

# Regional Senior Advocacy Toolkit



## HAMPTON ROADS COALITION ON AGING

Presented in partnership with Senior Services of Southeastern Virginia



# Local Senior Advocacy



## HAMPTON ROADS COALITION ON AGING

**The Hampton Roads Coalition on Aging** focuses on Senior advocacy and legislative information sharing among the Greater Hampton Roads region. The group is open to any area Task Force Member, although a commitment to attend at least 4 of the meetings per year, and to participate in projects is required. The Coalition meets the last Tuesday of every other month.

**The first meeting of 2020 will be held Tuesday, February 25 at 8am at Primeplus located at 7300 Newport Ave, Norfolk.**

**Facebook Page:** [www.facebook.com/hamptonroadscoalitiononaging](http://www.facebook.com/hamptonroadscoalitiononaging)

**Private Facebook Group** "Hampton Roads Coalition on Aging" is set up as a forum for Task Force members to collaborate. All Task Force members may join.

### Area Task Force Information

#### **Chesapeake**

[www.ctfoa.org](http://www.ctfoa.org)  
*Meets first Fridays*

#### **Norfolk**

[www.norfolktaskforceonaging.com](http://www.norfolktaskforceonaging.com)  
*Meets third Fridays*

#### **Virginia Beach**

[www.vbtfa.org](http://www.vbtfa.org)  
*Meets second Thursdays*

#### **Portsmouth**

[www.facebook.com/portsmouthtaskforceonaging](http://www.facebook.com/portsmouthtaskforceonaging)  
*Meets second Fridays*

#### **Western Tidewater**

[www.facebook.com/wttfoa](http://www.facebook.com/wttfoa)  
*Meets third Wednesdays*

#### **Peninsula**

[www.pentfa.org](http://www.pentfa.org)  
*Meets fourth Thursdays*

*\*Meeting days are subject to change. Consult the Task Force website for meeting dates and locations.*

# Area Agencies on Aging

## **Senior Services of Southeastern Virginia**

(757) 461-9481

[www.ssseva.org](http://www.ssseva.org)



THE CENTER FOR AGING

Senior Services of Southeastern Virginia is the regional organization in South Hampton Roads that supports and enriches the lives of seniors and their caregiver families.

Services include: Age Readiness Community Planning and Advocacy; Care Coordination, In-Home Services and Meals on Wheels; I-Ride transportation; Wellness Centers and Personal Health Education; Medicare Benefits Counseling and Informational Seminars; and Ombudsman services to help individuals and families deal with issues in long-term care facilities.

## **Peninsula Agency on Aging**

Newport News Office (757) 873-0541

Williamsburg Office (757) 345-6277

[www.paa-inc.org](http://www.paa-inc.org)



Peninsula Agency on Aging, Inc. (PAA) is committed to advocating for policies and resources to enhance the quality of life for seniors and family caregivers. Serving Hampton, Newport News, Poquoson, Williamsburg, York & James City Counties. PAA is dedicated to increasing information and services that stand the test of time like in-home care, dining centers, transportation, and meals on wheels.



HAMPTON ROADS  
COALITION ON AGING

## 2020 Key Messages & Social Media Posts

# “THE VALUE OF SENIORS”

We must engage our local & national leaders, and members of our community, showing them the value of supporting programs that benefit our older population. Below are some suggested social media posts to help you share our message of 2020.

### Key Messages

- Seniors bring great value to our communities
- The Senior cohort is driving the economy
- We must invest in our Senior infrastructure if we are to expect a Return on Investment
- We are underfunding our Senior infrastructure

### Social Media Posts

1.) Did you know that our 60+ population controls 70% of our community's disposable income? By supporting programs that keep older adults active, healthy and engaged, our local economy will thrive. Seniors bring great value to our communities.

2.) Seniors remain the stabilizing center of the family. Re-think aging; whether you're 26, 76, or 106, we are all aging together. Take steps now to make sure living long, means living well. Tell your Hampton Roads leaders investing in our Senior infrastructure must be a priority if we are to expect a Return on Investment.

3.) We surround seniors with repair shops instead of opportunities for tune-up. We are abandoning seniors at 90,000 'miles' when if properly maintained they will be productive for 200,000-300,000 'miles'. By shifting our focus and supporting programs to keep older adults active, healthy and engaged, we move them from Economic DRAIN to Economic ENGINE.

### Suggested Hashtags

#SeniorsBringValue  
#LongevityEconomy  
#FundSeniorPrograms  
#HRCA

**Note:** When posting information and events on your Task Force Facebook Page, include the #HRCA hashtag, so we can share your posts on the HRCA page.



HAMPTON ROADS  
COALITION ON AGING

# Find Your Legislators

Use the **“Who’s My Legislator?” online tool** to locate the legislators in your area. Find your Virginia House and Senate representatives as well as those in the U.S. House and Senate at:

**<https://whosmy.viriniageneralassembly.gov/>**



Track legislation, watch video streaming of Committee meetings, and more at [www.viriniaassembly.gov](http://www.viriniaassembly.gov)



HAMPTON ROADS  
COALITION ON AGING