

Aging Services Collaborative

March 11, 2009

Since we last met...

- December: Priority areas identified by ASC Executive Committee
- January/February: 4 Planning Workshops held with **54** participants
 - *Leadership & Coordination*
 - *Health & Wellness*
 - *Aging in Place*
 - *Caregiver Support*

Planning Workshop Example







(12 strategies X 4 workshops = 48)

Strategy 1: PROMOTE HEALTHY AGING THROUGH PHYSICAL ACTIVITY, HEALTHY NUTRITION, AND SOCIAL ACTIVITIES

| Current Reality | 1st Yr Accomplishments | 3-5 Yr Success Indicators |
|---|---|--|
| <ul style="list-style-type: none"> - Lack of LTC planning - Healthcare providers (Kaiser, Blue Cross, Hospitals) have health programs - Health providers currently “doing their own thing” - Some health orgs. Are funding community health initiatives - There is a hospital committee through Healthy Silicon Valley - Individual doctors give workshops (from Valley Med) - Medical libraries open to public exist at some hospitals. List is on Plane Tree website - Active inter-faith council - Prevention and safety info is getting out to caregivers - Strong library system that could be part of the education process | <ul style="list-style-type: none"> - Evaluate best practices and prioritize strategies in health and wellness - Approach funders to support best practices - Identify what faith-based and cultural orgs are offering seniors - Outreach to PACT and ask them to engage in ASC - Invite members of faith-based and cultural orgs to join the conversation and ASC - Engage library in outreach | <ul style="list-style-type: none"> - The broader community will be aware of services - Faith-based orgs have programs to serve seniors and are involved in disseminating information and are part of ASC - Reaches out to all cultural communities - Materials translated into multiple languages - Ongoing classes or events around preparing for LTC (ex. Senior Survival Planning) - Ways to measure reduced hospital visits and other health indicators are established |

SIFTING FOR STRATEGIC DIRECTIONS

- February & March
 - Overlay and distillation of workshop strategies and objectives
 - Identified 5 strategic directions
 - SURPRISES: about function more than projects to fill service need
 - HOW? Proposed infrastructure changes

| Strategic Goal | Primary Objective | Impact | Responsible Party |
|--|--|--|--|
| Strategic Goal #1: Provide strong leadership and effective infrastructure to achieve ASC goals | <ol style="list-style-type: none"> Design and support an infrastructure (committees, brand, logo, etc) to lead, sustain and celebrate the accomplishments of ASC and its partners. Engage new partners to become a part of collaborative efforts Develop a structure to engage interns in ASC efforts Establish and promote an advocacy agenda for ASC members to support Provide and attract funding for ASC initiatives | <p>The ASC will be seen as a leader in building an aging friendly community and as a source of leading edge information and positive systems change throughout Santa Clara County.</p> |  |
| Strategic Goal #2: Improve Communication, Education, Coordination and Collaboration among providers of aging services in Santa Clara County | <ol style="list-style-type: none"> Host regular networking and educational events for service providers Develop and support a system of electronic communications among service providers Engage members in publicizing & utilizing each other's services, events, & educational materials. | <p>Fragmented system of care will be replaced by an effective, seamless and accessible system of care for seniors, caregivers and families in SCC.</p> |  |
| Strategic Goal # 3: Increase Public Awareness of healthy aging and the resources that support it. | <ol style="list-style-type: none"> Host and attend community outreach events Develop and implement a media outreach campaign and consistent publicity Create and distribute educational materials to seniors and the public at large Create a network to educate and support caregivers | <p>Seniors, caregivers and the public at large will understand what is needed for healthy aging and will know about and access services that support healthy aging.</p> |   |
| Strategic Goal # 4: Research, Recommend and Promote Best Practices in creating aging friendly services. | <ol style="list-style-type: none"> Research and share best practices Research and share existing services Research and share information about the senior population and its needs Recommend systems changes to incorporate best practices appropriate for Santa Clara County | <p>Santa Clara County will become an aging friendly community that knows about and utilizes best practices in service delivery to seniors and families.</p> |   |

Where's my input?

BEHIND
THE STRATEGIC
DIRECTIONS

Leadership & Coordination

(Executive Committee)

Strategic Goal #1: Provide strong leadership and effective infrastructure to achieve ASC goals

Primary Objectives

1. Design and support an **infrastructure** (committees, brand, logo, etc) to lead, sustain and celebrate the accomplishments of ASC and its partners.
2. Engage **new partners & leadership** in ASC efforts
3. Develop a structure to engage **interns** in ASC efforts
4. Establish and promote an **advocacy agenda** for ASC members to support
5. Provide and attract **funding** for ASC initiatives

Impact

The ASC will be seen as a leader in building an aging friendly community and as a source of leading edge information and positive systems change throughout Santa Clara County.

Communication & Networking

Strategic Goal #2: Improve communication, collaboration, coordination & education among SCC service providers

Primary Objectives

1. Host **networking** opportunities and **educational events** for service providers
 - Connect providers
 - Share best practices & resources
 - Create training for new staff and volunteers on national and local aging network and stakeholders
 - Facilitate professional development on ‘mental health and older adults’
2. Develop and support a system of electronic **communications** among service providers
 - ASC website & on-line and Webinar trainings
3. Engage members in **cross-promotion** of services, events, & educational materials.

Public Education & Outreach

Strategic Goal # 3A: Increase public awareness of healthy aging and the resources supporting it.

Primary Objectives

1. Host and attend **community outreach events**
 - Coordinate with elected officials
 - **Target outreach** to businesses and frail elders
 - Identify **speakers on mental health** issues
2. Develop and implement **media outreach** campaign
 - (in-kind support for *messaging, stories on positive aging*)
3. Create and distribute educational materials to reach greater number of seniors and the public at large

Impact

Seniors, caregivers and the public at large will understand what is needed for healthy aging and will know about and access services that support healthy aging.

Caregiver Support & Education

Strategic Goal # 3B: Increase public awareness of healthy aging and the resources supporting it.

Primary Objectives

1. Create a **network of professionals** serving informal caregivers to:
 - Research & **inventory caregiving services** in SCC
 - Enhance **communication** to caregivers – *coordinate with ASC media campaign to re-image and validate caregiving*
 - **Raise awareness** of caregiver programs
 - **Coordinate promotion** of caregiver training information
 - Provide opportunities for **networking & mentoring**

Impact

Seniors, caregivers and the public at large will understand what is needed for healthy aging and will know about and access services that support healthy aging.

Best Practices Promotion

Strategic Goal # 4: Research, recommend and promote best practices in creating aging friendly services.

Primary Objectives

1. Research and share information on

1. Best practices & resources
2. Existing services (mental health, caregiving, home-based services, etc.)
3. Senior population and needs

“Data Report on Health & Well-Being of SCC Older Adults”

2. Recommend systems changes to incorporate best practices appropriate for Santa Clara County

(create strategic alliances, consider Falls Prevention Task Force, increase service access and mental health & case management services)

Impact

Santa Clara County will become an aging friendly community that knows about and utilizes best practices in service delivery to seniors and families.

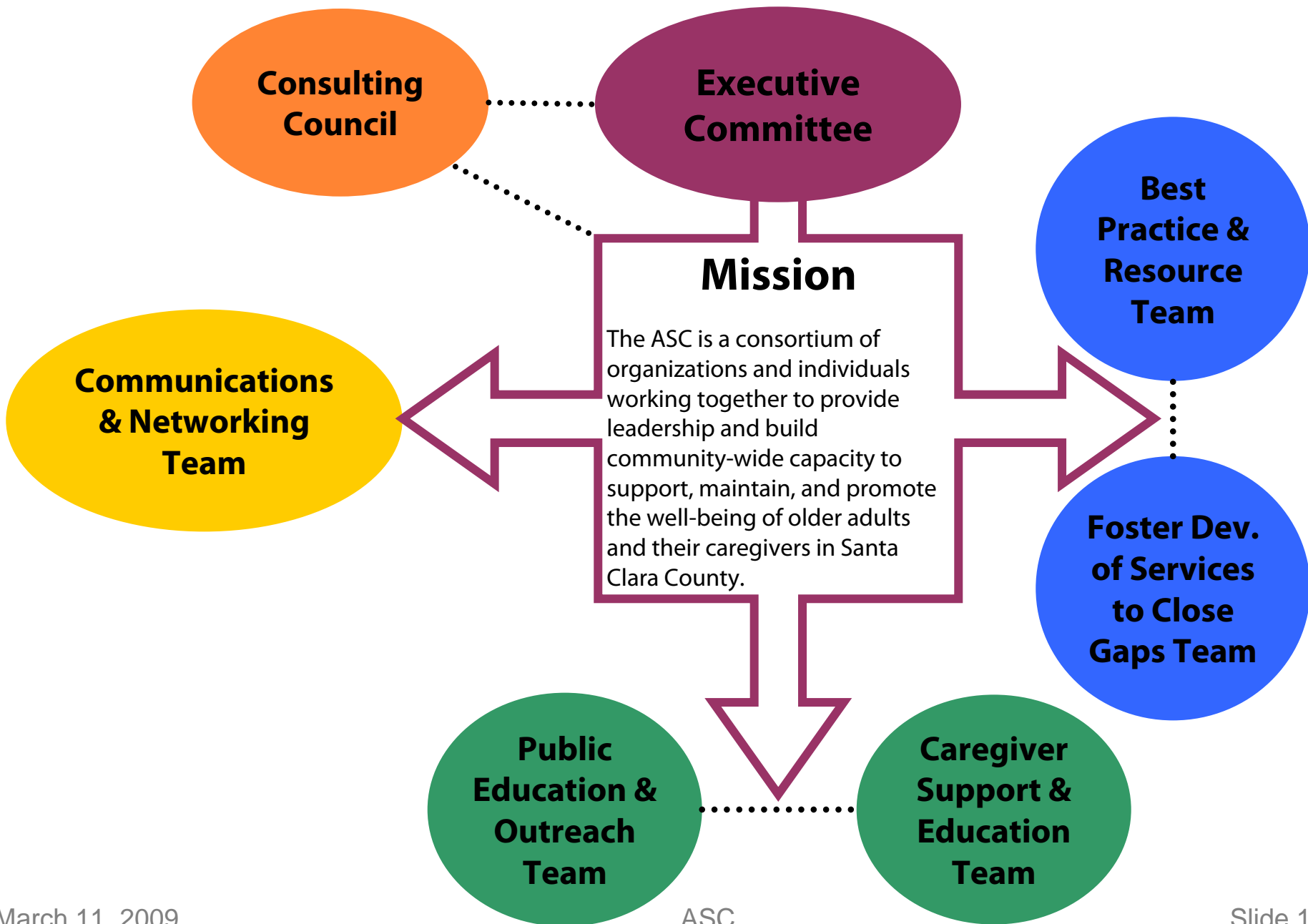
HOW DOES THIS GET DONE?

How do we engage in ASC activities?

- **Changing ASC infrastructure**

- Standing committees ?
- Ad hoc teams that disband when job is done ?
- New networks within the ASC ?
- Integrate existing efforts – advocacy ?+

Proposed ASC Infrastructure



YOU are the ASC

- Give us your feedback
- Show us where your energy is?
- What's next?

Questions for Small Groups

1. Round Robin: Please introduce yourself and the kind of work you do, and describe how the collaborative can help you right now?
2. **What did you hear in the presentation that excited you?**
3. **Is there anything you need from the collaborative that you did not hear in the presentation?**
4. How accurately do the new goals, objectives and structure of the collaborative address what you need and want from the collaborative?
5. How well do the impact statements capture what you hope the collaborative will achieve?
6. **What changes or additions do you want to recommend to the goals? Objectives? Impact statements? Infrastructure?**
7. What are you personally willing to commit to? (Please sign up to participate in whatever activities most interest you)

Upcoming ASC Meetings

Orientation Meetings

| Day / Time | Team |
|-------------------|--|
| Tues. March 31 | Public Education & Outreach |
| Thur. April 2 | Caregiver Support and Education |
| Wed. April 8 | Best Practices Promotion |
| Thur. April 9 | Communication & Networking |

Each of the Orientation Meetings will be held at The Health Trust (2105 S. Bascom Ave.) from 9am to 12pm.

All-ASC Meetings

| Day / Time |
|------------------------|
| Wed. May 13, 2009 |
| Wed. July 8, 2009 |
| Wed. September 9, 2009 |
| Wed. November 11, 2009 |

Each of the All-ASC meetings will be held in the Cupertino-B Room at the Sobrato Building (1400 Parkmoor Ave.) from 2pm to 4pm.