



SOUTHERN SERVICES
REFORM GROUP

SSRG Workgroup Meeting
Workgroup: Social Inclusion
Date: 13 March 2012

Present: Lynda Macphail (Chair), Cathy Wiseman, Karen McDougle, Sadie Goddard-Wrighton, Vanessa Leane, Kristina Barnett, Sally Warnes (Project Officer), Bev Bannister (Minutes)

Apologies: Lisa Jeanes, Kellie MacGillivray, Karen Beeching, Rima Sallis, Garth Ebelthite

Agenda Items	Discussion	Actions
Welcome & apologies	Welcomes and apologies made. Introductions were made around the table.	
Previous minutes/business arising	<ul style="list-style-type: none"> • Minutes approved. • Actions completed. • Add apology to last minutes – Kristina Barnett • A group discussion was held about A2HC – points of interest <ul style="list-style-type: none"> • not doing referrals to social programs well - acknowledged that they need to improve this process • currently have a back log of referrals – under-estimated how many referrals they were going to receive • at this stage it is unlikely that they can help with social program referrals in relation to our project • Southern Regional Alliance conference happening on 20-21 September 2012. Organised by a collaboration of the various round tables from the southern region eg domestic violence, children and youth, housing. 	Bev to make amendment to minutes

<p>Project Discussion</p>	<p>Cost of postcards / posters</p> <ul style="list-style-type: none"> • Have approached Toucan publishers for a quote and ideas • The cost of postcards is affordable • Sally recapped on the postcard idea and how it started/who we want to target, for members not present at the last meeting • Decision to create a poster as well • Access a cardboard box container to display the postcards in at the same sites as the posters are displayed <p>Wording on postcards</p> <ul style="list-style-type: none"> • The wording and imagery on the postcard needs to be well thought out to get our message across and not to isolate people even further • The right words are crucial to make people feel valued, worthwhile • Ideas presented <ul style="list-style-type: none"> • ‘Has your social situation changed recently?’ • ‘Has life changed for you?’ ‘Have you lost a spouse or friend?’ • ‘Re-ignite your passion for life’ (use colour...‘coloured bathing caps’) • ‘Re-ignite your zest for life’ ‘Lost your zing?’ • ‘Life doesn’t stop just because you are over 65, have a disability or you are a carer’ – this could be printed on the back of the postcard • If not using photographs then the correct wording is essential to attract target group of over 65’s • Have different captions/photos to capture different personality types • Have a couple of different postcards – possibly need a specific one aimed at men • Possibly have an abstract representation that can be left to the individuals own interpretation • Rekindle what is ‘within the person’ – drawings of seeds, planting, regrowth • ‘Life has changed.....we can enable you to.....’ • Sadie developed a survey....‘Harvest the social seed’ • ‘Going back to who you used to be.....different but strong....’ • Have drawings of a drooping flower/tree – being watered – watering can – plants growing back – birds returning to the area • The wording and picture must show change – loss / nurturing / regrowth • Contact number needs to be on the reverse side of the postcard if someone identifies themselves as socially isolated – could Carelink be used as the contact? • To have the word Carelink on the card could put people off – they may connect it with needing ‘care’ 	<ul style="list-style-type: none"> • Sally to approach Carelink and Council to see what they think of the project
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	<ul style="list-style-type: none"> • If Carelink is used on the card it needs to be clearly stated that they are a referral point • If Council phone numbers are on the card we need to get permission • Make the text large enough to read <p>Possible places for distribution</p> <ul style="list-style-type: none"> • Do we send a letter with the postcard and poster to all our service providers so they are aware of the project and can help with promotion? • Target isolated people through Dom Care and Meals on Wheels • Council newsletters – boomer magazine – community TV/radio – websites that target seniors <p>Evaluation process</p> <ul style="list-style-type: none"> • This project cannot go on indefinitely – our funding will not allow that to happen • Could possibly evaluate then apply for funding to keep the project ongoing • Keep a tally of how many referrals each organisation gets because of the postcard • Possibly a qualitative evaluation including case studies, a methodology re how to connect the ‘unreachable’, work collaboratively to provide choice <p>Project Proposal</p> <p>The project proposal was discussed – contributions will be added and the project proposal examined again at the next meeting.</p>	<p>Sally to complete project proposal</p>
<p>Sharing of innovative case studies</p>	<p>Vanessa: One gentleman is creating stories about his past experiences as a former Polish underground leader. The process is giving him a sense of purpose. A volunteer is taking an older person to kindly on a regular basis to join in with the children. Another client is holding regular ‘high teas’ in her home with other isolated neighbours and friends. A palliative client is telling her story - being recorded on DVD and a gentleman who is blind and loves music is being connected with a community radio station.</p> <p>Kristina: Received a phone call from a woman in her 70’s who used to be part of a group that volunteered at the Botanical Gardens. They now meet in each other’s homes and invite speakers. Kristina has been invited which raised issues about how we can accommodate people who wish to do things out of ‘usual’ working hours and in their own homes. The meeting is scheduled on a Saturday in her home.</p> <p>Lynda: An older woman in her 90’s is caring for her son with an intellectual disability. Her son contracted meningitis as a toddler and she managed to nurse him back to health. She felt he did not have ‘enough’ in his life and wanted him to meet with Lynda. He enjoys knitting and makes the</p>	

	pieces to be put together to make jumpers. Lynda is organising for him to connect with a knitting group.	
Project officer report	<p>In Home Services Workgroup: the group are focusing on the link between the health sector and community sector. Smooth transition for consumers from acute care to community care has been identified as an area that requires innovative improvement to ultimately add value to the existing services. Development of a resource aimed for use by the health sector is being investigated by this group.</p> <p>Carer Issues Workgroup: have developed a Working Carers resource to be trialled in targeted workplaces to increase awareness about working carers and where carers can access services to better manage their caring role. It is currently being published by Toucan.</p> <p>Dementia Workgroup: are currently planning a project focusing on the reported gaps in dementia training experienced by care workers. The workgroup will work with Alzheimer's Australia SA to deliver the training sessions.</p> <p>Consumer Workgroup: are currently developing 'real life' stories to use as a resource to increase awareness and understanding of the consumer experience and perspective.</p> <p>Website: the website upgrade has been completed. www.ssrq.org.au</p>	
Information Sharing	<p>Sadie: has been running focus groups in Holdfast Bay – 29 people including both community and church groups. A network group will be set up to cross promote programs.</p> <p>Kristina: has been working to build the capacity of community groups through her work at COTA .</p>	
Next Meeting	<p>Tuesday 10 April 2012 9.30 -11.30 am Civic Area, City of Onkaparinga</p>	