

Framing Age Community of Practice

The Community of Practice

A Community of Practice (CoP) is a group of people with a common interest in specific areas of their work. They meet regularly to connect, share information, improve their skills, work to resolve members' issues and actively work on advancing the general knowledge of their area of interest.

CoPs need to have facilitators that can sustain the group and keep the group on track.

Supportive values of a CoP include:

- Clear focus on shared practise
- A mix of participants
- Active learning
- Collective ownership

The Framing Age CoP aims

- To continue the learning from the Framing Age Message Guide Masterclass series undertaken in 2021-22 and to further support the participants' application of the tips and principles in practice.
- To provide a safe space to share knowledge, promote learning on framing messages around age, ageing and issues that affect older people and align the work with members' organisational strategies.

Scope

- Focus on sharing experiences of developing communications utilising the principles within the Framing Age Message Guide in a collaborative learning environment.

Frequency and Duration

- The CoP meets bi-monthly for 1 hour.
- Mark Chenery will be invited to provide consultation approximately every second meeting, or up to four CoP meetings between August 2022 – August 2023.

Participation

There are two ways to participate in a CoP; as a facilitator or a member.

Facilitator: Dr Kathleen Brasher

Support: Vanessa Hill, SMEAPN Project Officer

CoP facilitators oversee the planning and implementation of the CoP to ensure meetings are scheduled and run smoothly. Tasks include:

- Support the CoP to create opportunities for learning, building trust, adding value and supporting each other
- Maintain the administrative side of the CoP, including scheduling dates, sending invitations and collecting feedback
- Monitor activities within the meetings
- Ensure a safe environment for all participants to share information
- Guide the meetings to stay on track with the group's learning goals
- Collate and share information from the meeting, such as evidence, tools, and future actions for the group
- Establish a CoP schedule and invite attendees that can enhance the group's knowledge as required.

CoP members engage actively and respectfully in scheduled CoP meetings and attend meetings regularly (bi-monthly). Participation is voluntary and open to Masterclass participants who would like to have an ongoing interaction with the Framing Age methodology.



The CoP provides an opportunity for participants to share their current work and discuss learnings with group members.

The CoP activities:

- Share work developed by participants using the Framing Age Message Guide
- Attendees present work they would like discussed to ensure they are on track
- Consider types of information relating to the Guide and message development to be collated and stored
- Discuss national and international work on ageism and framing ageing
- Form questions on areas the group find challenging that could be sent to Mark Chenery for review
- Develop organisational communications for review and discussion with Mark Chenery or members in a shared learning environment.