survey here:** https://doh.wa.gov/age-and-dementia-friendly-washington-survey  Together, we can make Washington a place where everyone can age with dignity, purpose, and connection. |

## Social Media Posts:

Use these sample social media posts to help promote the Age- and Dementia-Friendly Washington initiative and encourage community members to take the survey.

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| A picture containing text, person  AI-generated content may be incorrect. | Washington has one of the longest lifespans in the country and is home to an increasingly diverse aging population.  Washington was recognized as an Age- and Dementia-Friendly state by AARP and Dementia Friendly America (DFA) in 2024.  The next step is to survey adults living in Washington and use the results, alongside other statewide data and community input, to develop an action plan.  Your voice matters – share your feedback to help improve the way people age in Washington State: https://doh.wa.gov/age-and-dementia-friendly-washington-survey |
| A picture containing text, person, person, sign  AI-generated content may be incorrect. | By 2040, a vast majority of counties in Washington will have at least one in five residents over age 65.  What is age-friendly? Age-friendly communities consider goals that promote high quality of life for each person regardless of age, allowing older people the opportunity to remain active in their community.  Together, we can build communities that support dignity, independence, and connection for all: https://doh.wa.gov/age-and-dementia-friendly-washington-survey |
| Text  AI-generated content may be incorrect. | Racialized health disparities across the life course result in higher rates of dementia among people who are Black/ African American or American Indian/Alaska Native.  What is dementia-friendly? Dementia-friendly communities promote awareness of dementia, educating residents about how to best support people touched by dementia and introducing systemic changes within businesses, government, and neighborhoods.  Help shape a more inclusive, age- and dementia-friendly future for our state: https://doh.wa.gov/age-and-dementia-friendly-washington-survey |
| A person in a wheelchair  AI-generated content may be incorrect. | One in three older adults live with at least one disability.  Age-Friendly and Dementia-Friendly designations could improve the quality of life for all Washingtonians. The focus of these efforts are to:  • Improve health equity  • Address the emerging needs of a more diverse aging population  Help shape a more inclusive, age- and dementia-friendly future for our state: https://doh.wa.gov/age-and-dementia-friendly-washington-survey |
| A person holding a baby  AI-generated content may be incorrect. | 1 in 11 Washington adults ages 45+ are experiencing subjective cognitive decline.  Support for age and dementia friendly efforts could mean:  • Active inclusion and engagement of older adults in their communities and neighborhoods.  • Focus on policies, systems, and environments to embed aging into statewide initiatives.  • Reduce stigma and ageism of older adults, people living with dementia, and their care partners.  • Potentially improve Medicaid savings by supporting health at all ages.  Your voice matters – share your feedback to help improve the way people age in Washington State: https://doh.wa.gov/age-and-dementia-friendly-washington-survey |
| A picture containing text, person, person  AI-generated content may be incorrect. | Make your voice heard! Washington state is creating an Age- and Dementia-Friendly action plan. The action plan will guide how we plan for more inclusive, supportive communities where people of all ages can thrive.  The next step is to survey adults living in Washington and use the results, alongside other statewide data and community input, to develop an action plan.  Your voice matters – share your feedback to help improve the way people age in Washington State: https://doh.wa.gov/age-and-dementia-friendly-washington-survey |

## Flyer:

Use this flyer to promote the Age- and Dementia-Friendly Washington initiative and encourage community members to take the survey. You can print and post it in public spaces, share it at events, include it in newsletters, or distribute it digitally.



## QR Code:

When scanned by a smartphone camera, this QR code will direct people to the survey URL: <https://doh.wa.gov/age-and-dementia-friendly-washington-survey>

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## Accessing the Materials:

Toolkit materials are available in English, Spanish, Russian, Vietnamese, Chinese Simplified, Ukrainian, Cambodian, Korean, and Somali.

You can find these materials on the Washington State Health Care Authority website, on the [Behavioral Health Support for Older Adults (55+)](https://www.hca.wa.gov/free-or-low-cost-health-care/i-need-behavioral-health-support/services-older-adults-55?utm_source=chatgpt.com) page.

Please be aware: the translated versions of the survey will be available on or around November 10, 2025. This survey will be open for at least one month in each language.

Please use and share these resources to help ensure all communities have access.