Aging Action Initiative

WHAT'S NEXT FOR AAI?

Workgroup Gathering Discussion Summary – September 27, 2016

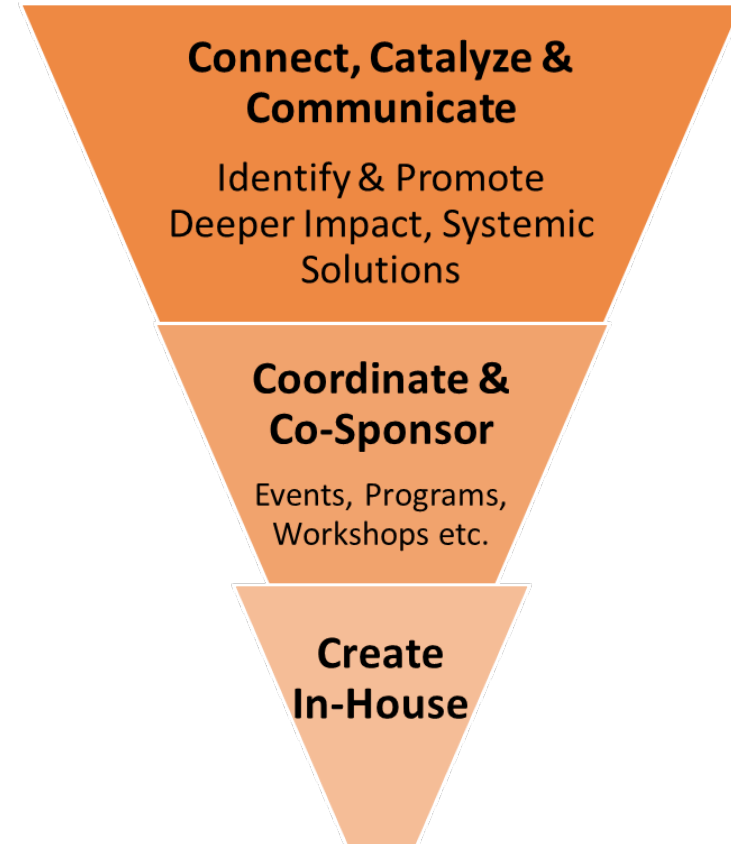# Aging Action Initiative 2.0

Vision and Purpose

A county-wide, age-friendly environment, especially for those in need, collectively created by a strong, diverse network through a system-wide approach to education, advocacy, and coordinated services.

Implementation Strategies

Aging Lens – Bring the voice of aging to every community issue; engage in joint outreach and advocacy; set and track system-wide collective impact objectives.

Coordinate and Amplify – Strengthen, amplify and knit together existing initiatives and services.

Relationship Building – Workgroup members co-create advocacy agendas and co-sponsor AAI workshops.

Connect, Catalyze & Communicate

Identify & Promote Deeper Impact, Systemic Solutions

Coordinate & Co-Sponsor

Events, Programs, Workshops etc.

Create In-House

How should we engage the AAI network to get there from here?

- How can we raise the visibility of aging, aligning programmatic outcomes, and advocate for systemic change?

- What role would you and/or your organization like to play?

- Who else needs to be engaged?

- How do we work to weave together cross sector efforts? (Age Friendly Communities, ADRC, Section on Aging, Commission on Aging etc.)

Systems Change

How can we raise the visibility of aging, aligning programmatic outcomes, and advocate for systemic change?

How do we work to weave together cross sector efforts?

- Establish specific objectives

- Commitment and accountability when partnering with other organizations

- Be involved in our communities, i.e. city planning

- Engage in community organizing

- Big support for more micro to macro

- Look at other systems change networks and learn from them, i.e. Individual Living network

Operating Models

How can we raise the visibility of aging, aligning programmatic outcomes, and advocate for systemic change?

How do we work to weave together cross sector efforts?

- Don't lose the work done to date and Workgroup expertise
- Balance collective voice with individual organizations' uniqueness
- Weave together different groups
- Build sustainable infrastructure for lasting effect
- Matrix by Issue Area and Action Strategies
- Steering Committee needs to be influential decision makers
- Name and call out Housing and Transportation
- Consider how funding will be distributed
- Information and referral online and phone service
- Look for ways to fund systems change
- Cradle to career as a model
- Co-sponsorship as a model

Outreach and Marketing

How can we raise the visibility of aging, aligning programmatic outcomes, and advocate for systemic change?

- Get supporters of aging issues to show up together at November Board of Supervisors meeting
- Create a collective understanding of aging
- Position as "Aging impacts everyone"
- Look for ways to connect on positive elements of aging not just the fear or need
- Build awareness about aging
- Build awareness about aging services
- Market it as "systemic problem"
- Do funder convening
- Target various audiences: seniors, service providers, funders
- Target messages: finances, awareness, resources, volunteers
- Collective, county-wide campaign on aging for individual programs and organizations
- Network email
- Multimedia

Data Measurement and Collection

How can we raise the visibility of aging, aligning programmatic outcomes, and advocate for systemic change?

- Measure effectiveness, outcomes, impact

- Have specific metrics for what change will look like

- Consider metrics by physical characteristic vs. age

- Make it evidence-based

- Align data and outcome goals with other initiatives, MCF, Transit, etc.

Who

Who else needs to be engaged?

- Board of Supervisors

- Nontraditional stakeholders, i.e. big businesses

- Funders

- The Buck Institute

- Nurses and assisted living facilities

- Healthcare

- Transit, i.e. Smart Train

- Housing

- Include other coalitions: education, schools, faith-based communities