



























Jewish Family and

Children's Services

of San Francisco, the Peninsula

































WHAT'S NEXT FOR AAI?

Workgroup Gathering – September 27, 2016

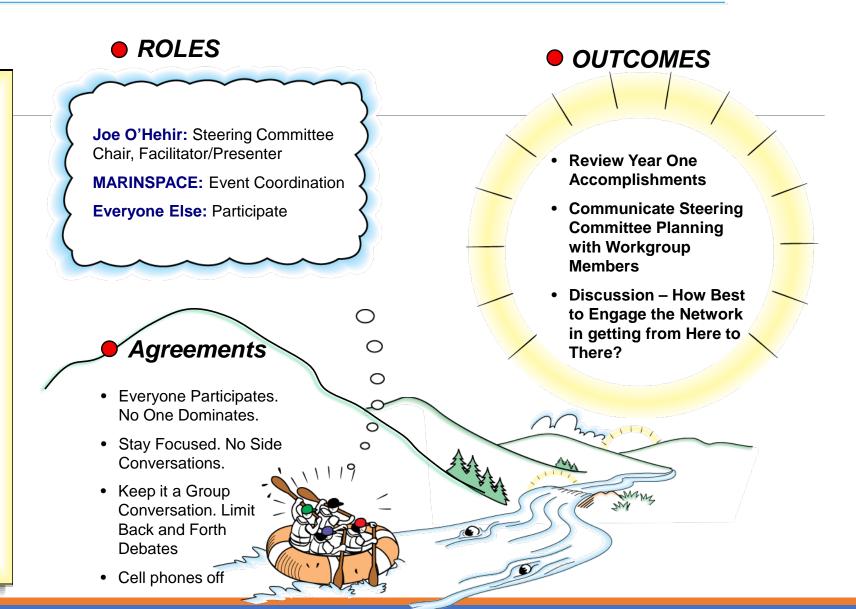
**COUNTY OF** Funded by: MARIN

### **Aging Action Initiative – Workgroup Gathering 9.27.16**

#### AGENDA

#### TIMES ACTIVITIES

- 9:00 Arrival, Refreshments, Gallery Walk
- 9:15 Welcome, Introductions, Agenda, Outcomes
- 9:25 Year One Highlights
- 9:30 Gallery Walk Rotations
- 9:50 Steering Committee Planning Presentation
- 10:20 Reflections/Discussion
- 10:50 Moving Forward & Next Steps
- 11:00 Adjourn



# **Year One Highlights**





A Workshop for Front Line Information Assistance and Resource Referral Staff



**DIGITAL INFORMATION EXCHANGE** 

Food Policy & SSI Reform

**ECONOMIC SECURITY** 

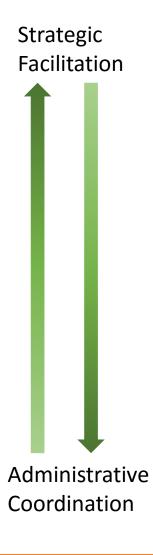


**NUTRITION EDUCATION** 

# **Steering Committee – Strategic Direction**

- ✓ Continue the Collaborative/Networked implementation approach
  - AAI is a Convener and Relationship Builder bring people and organizations together; coordinate
    info sharing and alignment
- ✓ **Bring the Aging Lens** to existing community conversations raise awareness and change perception about both the needs of and "beauty" of aging; Aging at every table
  - Coordinate advocacy, outreach, communication and co-branded public awareness campaigns
  - AAI Community Ambassadors
- ✓ Target Deeper Solutions that focus on Strategic, Systemic Impact
  - Promote and coordinate collective efforts that result in increased access and use of existing programs and services for specifically targeted areas of need (i.e. navigators, enhanced assistance, care coordinators etc.)
  - Identify and help fill Service Gaps through policy related coalition building activities
- **✓** Leverage Success of Collectively Created Y1 Programs
  - Re-package Y1 projects (trainings, guides, info "kits" etc.) for scalable distribution
  - Move from being a producer to a distributor (franchise/License) of collectively created solutions

## 3 Types of Engagement – Marin Interfaith Council



### **Description**

- Help launch activities in a coordinated way
- Create Connections & Relationships
- Raise Awareness: Power of Presence
- Outreach
- Brand Credibility
- Fiscal Agent
- Project/Event Management
- Builds MIC Credibility
- Tangible Action: Events, Programs etc.

Connect,
Catalyze &
Communicate

Co-Sponsor

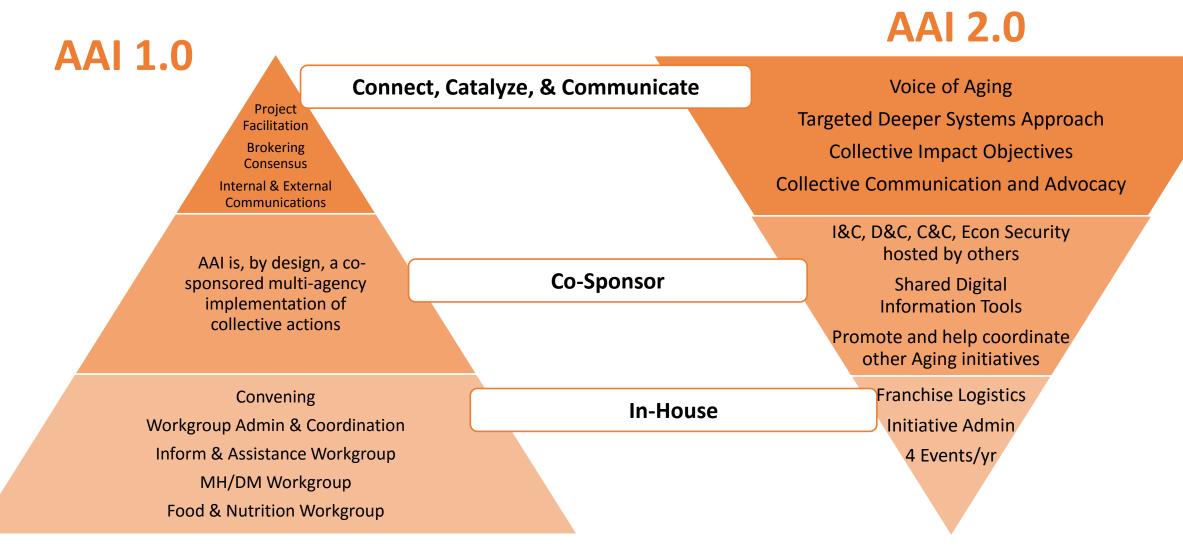
Create In-House Programs

### **Examples**

- Convene meetings
- Speaker/Presenter
- One-on-one or sm grp meetings
- Newsletter/Website
- i.e. Hannah Project
- Annual Crop/Hunger Walk
- Vigil for Orlando Shootings Spahr Center
- Iftar Dinner
- Religious Leaders Gatherings (4x/yr) and Retreats (2x/yr)
- Forums (2x/yr)
- Prayer Breakfast (1x/yr)

Note: Size of object above = volume of dedicated org resources

## **3 Types of Engagement**



## **Aging Action Initiative 2.0**

### Description

### Strategic **Facilitation**

**Administrative** 

Coordination

- Bring the Voice of Aging/Aging Lens to every Issue -Raise Awareness & Coordinate Outreach
- Facilitate common-ground on evidence-based measures of success to help identify gaps and targeted needs and track collective impacts
- Host/Manage Collective Communication & Advocacy Tools
  - Outreach/Promote AAI Workshops that are hosted by other organizations
  - Promote "bright spots" (existing programs & services)
  - Partner/Help Coordinate/Promote Age Friendlies, Mobility Consortium, Commission on Aging, MCF Initiatives etc.
  - Event/Project Management
  - Develop/Manage "Franchising" policies/practices for use of AAI curriculum (Train-the-Trainer etc.)

### Connect, Catalyze & Communicate

Identify & Promote Deeper Impact, Systemic Solutions

### Coordinate & **Co-Sponsor**

Events, Programs, Workshops etc.

### Create In-House

#### **Potential Actions**

- Aging In Marin Speakers Kit/Speaker's Bureau
- Retirement to Rest Collective Impact Goals
- Aging ambassadors attend community forums & policy meetings to represent "Aging"
- Advocate/Endorse Projects, Policies, Causes
- Mange Website, Shared Calendar of Aging Related **Events, Produce Monthly Newsletter**
- Outreach/Promote availability of D&C and C&C Trainers and attendance at workshops
- Outreach/Promote Economic Security Workgroup Events
- Feature other's events/programs in newsletter/website
- Continue to develop Digital Information sharing tools & systems
- Produce Annual Convening, I&A Workshop (2x/yr), and D&C Train-the-Trainer Workshop
- Produce Tools/Videos/Handouts from AAI Curriculum
- Manage D&C Quick Reference Guide Distribution
- Support administrative needs of Steering Committee, Workgroups and/or Action Teams

Note: Size of object above = volume of dedicated org resources

# **AAI 1.0**

### Vision & Purpose

A county-wide, age-friendly environment, especially for those in need, collectively created by a strong network of aging service providers and funders through public education, policy advocacy, and coordinated services.

### Implementation Strategies

- Important Focus on issue areas not already addressed by other groups: Nutrition, Mental Health & Dementia, Information & Assistance, Economic Security.
- Doable Focus on actions that could be planned and completed within one year.
- Relationship Building Workgroup members cocreate collective actions

# **AAI 2.0**

### Vision & 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 & Amplify strengthen, amplify and knit together existing initiatives and services.
- Relationship Building Workgroup members cocreate advocacy agendas and co-sponsor AAI workshops

# **Operating Structure Recommendations**

### **AAI 1.0**

### **Steering Committee**

4 Issue Area **Workgroups** act as peer advisory/coordinating bodies for Action Teams

- Info & Assist
- Food & Nutrition
- Mental Health & Dementia
- Economic Security

**Action Team's** implement projects as task oriented subcommittees of Workgroups

### **AAI 2.0**

Create Larger Partnership Council with Steering Committee as the Executive body

3 Workgroups Work Across All Issue Areas:

- Joint Outreach, Public Education & Advocacy: oversee communications projects and recommend advocacy agenda to Partnership Council
- Coordinated Services: shared information and program/service coordination
- Collective Impact: set and monitor systemwide, targeted, impact objectives

Action Team's function as task oriented subcommittees of Workgroups

# **Next Steps - AAI Transition Process**

Y1 Wrap Up

**Transition** 

2017...

### **Producer**

### Jul-Aug

Complete last round of events

### Aug-Sep

- Begin to repackageY1 Content
- Steering CommitteePlanning

#### **Oct-Dec**

- Maintain AAI Communications
- RFP AAI 2.0 Project Management

#### Nov

BOS Funding Presentation

#### Dec

Project Mgmt Contract
 Finalized

### **Distributor & Promoter**

#### Jan

- 4<sup>th</sup> Public Convening
- Launch New Actions

# 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.)