



SOUTHERN SERVICES  
REFORM GROUP

**SSRG Workgroup Meeting**  
**Workgroup: Social Inclusion**  
**Date: 10 April 2012**

Present: Jayne Basso, Heather Trainor, Lisa Jeanes, Karen McDougle, Sally Warnes (Project Officer), Bev Bannister (Minutes)

Apologies: Karen Beeching, Sadie Goddard-Wrighton, Vanessa Leane, Duncan Muirhead, Lynda Macphail (Chair),

Agenda Items	Discussion	Actions
Welcome & apologies	<p>Welcomes and apologies made. Sally chaired the meeting in the absence of Lynda. Introductions were made around the table.</p>	
Previous minutes/business arising	<ul style="list-style-type: none"> <li>• Minutes approved.</li> <li>• Actions/business arising -               <ul style="list-style-type: none"> <li>• Possible places for distribution of postcard – add libraries as a place to target isolated people through the library house-bound service</li> </ul> </li> <li>• The group read through the project proposal and accepted it</li> </ul>	
Project Discussion	<p>The postcard project was discussed –</p> <ul style="list-style-type: none"> <li>• Reaching people who are not connected is a good idea.</li> <li>• The design previously discussed for the front of the postcard is still appropriate.</li> <li>• For the back of the postcard we need a design and appropriate phone numbers</li> <li>• The steering committee feel that the target area we are aiming for is too 'big'</li> <li>• Monica from Holdfast Bay suggested we could do a postcode drop in her</li> </ul>	

	<p>area as a pilot/trial.</p> <ul style="list-style-type: none"> <li>• Do we revisit Carelink as the contact number to be put on the back of the postcard? Sally is yet to talk with them.</li> <li>• Do we change the concept of what we are trying to do and make it an awareness campaign to de-stigmatise social isolation?</li> <li>• Could we use Onkaparinga's 1300 'transport number' on the postcard? By doing so all calls would come to Lisa and her Transport and Social Program and she would be able to direct calls to the correct services - part of her role is to link people in to available social programs.</li> <li>• Could we use SIS – we will need to check that all our services are listed on their data base</li> <li>• What postcode area would we use for the trial? Christies Beach, Christie Downs, O'Sullivan's Beach and Morphett Vale were suggested.</li> <li>• Suggestions were made to use an area that has the most people aged over 65 years, or target an area that does not have a community centre.</li> <li>• Is it possible for the council, Housing Trust or Messenger Press to do a postcode drop for us in one area only?</li> <li>• Should we talk with both councils- Onkaparinga and Holdfast Bay - to assess the possibility of trialling the project?</li> <li>• Group decided to use Morphett Vale as the first trial and to use Lisa - Transport and Social Program – as the contact number</li> <li>• Decided that the trial should last for 3 months</li> <li>• As Onkaparinga has an audit coming up, the trial would have to begin in July 2012.</li> <li>• Maybe have posters in key areas of the drop zone eg. doctor's surgeries, libraries and community centres.</li> <li>• Suggestions for the wording on the front of postcard were made.</li> <li>• Toucan Publishing to work on postcard for us.</li> <li>• Project proposal to be updated</li> <li>• If we do not have an age group to be targeted on the postcard and we get younger isolated people we can still refer them on or send them the council community directory.</li> <li>• Sally to summarise and write a task list – see below</li> </ul>	<ul style="list-style-type: none"> <li>• Sally to look into using 1300 transport number</li>   <li>• Sally to talk with both councils in more detail</li>   <li>• Sally to contact Toucan</li>   <li>• Sally to update project proposal</li> </ul>
--	--	--

**Reaching the Unreachable – project task list**

<b>Developing the postcard</b>	<b>Person/s responsible</b>	<b>Outcome</b>
<ul style="list-style-type: none"> <li>Find postcard &amp; poster distributor/designer</li> </ul>	Sally	Toucan
<ul style="list-style-type: none"> <li>Obtain quotes for postcards and posters</li> </ul>	Sally	Postcards: 5000 @ \$880, Posters 100 @ \$220
<ul style="list-style-type: none"> <li>Decide on pictorial concept for postcard/poster</li> </ul>	Workgroup	Either: older people, colourful – older ladies in ‘bathing caps’ or more abstract ...drooping flower/tree, being watered, growing back etc
<ul style="list-style-type: none"> <li>Decide on wording that is required on front &amp; back of postcard/poster</li> </ul>	Workgroup	Would you like a change? Is it time to connect with others doing something you enjoy? (Re-ignite your passion for life!) Create social connections...
<ul style="list-style-type: none"> <li>Give design ideas and captions to Toucan to create 2-3 concepts to choose from</li> </ul>	Toucan	
<ul style="list-style-type: none"> <li>Decide on a preferred concept</li> </ul>	Workgroup	
<ul style="list-style-type: none"> <li>Inform Toucan of preferred option and get their feedback</li> </ul>	Sally	
<b>Trialling of the postcard / poster</b>		
<ul style="list-style-type: none"> <li>Identify 2 postcode areas within Onkaparinga and Holdfast Bay to distribute postcards</li> </ul>	Workgroup	1. Morphett vale 2.
<ul style="list-style-type: none"> <li>Decide when distribution occurs and length of each trial</li> </ul>		Length of trial: 3 months Commence July in Onkaparinga

			Commence October Holdfast Bay
	<ul style="list-style-type: none"> <li>Investigate how many house-holds are in each postcode area and the number of people over the age of 65</li> </ul>	Sally	
	<ul style="list-style-type: none"> <li>Order the number of postcards required for each region with correct contact numbers printed on back</li> </ul>	Sally	
	<ul style="list-style-type: none"> <li>Plan and discuss with representatives from Holdfast Bay and Onkaparinga Councils re the process involved in the trial</li> </ul>	Sally	Discuss and confirm project plan with Alison Bowden (Onkaparinga) and Monica du Plessis (Holdfast Bay)
	<ul style="list-style-type: none"> <li>Identify a key person who will perform the role as 'contact' person for people responding to the postcard</li> </ul>		Lisa Jeanes – Onkaparinga Saddie Goddard-Wrighton – Holdfast Bay
	<ul style="list-style-type: none"> <li>Ensure the key person has sufficient referral information about social connections and add to their information if necessary</li> </ul>	Workgroup	
	<ul style="list-style-type: none"> <li>All calls that are 'triggered' by the postcard / poster to be tallied over a 3 month period</li> </ul>	Key contacts	
	<b>Distributing the postcard / poster</b>		
	<ul style="list-style-type: none"> <li>Investigate cost of sending the postcard out with the Messenger or a private</li> </ul>	Bev/Sally	

	<ul style="list-style-type: none"> <li>‘letter box drop’ – decide on best delivery option</li> </ul>			
	<ul style="list-style-type: none"> <li>Ensure a postcard is delivered to each household in the targeted suburb</li> </ul>	Sally/Bev		
	<ul style="list-style-type: none"> <li>Place posters in targeted areas with in the suburb – medical clinics, libraries, pharmacies etc</li> </ul>	Workgroup		
	<b>Project Evaluation</b>			
	<ul style="list-style-type: none"> <li>Collate number of contacts</li> </ul>			
Sharing of innovative case studies	Lisa – 85 year old lady volunteer – providing transport to enable her to get back to her volunteering role – giving her the support she needs			
Project officer report	<p><b>Carer Issues workgroup</b> – the resource is in print as we speak. The group were shown the brochure, booklet and poster. The resource is to raise carer awareness in the work place.</p> <p><b>In Home Services workgroup</b> – is developing a project aiming to better inform the health sector re community services. They are waiting to hear about funding they have applied for to employ a project officer to oversee the project.</p> <p><b>Dementia workgroup</b> – are organising ‘dementia gap training’ for care workers. The first topic to be presented is problem Solving for Challenging Behaviours.</p> <p><b>Consumer workgroup</b> – are writing their own stories to share – they have a wide and varied range of issues/what has and hasn’t worked for them.</p> <p><b>TACSI workshop</b> – the Australian Centre for Social Innovation – Bold Ideas, Better Lives. The workshop on 10 May at Fullarton Park Centre is to share their work and research and to gain input/ideas from the community. Registration forms and information are available on the SSRG website and has been sent to all members.</p>			
Information Sharing	<p>Karen – vacancies in some groups and waiting lists in others.</p> <p>Lisa – transport ongoing</p> <p>Heather – cooking course to up skill some members of the program, trying to help with literacy problems as well.</p>			

	Jayne – nothing new.	
Next Meeting	Tuesday 8 May 2012 9.30 -11.30 am Civic Area, City of Onkaparinga	