



Aging Action Initiative

WHAT'S NEXT FOR AAI?

Workgroup Gathering – September 27, 2016

Aging Action Initiative – Workgroup Gathering 9.27.16

● AGENDA

TIMES ACTIVITIES

- | 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 |

● ROLES

- Joe O’Hehir:** Steering Committee Chair, Facilitator/Presenter
MARINSPACE: Event Coordination
Everyone Else: Participate

● OUTCOMES

- Review Year One Accomplishments
- Communicate Steering Committee Planning with Workgroup Members
- Discussion – How Best to Engage the Network in getting from Here to There?

● Agreements

- Everyone Participates. No One Dominates.
- Stay Focused. No Side Conversations.
- Keep it a Group Conversation. Limit Back and Forth Debates
- Cell phones off



Year One Highlights

Detect & Connect²



Inform & Connect

A Workshop for Front Line Information Assistance and Resource Referral Staff



DIGITAL INFORMATION EXCHANGE

ECONOMIC SECURITY



NUTRITION EDUCATION

Food Policy & SSI Reform

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

Strategic
Facilitation



Description

- Help launch activities in a coordinated way
 - Create Connections & Relationships
 - Raise Awareness: Power of Presence
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- Outreach
 - Brand Credibility
 - Fiscal Agent
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- 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
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- Annual Crop/Hunger Walk
 - Vigil for Orlando Shootings - Spahr Center
 - Iftar Dinner
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- 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

Administrative
Coordination

3 Types of Engagement

AAI 1.0

AAI 2.0

Connect, Catalyze, & Communicate

Project Facilitation
Brokering Consensus
Internal & External Communications

Voice of Aging
Targeted Deeper Systems Approach
Collective Impact Objectives
Collective Communication and Advocacy

AAI is, by design, a co-sponsored multi-agency implementation of collective actions

Co-Sponsor

I&C, D&C, C&C, Econ Security hosted by others
Shared Digital Information Tools
Promote and help coordinate other Aging initiatives

Convening
Workgroup Admin & Coordination
Inform & Assistance Workgroup
MH/DM Workgroup
Food & Nutrition Workgroup

In-House

Franchise Logistics
Initiative Admin
4 Events/yr

Aging Action Initiative 2.0

Description

- 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
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- 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.
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- Event/Project Management
 - Develop/Manage "Franchising" policies/practices for use of AAI curriculum (Train-the-Trainer etc.)

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
 - Mangle Website, Shared Calendar of Aging Related Events, Produce Monthly Newsletter
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- 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
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- 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

Connect, Catalyze & Communicate
Identify & Promote Deeper Impact, Systemic Solutions

Coordinate & Co-Sponsor
Events, Programs, Workshops etc.

Create In-House

Strategic Facilitation



Administrative Coordination

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 co-create 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 co-create 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 system-wide, 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 repackage Y1 Content
- Steering Committee Planning

Oct-Dec

- Maintain AAI Communications
- RFP AAI 2.0 Project Management

Nov

- BOS Funding Presentation

Dec

- Project Mgmt Contract Finalized

Distributor & Promoter

Jan

- 4th 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.)