



Give 5 Take Action Workshops

Ma4 Show Me Summit– September 9, 2025



Greg Burris

- Founder of Give 5 Program
- 6 years as President/CEO, United Way of the Ozarks
- 10 years as Springfield City Manager
- 25 years at Missouri State University
- Retired (sort of)

Cora Scott

- City of Springfield, Missouri
Director of Public Information & Civic Engagement
- Co-creator of Give 5 Program
- 18 years at Mercy Health



Give 5 was created to simultaneously address five Macro Trends





At the intersection of these 5 macro trends:

- WAVE OF TALENT ON THE MOVE
- LARGEST BOOMER HEALTH RISK
- STRENGTHEN OUR COMMUNITY FABRIC
- INCREASED IMPORTANCE OF VOLUNTEERISM
- LARGEST TRANSFER OF WEALTH AND KNOWLEDGE

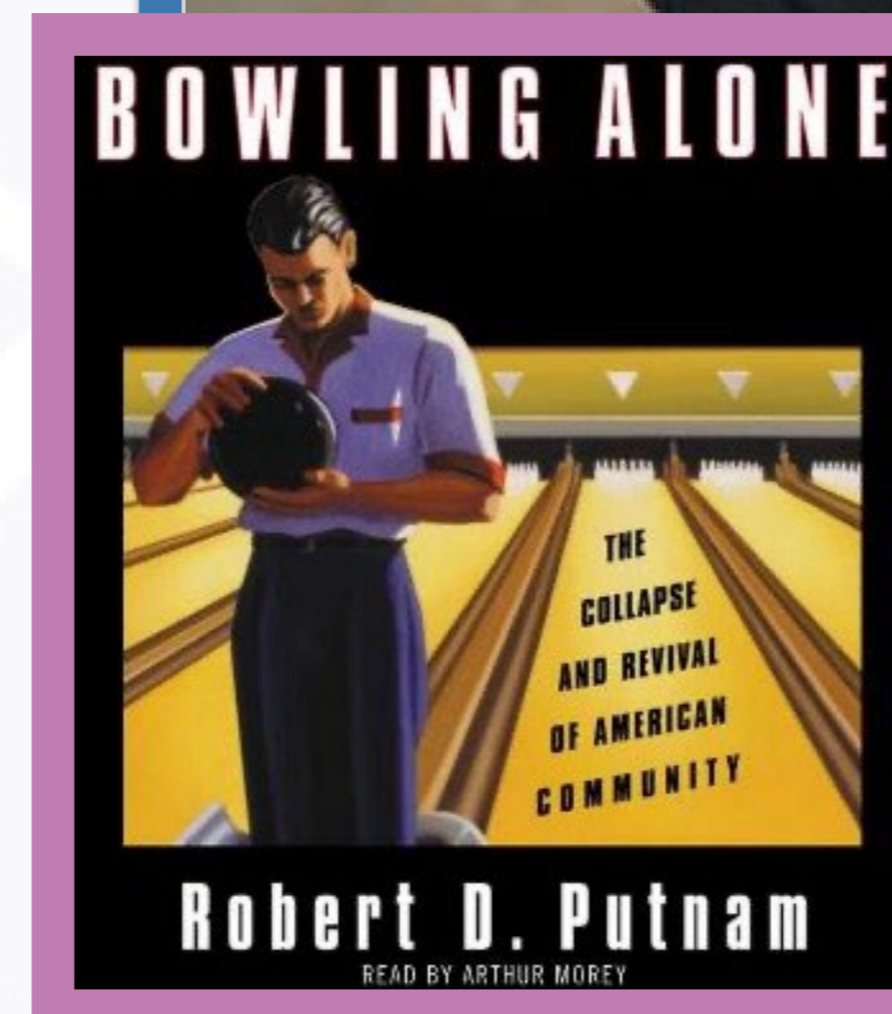


“Couch Repellant”

Dr. Robert Putnam

“Once again, the civic leaders of Springfield, Missouri, are in the forefront of the national movement to reweave the fabric of American communities. Give 5 is a smart way to connect aging Boomers with non-profit volunteering opportunities. It’s a brilliant strategy to solve two growing social problems simultaneously—the dangerous isolation of older Americans and the dangerous isolation of younger have not Americans. Communities across the land have much to learn from Springfield and the Give 5 program.”

—Dr. Robert Putnam



Full sources are referenced in the report.

Abbreviated sources are included in these slides.

Misinformation is the inadvertent spread of false information without intent to harm.

Disinformation is false information designed to mislead others and is deliberately spread with the intent to confuse fact and fiction.

Source: Britannica

“The fundamental difference between misinformation and disinformation lies in intent. The key characteristic of **misinformation** is the lack of intent to deceive. Those who share misinformation typically do so in a naïve way, often unaware that the information they are passing on is false.”

Source: – Overview of Misinformation and Disinformation, New America

“The deliberate nature of **disinformation** makes it a more insidious and dangerous phenomenon than misinformation because it not only seeks to mislead but also to manipulate public perception and behavior in ways that serve the interests of the disinformation creators. The tactics used in disinformation campaigns often involve exploiting emotional triggers, such as fear, anger, or outrage, to bypass rational analysis and provoke a strong, immediate reaction from the audience. This emotional manipulation makes disinformation particularly difficult to combat, as it can entrench false beliefs and polarize communities.”

Source: – Overview of Misinformation and Disinformation, New America

“Information disorder is a crisis that **exacerbates all other crises**. When bad information becomes as prevalent, persuasive, and persistent as good information, it creates a chain reaction of harm . . . Mis- and disinformation have become a **force multiplier** for exacerbating our worst problems as a society. Hundreds of millions of people pay the price, every single day, for a world disordered by lies.”

Source: Commission on Information Disorder – Final Report, Aspen Institute.

Three Questions for You to Consider

**What is the level of misinformation and
disinformation in your community?**

**Do you believe the level of
misinformation and disinformation
in your community is
increasing or decreasing?**

What is the impact of misinformation and disinformation on your community?

OK . . . One more question . . .



Is it worth trying to reduce the levels of misinformation and disinformation in your community?

Or should we just stand back and see how this all works out?

We answered, “Yes. Let’s act.”



**Who should determine what
we should try?**

**We decided to take an intergenerational
approach . . .**

**50% Give 5 graduates
50% Young professionals**



An Invitation to Participate

- **Created Application Forms – one for older adults; one for young professionals.**
- **Each application form included “pre-workshop” survey questions.**
- **Created post-workshop survey forms – one for older adults; one for young professionals.**
- **Will the workshop experience change perceptions between the generations?**

Who Applied?

- **12 Give 5 alumni** **Average Age: 70**
- **12 young professionals** **Average Age: 31**
- **All 24 applicants were accepted to participate**

- **23 White/Caucasian**
- **1 Asian**

- **20 Female**
- **4 Male**

Who Are the Participants?

All participants considered themselves to be familiar with the concept of misinformation/disinformation before the workshop (8.35 out of 10).

On average, the group is very confident in themselves as a learner (9.08 out of 10).

On average, the group is fairly certain that their particular political ideology is the right ideology. (7.79 out of 10).



Asked to choose between two polar-opposite world views, all 24 participants chose the optimistic view.

Local News

On average, the Give 5 graduates (older adults) consume more than twice as much local news and information (11.17 hrs/wk) as the young professionals (5.54 hrs/wk).

Give 5 Graduates' primary local news source: friends/family

Young Professionals' primary local news source: friends/family



National/International News

On average, the Give 5 graduates (older adults) consume more than twice as much national/international news and information (11.17 hrs/wk) as the young professionals (5.54 hrs/wk).

Give 5 Graduates' primary national/international news source: friends/family

Young Professionals' primary national/international news source: podcasts



On average, the group is very concerned about the dropping levels of trust in all institutions (4.54 out of 5).

On average, the group is very confident in themselves as a learner (9.08 out of 10).

On average, the group is fairly certain that their particular political ideology is the right ideology. (7.79 out of 10).

Workshop Goals

- Develop a set of community recommendations for consideration by community leaders.
- Encourage the application of recommended “solutions” to our local community.
- Increase personal awareness and feeling of empowerment by participants.

Workshop Goals (cont.)

- Collect “lessons learned.”
- Gauge level of interest in future intergenerational workshops.

Logistics

Workshop #1 – March 11, 2025 (4 hours)

Workshop #2 – April 15, 2025 – (2 hours)

Hosted at KY3 Community Room

A Welcome by Springfield Mayor, Ken McClure



Sharing of Topic Background and Context

Sources:

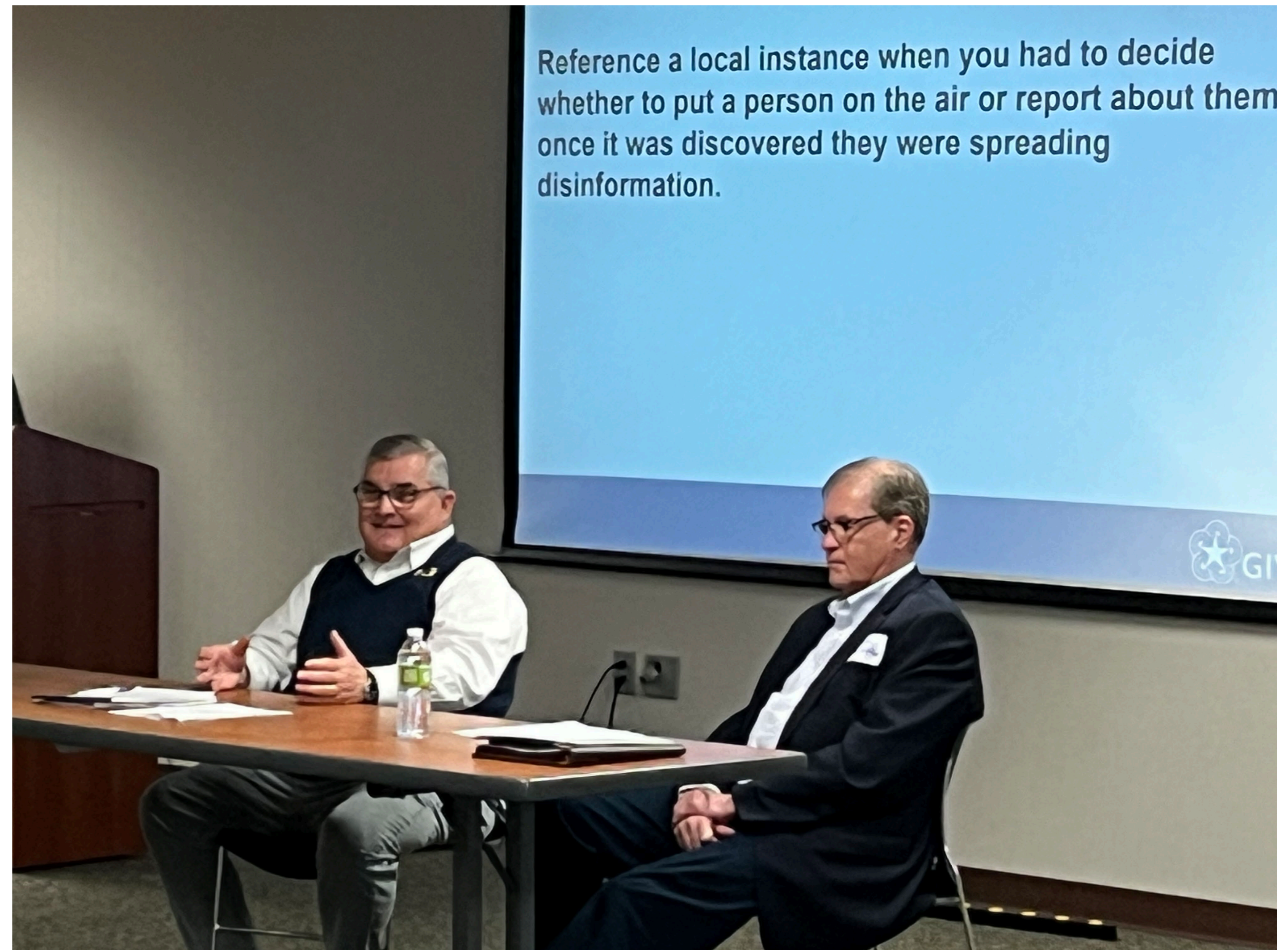
- Aspen Institute Commission on Information Disorder
- Britannica
- New America Foundation
- National Library of Medicine
- Ad Fontes Media Bias Chart
- Harvard Library Research Guide to Fact-Checking

**Let's hear from the
topic experts!**

Topic Experts

Brian McDonough, Vice President and General Manager, Gray Media Group-Springfield

David Stoeffler, President and CEO, Springfield Daily Citizen





Topic Experts

Cora Scott, Director of Public Information & Civic Engagement, City of Springfield

Dr. Jonathan Groves, Professor and Chair of Communications Department, Drury University

Community Recommendations

1. Act with urgency to address increasing levels of misinformation/disinformation.

There is a high level of urgency to act.

2. Acknowledge the harms.

Observations of the Workshop participants . . .

Increasing misinformation/disinformation . . .

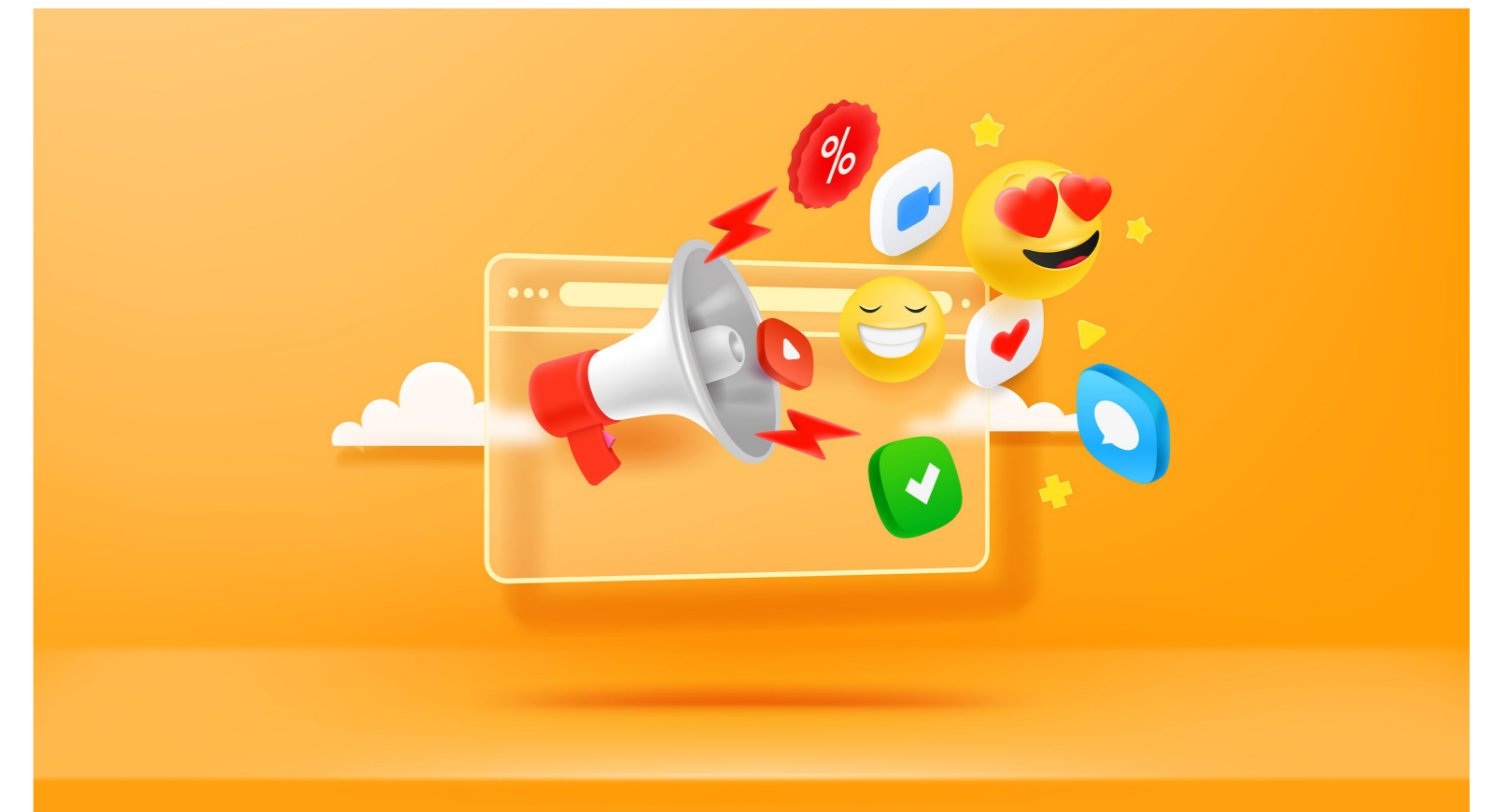
- Reduces civic engagement.
- Reduces levels of trust in the community.
- Has a negative impact on the democratic processes.
- Has a negative impact on levels of trust in topic experts and science.
- Has a negative impact on feelings of belongings.

Increasing misinformation/disinformation . . .

- Has a negative impact on relationships with family, friends and neighbors.
- Has a negative impact on social connectedness, resulting in increased levels of loneliness and social isolation.
- Promotes feelings of grievance.
- Likely helps promote hostile activism to create change.

Increasing misinformation/disinformation . . .

- Likely causes ripple effects within a community, resulting in various “downstream” symptoms.
- And . . . Misinformation/Disinformation spreads more quickly via social media. Social media algorithms appear to prioritize the spread of misinformation/disinformation.



3. Look critically at one's own choice of news sources.

Look critically at choice of news sources:

- **Consult multiple sources; cross reference.**
- **Do a deep dive, whenever possible.**
- **Have a healthy level of cynicism, but don't be close-minded.**
- **Trust your gut instinct.**
- **Recognize all news sources have biases.**

Look critically at choice of news sources:

- **Do not use social media as your primary news source, unless posted by legitimate news organization.**
- **Repetition does not equal truth.**
- **Approach with self-reflection and humility.**
- **Use fact-checking sites.**

4. Promote media literacy education for the community.

5. Foster civil dialogue.

6. Take social media breaks.

7. Understand how social media algorithms work and that your feed is unique.

- **Educate yourself about why social media algorithms are pushing a unique, customized feed and specific information to you based on your history on that platform.**
- **Educate yourself about why and how social media platforms spread mis- and disinformation.**
- **Think twice before liking/re-posting/sharing something on social media – it is the equivalent of putting your “stamp of approval” on it.**

Lessons Learned

- The time of the workshop matters – Hosting during regular working hours makes it difficult for some working adults to attend.
- Given the breadth of the topic, we should have hosted a full-day workshop. (Impact on participation?)
- Retirees have significantly more time to access news.

Lessons Learned (cont.)

- The primary source for national/international news varied widely between the two generations.
Older adults = friends/family
Young professionals = podcasts
- Any future study should ensure there are participants who possess varying world views to ensure a more pessimistic worldview is represented in the discussion.

On average, the older adults believed the young professionals were informed on local and national news at higher levels before (5.08 out of 7) and after (5.18) the workshop than the young professionals believed the older adults were informed on local and national news before (3.75) and after (4.58) the workshop.



How Did the Experience Impact the Participants?

- 58% of participants (14 out of 24) self-reported the workshop changed them.
- 67% of participants (16 out of 24) self-reported the workshop prompted them to change or expand their primary news source(s).

How Did the Experience Impact the Participants?

Participants . . .

- gave high ratings to the **Give 5 Take Action workshop** (8.67 out of 10),
- the effectiveness of the presentations by the “**topic experts**” (9.00),
- the effectiveness of the **intergenerational break-out group** (8.67),
- and would **recommend** participation in a future Give 5 Take Action workshop to others (9.52).

How Did the Experience Impact the Participants?

Participants . . .

- felt the workshop increased their **sense of responsibility** to help improve their community (9.00 out of 10),
- felt their participation in the workshop made them feel **more connected** to their community (9.00),
- resulted in them **meeting people** other than those with whom they normally interact (9.46), and
- **enjoyed participating** in the workshop (9.75).

Our Takeaways

- Bringing citizens together to tackle difficult challenges works and is worth doing.
- An intergenerational process works.

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Give 5 Take Action Workshop Report

- Download the report: www.sgfgive5.org

Distribution of the Report

- Emailed directly to elected officials
- Emailed directly to other community leaders
- Column in Springfield Daily Citizen online newspaper

Questions?