

Domain	Zone	Theme	Question No.	Importance	Feasibility	Strategy
Communication & Information						
Communication & Information	Yellow	Coordinated & Inclusive Communication	6	3.95	3.71	Develop a "one-stop-shop" that brings together all events and resources related to aging in the city of Louisville through use of following channels: TV channel, radio station, website, printed newsletter and e-newsletter, social media platforms (Next Door App, Facebook), An App, in-person events
Communication & Information	Yellow	Coordinated & Inclusive Communication	2	3.79	3.86	Develop social marketing campaign to reduce negative connotation of aging, including something like the NPR "Story Corps" but for Louisville community
Communication & Information	Yellow	Coordinated & Inclusive Communication	33	3.76	3.45	Create campaign to help educate older adults how technology developments can help reduce social isolation