

LGBTQIA+ Community Focus Groups—Facebook Invitation

Dane County's Area Agency on Aging (AAA) is hosting focus groups among the Dane County LGBTQIA+ community. These focus groups are an opportunity to tell AAA what is important to adults age 50+ who identify as LGBTQIA+. Think of it as your chance to amplify your needs to a listening ear.

What: Two online focus groups – participate in only one; earn a \$10 Kwik Trip card for your active participation

- Wednesday, July 14th 11:00am-Noon
- Tuesday, July 20th 1:30-2:30pm

Who: Persons identifying as LGBTQIA+ and at least 50 years old

Why: AAA wants to amplify the voices of underrepresented identities. So hearing directly from you is incredibly important. The needs you share will influence the 2022-2024 Aging Plan for Dane County. That aging plan helps guide what services and programs for aging adults receive support from AAA.

How: RSVP to Betsy Strahin (strahin.betsy@countyofdane.com). Include your name, mailing address (so we can send you the gift card after the group), and which date you want to participate. Betsy will reserve your spot and send you the Zoom link. On the day of the group, login to Zoom (show your name to confirm attendance). Receive your \$10 Kwik Trip gift card in the mail a few days later.

Ready to participate? Reserve your spot by RSVP'ing to Betsy (strahin.betsy@countyofdane.com).

Need to know a little more before RSVP'ing?

- The focus groups will be moderated by Betsy Strahin (she/her) from the Dane County Department of Human Services. She will take notes and share them back to the Area Agency on Aging. Your sentiments and needs will be shared in these notes, but no names will be shared in these notes.
- If you want to receive the \$10 Kwik Trip gift card you will need to
 - Show your name over Zoom (we will not require you to turn on a camera) to confirm your attendance
 - Send Betsy your name and mailing address so we can send you the \$10 Kwik Trip gift card – these will be mailed after the group takes place.
 - Be assured your contact information will only be used for these focus groups. They will not be used for anything else or given/sold to anyone.
- There will be time for feedback at the end of the focus groups. We also encourage feedback in advance. Advanced feedback can be sent directly to Betsy (strahin.betsy@countyofdane.com).

To facilitate engaging conversation, each group is limited to 12 participants. So please RSVP early. If the dates do not work for you or if you are not comfortable participating in the focus group then you can fill in this online survey: https://www.surveymonkey.com/r/DCAgging_2022_2024

Please strongly consider participating in a focus group and not just completing the online survey. The information gathered from focus groups is much more persuasive than numbers from an online survey!