

**AGING SERVICES COLLABORATIVE
EXECUTIVE COMMITTEE
Work Plan Development Notes
1.15.09**

ASC Members Present: Beverly Aabjerg, Lori Andersen, Marilou Christina,
Diane Lindberg, Betty Malks, Wes Mukoyama
ASC Members Missing: Stephen Schmoll
Others Present: Amy Aken, Xavier Campos, Lorraine Larson, Mary
Anne Mendall, Aimee Reedy

Executive Committee Work Group: LEADERSHIP AND COORDINATION

Strategy 1 – Establish the ASC Infrastructure

Priority 1 – Create an organizational structure for ASC that promotes successful outcomes

Priority 2 – Maintain the momentum

Priority 3 – Increase the capacity of aging network infrastructure and connections among providers

Strategy 2 – Promote advocacy

Priority 1 – Create an advocacy role to reflect the areas

Priority 2 – Increase the availability of affordable housing

Priority 3 – Promote universal design to make homes more accessible for older adults and provide affordable home repair services

Priority 4 – Engage older adults from the community to participate in advocacy

Combination of the following:

- Engaging community of older adults
- Creating an advocacy environment for seniors

Priority 5 – Create an agenda for community education, training, outreach and awareness about identifying and reporting elder abuse and neglect

Combination of the following:

- Create an agenda for community education, outreach and awareness

- Promote training, identification and reporting of elder neglect and abuse

Priority 6 – Increase the accessibility of public transportation and para-transit services

Combination of the following:

- Address the limited availability of Para-transit services
- Collaborative as a convener to increase accessibility of public transportation

Priority 7 – Impact funding decisions

Strategy 3 – Increase visibility and become a resource for best practices

Priority 1 – Increase visibility and transform ASC into the “go to place”

Priority 2 – Increase the education of professionals on aging

Priority 3 – Promote systems change and best practices

Priority 4 – Support the implementation of community plans addressing aging

ASC Work Group 1: CAREGIVER SUPPORT

Strategy 1 – Provide linkages to/for caregivers through a network

Strategy 2 – Develop a coordinated media campaign to raise awareness of caregiver resources, duties, etc.

Strategy 3 – Increase education, availability, and access to caregiver support information, respite services, health and housing information

Combination of the following:

- Access to education for working caregivers
- Improve accessibility to and navigability of caregiver support information
- Increase availability and access to respite services for caregivers
- Information access
- Increase access to housing information for older adults and diverse populations
- Improve accessibility to and navigability of health information

ASC Work Group 2: AGING IN PLACE

Strategy 1 – Create a full, comprehensive, coordinated system of care to focus on aging in place. Increase access to and utilization of home and community based services for frail and underserved seniors. Ex – In Home Care, MOW, Care Management, IHSS

Strategy 2 – Improve hospital-to-home transitions for older adults and their caregivers

ASC Work Group 3: HEALTH AND WELLNESS

Strategy 1 – Education regarding prevention and LTC planning

Combination of the following:

- Education re: planning for LTC
- Prevention

Strategy 2 – Promote physical activity among adults for falls prevention

Strategy 3 – Significantly improve quality of life and quality of care for LTC (skilled nursing and residential care) residents

Strategy 4 – Increase access to and availability of mental health services

Work Group Eliminated: INCREASING MOBILITY

Strategy 1 – Create safer neighborhoods

Strategy 2 – Promote coordinated planning and mobility management

Other Priorities not selected for any work group

- Address economic barriers
- Provide information and access about Medicare, neglect, avoiding predators, and housing opportunities
- Promote cross-cultural and intergenerational exchanges
- Enable seniors to sustain an active and vital role in the community (social connection, civic engagement, employment opportunities, and learning)

Detailed List of EC Work Group Strategy Accomplishments

Strategy 1: ESTABLISH THE ASC INFRASTRUCTURE

Goal: To ...

Current Reality	1 st Yr Accomplishments	3-5 Yr Success Indicators
<ul style="list-style-type: none"> - The ASC Collaborative includes everyone - The EC is 9+ members - Consulting Council - Work Groups - There is a confusion of roles - Lack of clarity exists - New structure established - There is a lack of awareness of new structure and where people fit in - Lag time remains - No specific plan of action exists - The vision needs more clarity and people need to know it - Financial crisis - Less time to devote to meetings - Opportunities to lead and act exist - Need to be more open to change 	<ul style="list-style-type: none"> - Develop a meeting schedule with plans that engage the larger collaborative - Re-launch event - Create promotional logo and brochure for ASC (how I can get involved) - Improve the ASC website - Engage the consulting council in more activities - Establish consulting council briefings - Create grass roots advocacy plan - Form a clear mechanism for communicating and engaging members - Create a "survival school" for professionals - Offer internship opportunities 	<ul style="list-style-type: none"> - Formation of integrated services - People will come to the ASC for advice - ASC is recognized as a leader and a door to all aging services - Senior services will be funded by foundations and corporations - Businesses will provide elder care services - ASC will be viewed as a change agent - People will come to the ASC for solutions and networking - Universities will expand aging education - Program to meet the needs of minority elderly - There will be a clarity of roles and structure - There will be a broader engagement in addressing and understanding senior issues - All stakeholders will know what's happening and how to engage

Strategy 2: PROMOTE ADVOCACY

Goal: To ...

Current Reality	1 st Yr Accomplishments	3-5 Yr Success Indicators
<ul style="list-style-type: none"> - ASC has no formal advocacy - Advocacy is needed to address cuts to senior services, ombudsman, and senior nutrition - There is no mechanism in 	<ul style="list-style-type: none"> - Hold a joint meeting of all advocacy groups (or chairs) to get input on how to collaborate - Use a "need to do more for less" concept to rally the group - Draft a position paper that 	<ul style="list-style-type: none"> - Advocacy groups are collaborating with one another - A mechanism is in place to coordinate advocacy efforts - Multiple levels of involvement are present

<p>place to respond to cuts</p> <ul style="list-style-type: none"> - There is no united effort - There are no client advocates to call upon - The existing advocacy groups (don't know what they are doing) include City Senior Commission (active) and the County Senior Commission (not active) - Advocacy Agenda Work plan was in place for master plan with legislative involvement 	<p>everyone can rally behind</p> <ul style="list-style-type: none"> - Collect media-ready, compelling stories to pitch (increased sensationalism) - Older adults will be active advocates - Have a list of seniors who are willing to speak to the media 	<ul style="list-style-type: none"> - The ASC Collaborative has a position - The Collaborative will have developed a communication network to guide advocacy - ASC will educate, mentor and guide the advocates - The media will go to the Collaborative for advocates - There will be a coordinated voice on the issues - Existing mechanisms are activated
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Strategy 3: INCREASE VISIBILITY AND BECOME A RESOURCE FOR BEST PRACTICES

Goal: *To optimize visibility to media, funders, policy makers, providers and the public and become the “go to” organization for best practices and professional growth*

Current Reality	1 st Yr Accomplishments	3-5 Yr Success Indicators
<ul style="list-style-type: none"> - ASC – What's that? - No visibility - No logo - No brand or branded materials - No visibility at events - No one knows what we do - Website is not linked to agency web pages - No promotion of systems change or best practices exists 	<ul style="list-style-type: none"> - ASC logo, branding and talking points are established - Membership is decided - Letterhead created - Establish curriculum for orienting new players to the aging network - Determine curriculum for best practices - Survey members regarding what they want to learn about related to ongoing professional development - Use intern (or work group) to identify best practices - Priorities, best practices and education all fit together - Clear identification of what others are already doing 	<ul style="list-style-type: none"> - ASC has a recognized name and brand in the community - There is a mechanism for other organizations to use the brand (ex. ASC member affiliate) - Opportunities to dialogue and network exist - Database of best practices and case studies are established - Presentations done by organizations that have best practices and conferences - ASC is an active resource and connector for best practices - Ongoing webcasts of best practices - Offer CEUs for education events

Parking Lot Issues

1. We need to address institutionalized care for vulnerable adults
2. Advocacy needs to be defined
3. Cultural issues need to be addressed
4. We need to conduct asset mapping and review concierge models
5. Need to determine accountability and authority
6. Is the ASC for professionals only or community members also?
7. Need to clarify the language of the strategies
8. Need to decide on quadrant for each item (establish a timeline)
9. Need to report out