

Sample Strategic Goal: Society and Culture

<i>Place:</i>	My Society and Culture
<i>Strategic goal:</i>	To advocate for a world-view that sees older people as community assets, and acknowledges their contributions to culture and society, while understanding true needs.
<i>Specific task:</i>	Bring my voice as a competent older adult into a public forum.
<i>My options?</i>	<ul style="list-style-type: none"> • Write column for local newspaper • Make presentations • Join advocacy group • Write a book
<i>Bottom-line issues for me?</i>	<ul style="list-style-type: none"> • Ageism exists in our society • Older people are not seen as valuable resources • Older people don't have a voice from their perspective • Denial of aging is unproductive and perilous
<i>My wishes?</i>	<ul style="list-style-type: none"> • Reduce ageist perceptions • Older people are empowered to be self-advocates • Older people know that many experience same dilemma
<i>Realistic?</i>	<ul style="list-style-type: none"> • Act locally • Don't know about nationally • Need to keep working
<i>Alternative plan?</i>	<ul style="list-style-type: none"> • Don't have one • Need to keep talking and writing
<i>Information needed?</i>	<ul style="list-style-type: none"> • Perceptions of aging from various disciplines • What others are doing to influence cultural perceptions • Baby Boomer perceptions
<i>Informational resources?</i>	<ul style="list-style-type: none"> • AARP • University research • Other senior advocacy groups
<i>Next steps?</i>	<ul style="list-style-type: none"> • Keep writing and talking • Get book published • Search university research efforts • Find someone to collaborate with
<i>Timing?</i>	<ul style="list-style-type: none"> • Now, until I can't do it any more