

Rebranding Key Messages and Answers:

**On January 16, AAA 1-B
Becomes...**



1 Why did the agency change its name?

There were a number of reasons:

- Our name was very bureaucratic sounding and it sometimes confused people.
- We didn't feel like our old name reflected what we do and how we help people.
- The name was difficult to remember and difficult for people to say.
- We hope our new name will help us reach and connect to more of the people who need us.

2 Is it still the same organization? Will programs, services, or the people I work with change?

Our organization is exactly the same. Nothing has changed except our name, our website address, and our email addresses. There are no changes to our organization's structure or our programs and services:

- The programs we offer will not be impacted by the name change in any way.
- Your services will stay the same.
- The people you talk to at our agency will stay the same and so will their phone numbers.
- This change won't affect any of the people or agencies who come to your home to help you.

3 Will I have to redo any of the paperwork I filled out when I applied for the program?

No. You won't need to redo any of your paperwork.

4 Are you still an Area Agency on Aging?

Yes. In fact, it's still part of our legal name. We still serve the same region and same six counties.

5 What does the new name represent?

We like the new name because our organization is focused on giving older adults independence and choice. We think the new name reflects that.





6 How was a name decided upon? What was the process?

The process included working with a marketing agency and doing focus groups that helped us make sure the name would connect with different audiences.

- We held 5 different focus groups and talked to older adults, family caregivers, and people within the aging network.
- We held focus groups with older adults in senior centers in Pontiac, Rochester, and Brighton.

7 I am a person with a disability. I don't feel the new name includes me.

We tried very hard to find a name that represented everyone that we serve. It was difficult to do. Serving people with disabilities is important to us, and we are sorry if you feel that we have missed the mark.

8 Wouldn't the money spent changing the name be better spent on serving seniors?

We were very conservative when it came to expenses surrounding the name change:

- We tried to do much of the work ourselves to save expenses.
- We did not use any money that was designated to serve the community.
- We feel that changing the name will help more people know about us and help us serve more of the people who need us.

9 Where can I find more information about the name change?

Our website has more information about the change. You can visit AgeWays.org/NewName. (Available after January 16.)

10 Whom can I talk to if I have concerns about the new name or rebranding?

Our Communications Team is happy to speak with you. You can contact:

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