

SENIOR SUPERSTARS

Senior Superstars Project Team:

Karen Brandon, Andy Brock, Michelle Hawkins, Tim Settles, Thelma Slisher, Kimberly Smith, John Spista, Daniel Stahl

Mission:

Our mission is to promote independence and an enhanced quality of life for a diverse population of older adults residing in Johnson County, and to ensure that they and their caregivers have a trusted unbiased place to turn for information and resources.



Seniorsinjoco.com

BACKGROUND:

The Senior Superstars team came together very quickly with a common interest to help seniors within Johnson County. Our research revealed the following staggering statistics: (1) one out of 5 seniors in Central Indiana are food insecure; (2) one in four households will care for a loved one aged 50 or older; (3) nearly 7 out of 10 Americans over age 65 will need long-term care; (4) 60% of people aged 65+ will need long-term care; (5) 25% of Central Indiana seniors, age 65+, do not drive; (6) many seniors are losing their life savings to fraudulent activity. It's simply challenging for seniors to know where to go for a variety of needs and that is where the idea came from to create a website to empower and educate seniors and their stakeholders to find sources available to them in Johnson County and online. We met with Jeff Owen who operates J Owen Media who helped us with our scope, gave us good feedback on design and shared stories from his own team's project from a past LJC class.

RESULTS:

Our team received \$500 through Leadership Johnson County funds and an additional \$250 from a sponsor. With this money we were able to secure a website domain for 10 years, purchase images for our website, and purchase postcards and bookmarks for distribution in Johnson County. We narrowed the scope of what to cover to four primary categories plus an additional resources section. The four primary categories are: (1) Financial, Fraud & Scams; (2) Food Resources; (3) Transportation & Mobility; (4) Home Help. Two members selected each of the four primary areas and collaborated on research and the content to put on the website. Jeff Owen created the website using our content and placed it within the Aspire Johnson County website. We went live at the end of February which allowed Johnson County Senior Services to begin using and testing the site to actually help seniors. The feedback has been great and we even found a link through the testing that we were able to correct. We also were able to get Johnson County Senior Services to secure partners that were able to distribute the postcards and bookmarks to market the website and bring awareness within the community of this great resource tool.

CONTACT INFORMATION:

Karen Brandon: 317-679-2862, karen@mymarketinggals.com
Andy Brock: 317-979-9218, akmmbrock@gmail.com
Michelle Hawkins: 317-494-5921, hawkinm@nsk-corp.com
Tim Settles: 317-413-8379, tim.settles@us.endress.com

Thelma Slisher: 317-627-2323, thelmas@jccf.org
Kimberly Smith: 317-560-1707, kimberlysmith@jcseniorservices.org
John Spista: 317-502-1593, john.spista@oldnational.com
Daniel Stahl: 317-748-8923, Daniel.stahl@kyb.com