

Aging Services Collaborative
Draft Workplans – 2010

Goal	Objective	Strategy	Deliverable	Partners Involved (Lead-Bold)	Time Begin	Time End	Activity Progress
LEADERSHIP & COORDINATION Lead, support, manage and celebrate the work of the ASC and its partners.	Develop a workplan for the Executive Committee & each Team	DRAFT, edit, and adopt a workplan for Executive Committee and each ASC Team	Comprehensive workplan for the Executive Committee and all Teams covering 1 - 3 years.	Executive Committee & all Teams	April 16, 2009	Late May 2009	Complete
	Manage and oversee the ASC infrastructure, alignment and implementation of the ASC work plan in partnership with lead agency.	Expand Executive Committee membership with Team Co-chair representation & at-large membership.	Teams formed with leadership (Co-chairs) selected to serve on EC	Executive Committee & ASC members	April 2009	July 2009	On track
			At-large members recruited and engaged in EC				
	<i>Benchmarks: meetings held meeting & leadership effectiveness, alignment of ASC groups</i>	Draft bylaws, protocols for membership, co-chair leadership, accountability, dues and code of conduct	Written protocols and job descriptions that inform membership and leadership and guide work of ASC groups.	Executive Committee THT staff	May 2009	September 2009	On track
		Health Trust staff provides guidance and support to Executive Committee in oversight of ASC.	ASC budget and financial management, staffing plan, website and newsletter operation, meeting logistics and annual evaluation.	Lori Andersen Amy Aken Executive Committee	Ongoing		On track
Build new partnerships to expand leadership and resources for building aging-friendly community in SCC	Target specific groups in network that ASC wants to engage further & recruit @ least 10 new active members from these groups. (PACT, faith-based communities, ethnic groups, older adults, library system, etc.)	Grid or list of targeted groups, contacts and plan for engagement 10 new members on ASC	Executive Committee THT Staff Partners	September 2009			
Provide and attract funding for ASC initiatives and aging services in SCC	To raise awareness and opportunities for funders to support existing programs serving older adults and ASC work.	Plan for engaging and informing funders in SCC around needs of older adults and opportunities for investment in an aging friendly community.	Convene funder panel for collegial, information sharing around ASC priorities and strategy for funding in aging				
		Research models of fundraising for coalitions and pooled funds for serving urgent needs of older adults	Adoption of plan and structure for raising funds to support the ASC and aging service network (dues, lead agency contributions, etc.)				

**Aging Services Collaborative
Draft Workplans – 2010**

Goal	Objective	Strategy	Deliverable	Partners Involved (Lead-Bold)	Time Begin	Time End	Activity Progress	
NETWORKING & COMMUNICATION Improve communication, education, coordination and collaboration to support and strengthen the capacity of stakeholders and providers of aging services in SCC	Develop system of electronic communications to engage members in sharing resources for professionals and older adults	Enhance the ASC website and newsletter to encourage increased cross-promotion of member news and to organize/share relevant resources including: trainings, events and meetings.	Implementation of plan to reach and inform funders and potential donors to support aging network and ASC.	Communications & Networking Team	January 2010	June 2010		
			Calendar on ASC website of events, trainings, webinars and a process for regular updating and notification	THT Staff Best Practices Team	September 2009	May 2010		
			ASC Website links to existing videos or resources useful for older adults and their families in learning about available services		October 2009	December 2009		
	Plan & host regular events and meetings for providers in the aging network that encourage involvement with ASC and offer opportunities for networking, professional development and advocacy.	Survey ASC members & Teams on their interests for meeting content, speakers and networking opportunities	List of priority interests for professional development among ASC members		THT staff	May 2009	September 2009	On track
				Calendar of all ASC meetings available on ASC website and shared with all members and stakeholders in community	Communications & Networking Team	May 2009	October 2009	On track
				1. Annual briefings for Consulting Council 2. Conference on Best Practices & building partnerships for enhancing service system 3. <i>Other ideas:</i> Host a "Healthy Aging Forum" with panel on what is successful aging, or a Report Card on Health Status of Aging Network	Communications & Networking Team Executive Committee	June 2009	May 2010	On track
Hold annual event to celebrate ASC achievements	Annual Recognition/Celebratory Event							

**Aging Services Collaborative
Draft Workplans – 2010**

Goal	Objective	Strategy	Deliverable	Partners Involved (Lead-Bold)	Time Begin	Time End	Activity Progress
	Provide professional development training for ASC members and other providers that work with older adults	Create curriculum and schedule for training new staff and volunteers on the "SCC Aging Network" and "How to Make a Referral".	Curriculum and ppt presentation on Aging Network in Santa Clara County and plan for promoting, conducting and evaluating its effectiveness over the next year.	THT staff Communications & Networking Team Executive Committee	May 2009	September 2009	On track
		Conduct targeted trainings for professionals, senior center staff and volunteers on the aging network and resources	Curriculum on "Mental Health & Aging" and plan for promoting training among providers including senior center staff.	Shelia Yuter Communications & Networking Team On Lok	September 2009	December 2009	On track
EDUCATION & OUTREACH Increase public awareness of healthy aging and the resources that support it.	Raise awareness among targeted groups* about resources (COA Directory & 211) available to older adults and caregivers in SCC <i>*(e.g. libraries, hospitals, clinics, RCFs, HR departments, EMTs, senior housing, etc.)</i>	Talking points for ASC messaging on positive aging and what makes an aging friendly community	Talking points for use by ASC members in promoting positive aging and how to access resources	Education & Outreach Team	January 2010	March 2010	
		Develop tools for disseminating information about entry points (on bookmarks or magnets) for use with seniors, caregivers, professionals working with older adults, elected officials	New or enhanced outreach tools that assist other professionals encountering older adults and their families with making referrals.	Education & Outreach Team Lori Andersen Caregiver Coalition	March 2010	June 2010	
	Work with existing gatekeepers such as COA and 211 to strengthen their materials and outreach for older adults and caregivers.	Meeting with 211 and offer of assistance around entry points for aging network and serving older adults.	Training provided to 211 staff on referrals for older adults and caregivers		July 2009	December 2009	
		Consult with COA to enhance outreach and free broader dissemination of COA Directory	Expanded distribution of COA directories		July 2009	January 2010	On track
	To help community members develop a more positive image of aging and teach them what they can do to support aging adults in our community	Explore feasibility of hosting a film festival on aging and vehicles for messaging around "5 Things You Can Do" to help older adults and caregivers in your community	Plan for promoting positive messaging in SCC around healthy aging.		June 2009	June 2010	On track

**Aging Services Collaborative
Draft Workplans – 2010**

Goal	Objective	Strategy	Deliverable	Partners Involved (Lead-Bold)	Time Begin	Time End	Activity Progress
	Consistently promote, attend and host outreach events throughout SCC in partnership with elected officials and other stakeholders.	ID key community events where ASC representation is important to reach older adults and caregivers with resource information.	Calendar of key events for ASC attendance with assigned representatives and materials to be shared.		June 2009	June 2010	
BEST PRACTICES Research, recommend and promote evidence-based programs (EBP) that inform the enhancement or expansion of SCC resources for older adults and their caregivers.	To learn about and gather information on EBPs that may address identified unmet needs or gaps in service in SCC. <i>(e.g. VA home-based services, Villages and NORC models, Falls prevention and volunteerism)</i>	Get input from ASC members on interest in specific EBPs Match identified service gaps and needs with relevant EBPs and select 3-5 to showcase for ASC members	Summary of information on targeted EBPs with contacts & resources for sharing.	Best Practices Team	July 2009	September 2009	On Track
	To share information on EBPs with ASC members and other stakeholders to foster development of new or improved services.	Determine best format for sharing EBPs: presentations with guest speakers, field trips or written materials.	3-5 EBPs showcased for ASC members and other community stakeholders through presentations at ASC or special meetings.	Best Practices Team Executive Comm	July 2009	June 2010	On Track
	Identify and prioritize opportunities for building partnerships or strategic alliances to replicate EBPs	Hold 1or more community meetings to share EBPs and foster partnerships to develop new and improved services to close gaps in SCC.	Facilitated meetings to explore EBPs and opportunities for expanding services for older adults and caregivers in SCC.	Best Practices Team THT staff Exec.Comm.	January 2010	June 2010	On Track
CAREGIVER SUPPORT Increase public awareness of caregiver issues and improve access of informal caregivers to resources that support them.	Increase awareness among families, elected officials, funders, businesses and others about the critical role of informal caregivers and how to support them.	Take advantage of Caregiver Awareness Week/Month by hosting events and highlighting positive image of caregiving Publicize entry points for caregivers in SCC	Plan for outreach activities and media contacts during November. Monthly messaging around caregiver issues and best entry points to learn about resources	Caregiver Coalition Lori Andersen Amy Aken Nicole Kohleriter	May 2009	November 2009	On Track
				Informal caregivers as 'consultants'	November 2009	March 2010	
	Facilitate access to education and resources for professional and informal caregivers	Coordinate training and support group resources through an easily accessible clearinghouse & calendar.	On-line or printed calendar with opportunities for training or support group meetings for caregivers.		May 2009	October 2009	

**Aging Services Collaborative
Draft Workplans – 2010**

Goal	Objective	Strategy	Deliverable	Partners Involved (Lead-Bold)	Time Begin	Time End	Activity Progress
		Research & identify current landscape of caregiver resources including local websites and printed materials.	Inventory grid of SCC caregiver resources & recommendations for new or modified on-line or printed resources.		June 2009	December 2009	On Track
		Adapt existing materials or develop navigation guide for caregivers to use in locating and using and understanding resources	Consolidated resource list for SCC caregivers		January 2010	March 2010	
			Information brochure for hiring and working with professional caregivers/providers		April 2010	June 2010	