

AFPHS 6Cs Training and Implementation Guide



Module	Training	Start Module	Complete Module
4	September 17	September 23	October 30
5	November 6	November 8	December 16
6	December ?	December ?	January 29

Module Training & Devt. Schedule

6Cs Training Guide Restructure: C5

- Avoid redundancy
- Add specificity to C5: Communicating
- Connect Mississippi Statewide Plan
- Ensure connection and application to creation of statewide plans



6Cs Training Guide: Learning Objectives

1. Define each of the AFPHS 6Cs
2. Identify public health roles within each of the 6Cs and how these roles can be strengthened
3. Demonstrate how healthy aging aligns with the 10 Essential Services of Public Health
4. Explain how to advance health equity within healthy aging practices by addressing the social determinants of health
5. Identify and collaborate with staff across health department units/team to develop AFPHS action plan (focus may be state, local, tribal or territorial) [Define primary and secondary audiences]
6. Identify where healthy aging practices may be incorporated in the state public health framework at multiple jurisdictional levels



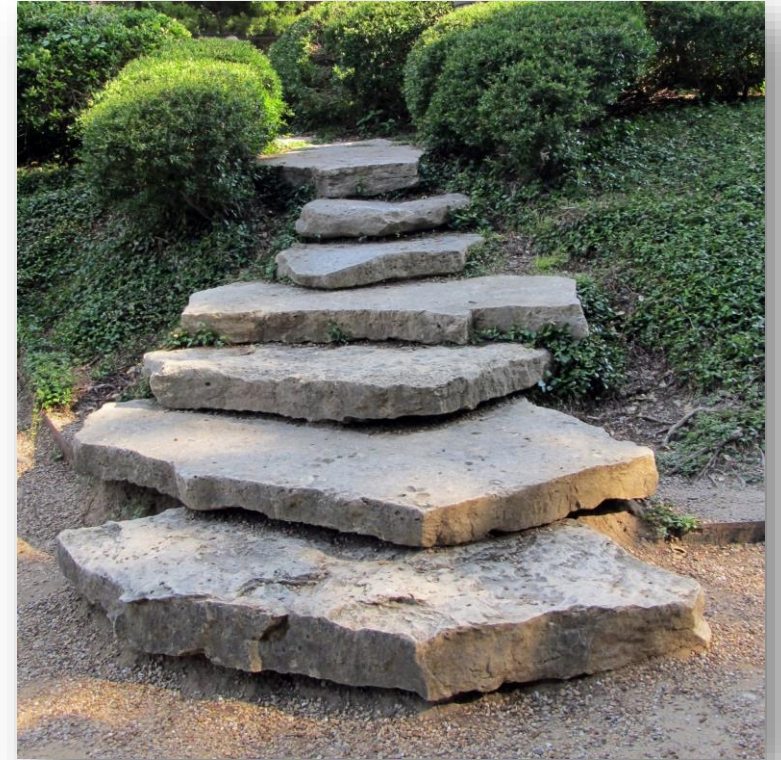
Module 5: Communicating (C5)

Module 5: Communicating Definitions & Learning Objectives

1. Define Communicating Important Public Health Information
2. Be able to identify examples of communication techniques, strategies, and channels to engage leadership and partners
3. Be able to identify examples of communication strategies and methods to inform older adults and caregivers about healthy aging
4. Describe how to make communication more equitable and accessible
5. Identify communication strategies that address ageism
6. Identify challenges to and opportunities to effective communication
7. Identify potential partners that can enhance communication strategies

Capacity Building Steps

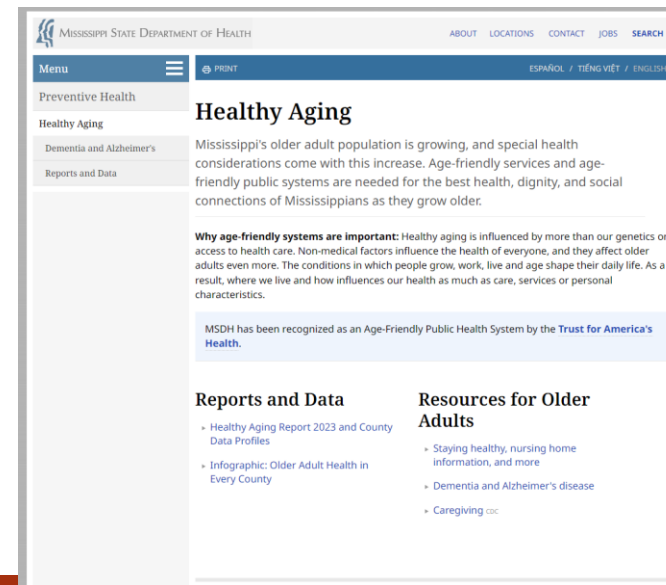
- Review the strategies in the MS statewide plan
- Find out what communication strategies are being used in your jurisdiction. Does your state department of health use its website to share information?
- Explore resources on ageism
- Consider potential partners and what communication strategies would be most effective to engage them
- Explore examples of public health communications



The Mississippi State-wide AFPHS Workplan

Goal 5: Communicating important public health information to promote and support older adult health and well-being			
Strategy	Action Steps	Year	Key Indicators
Strategy #4: Develop a speakers bureau to broaden and change the narrative on aging	Action A: Collect stories from older adults and caregivers to highlight and share experiences	2	<ul style="list-style-type: none"> • Increase in number of stories published • Increase in number of stories published from individuals living with Alzheimer's or dementia- related disorders
	Action B: Highlight the opportunities and challenges of individuals living with Alzheimer's and dementia	1-3	
Strategy #5: Advocate for health professional education programs to include healthy aging, individuals with disabilities, and family caregivers	Action A: Identify best practices and scale intergenerational programs and educational curriculum that enable younger people to reimagine what it means to grow older or to be living with Alzheimer's, dementia, or other disabilities	1-3	<ul style="list-style-type: none"> • Increase in number of school systems with intergenerational curriculum and/ or programming • Increase in the number of school system that request speakers from the speaker's bureau

Practical Application: Create a Communication Plan



Considerations

- Tools you have access to
 - Ex. Website, webpage, social media, newsletter
- Frequency of updates messaging
 - Ex. Around themes, quarterly

Meet with NNPHI and TFAH during Q1 2025

- What's working?
- What's challenging?
- What are you learning?
- What do you want to know from others?
- What are the Module strengths and weaknesses?
- What additional guidance do you need?

