

May 2021

Building Communities of Strength: May Communications Campaign



Join us throughout May as we mark Older Americans Month and advocate for support of the aging services care infrastructure. Each May, the Administration for Community Living recognizes Older Americans Month to acknowledge the contributions of older adults. This year, the observance's theme "Communities of Strength," is especially relevant, as the country debates the value of supporting our national care infrastructure. It's time to renew and revitalize how we support older Americans and their families, as millions of us live longer. Join us all month and check out our [toolkit of materials and ideas](#) on how to participate.

Photo Request: Show Us YOUR Strong Communities

We are looking for photos from members that we can share throughout May. Help us showcase themes such as building endurance, overcoming challenges, and celebrating the joy in little. Photo ideas include: staff working with residents on using technology, residents participating in community programming, and reunion photos. Please send your photos to communications@leadingage.org. Thank you for your help!



LeadingAge Annual Meeting – October 24-27, 2021 – Atlanta, GA

A Message from Katie Smith Sloan

Later this year, LeadingAge is convening our membership in Atlanta, in a state currently at the center of the voting restriction issue. As is required for an event as large as ours, the location and venue were selected years in advance. But we cannot overlook the current situation as we prepare for our time in Georgia.

Voting is a fundamental right that doesn't expire with age. We oppose actions or efforts to restrict that right. Regardless of race, economic status, political affiliation, ability, or age, we all should be able to make our voices heard as part of the democratic process.

LeadingAge will work with colleagues and other stakeholders to identify opportunities to enhance our national efforts to support voter rights for the older adults we serve and those who work in our member organizations...

[Read Katie's entire message](#) on how LeadingAge members will convene in Atlanta this fall.

Nominate Someone Today!

The LeadingAge Annual Awards honor individuals that embody excellence in mission-focused aging services leadership, are models of quality and innovation, and are making outstanding contributions to our field that merit national recognition. Nominations are currently being accepted in three categories: [Award of Honor](#), [RWJF Award for Health Equity presented by LeadingAge](#), and [Joan Anne McHugh Award for Leadership in LTSS Nursing](#). The deadline to submit your nomination is June 18, 2021. [Learn more about the award criteria and nomination process](#). Questions? Please contact [Amanda Marr](#).

LeadingAge Virtual Lobby Day Breaks Records

On April 21st, LeadingAge hosted its first ever Virtual Lobby Day where 423 LeadingAge members met with 302 Congressional offices to talk about key legislative priorities. Members shared moving stories with U.S. Representatives and Senators and their staff to raise awareness of the critical needs in the field. Read more about the event at <https://leadingage.org/workforce/virtual-lobby-day-breaks-records-and-focuses-workforce-priorities>.

Building Trust Initiative: Changing the Perception of Aging Services

Earlier this year, the LeadingAge Board of Directors recommended the creation of a long-term initiative designed to change public attitudes and evoke positive public perceptions of aging services across the continuum.

The initiative will be founded on solid research; the research and discovery phase of the project is underway. Our researchers have spoken with providers and staff, services caregivers, academics, LeadingAge leaders and sponsors, marketing experts, and current and potential customers to assess their understanding and viewpoints. We will soon conduct a national poll to learn from a broader audience; the poll will explore message frames and specific language. With these learnings, we will formulate the initiative, including producing resonant messages, identifying effective messengers, and developing compelling materials.

We will invite LeadingAge Board members, state partners, members, and coalition partners to participate—and will reach out to influencers, thought leaders, policy makers, and other stakeholders to leverage our learnings in support of aging services providers and the dedicated people who care for Americans as they grow older.

Please watch LeadingAge communications for updates.

LeadingAge Unveils Major Caregiving Infrastructure Plan

In early April, LeadingAge held a virtual press conference and released our plan to build the national aging services infrastructure needed to keep up with America's growing older population. The comprehensive [Blueprint for a Better Aging Infrastructure](#) will help address the needs of millions of middle and lower income people and their families who require aging services and supports, including affordable housing, in-home care and services, and 24-7 nursing care. [Watch the virtual press conference recording](#) and [read the press release](#).

- Build a Larger, Stronger Aging Services Workforce
- Support Care in the Home and Community
- Expand and Improve Affordable Housing
- Strengthen Nursing Homes and Other Congregate Living Communities
- Reform Long-Term Care System and Financing
- Ensure a Comeback from COVID

LeadingAge and AHCA: Joint Nursing Home Policy Recommendations

LeadingAge and the American Healthcare Association (AHCA) announced a set of policy recommendations aimed at ensuring quality in nursing homes. Released under the name "Care For Our Seniors Act," the recommendations are an important and immediate first step to help resolve systemic challenges in long-term care. We intend to follow up throughout the year with additional recommendations that expand these ideas.

- Strengthening Long-Term Care Through Improvements
 - Clinical: Enhancing the Quality of Care
 - Workforce: Strengthening and Supporting our Frontline Caregivers
 - Oversight: Improving Systems to be More Resident-Driven
 - Structural: Modernizing for Resident Dignity and Safety

Register Today for 2021 Collaborative Care HIT Virtual Summit

Registration is now open for the [2021 Collaborative Care HIT Virtual Summit](#), to be held June 8-10, 2021. LeadingAge CAST convenes this annual summit, which will focus on the role of health IT in collaboration during crises.

Spotlight on LeadingAge Toolkits

- The [COVID-19 Nursing Home Toolkits and Resources](#) are exclusively for LeadingAge members, and can be adapted as appropriate to reference relevant state laws or regulations. These are part of a series of toolkits developed with Pathway Health. The Testing Toolkit has 13 sections focusing on testing policies, learning and leadership, competencies, pre- and post-testing, outbreak investigation, swabbing collection, and billing.

- Vaccination Tips and Tools – This toolkit includes educational materials specific to LeadingAge member service lines, government and pharmacy partner resources and tips for encouraging staff vaccination. <https://www.leadingage.org/vaccination-tips-and-tools?qa=2.225628186.1095046892.1614089080-1900824015.1577973417>
- A [*new toolkit*](#) from the LeadingAge LTSS Center @UMass Boston outlines steps that policymakers at the state level can take to implement a pay-for-performance (P4P) program that uses Medicaid funds to promote person-centered care in nursing homes. [*Using Medicaid Funds to Promote Person-Centered Care in Nursing Homes: A Toolkit for Policymakers*](#) focuses on lessons learned from implementation of the Promoting Excellent Alternatives in Kansas Nursing Homes (PEAK 2.0), a program that helps Kansas nursing homes implement person-centered care.



LeadingAge Pandemic Playbook
playbook.leadingage.org

LeadingAge members and their dedicated staff have developed critical strategies to navigate during a pandemic. We have gathered and analyzed that collective intelligence for today and the future. And, for ease of use, there is a Search function to expedite topic-specific research.

The Pandemic Playbook will guide aging services providers in preparing for and mitigating the impact of this and any future pandemic-like event by applying lessons learned over the past year. This interactive, web-based tool is filled with a curated set of successful strategies, links, videos, images, podcasts, and resources from across the field.

Playbook content is updated routinely, to assure that information is both relevant and timely. For additional information, please contact Nancy Hooks at nhooks@leadingage.org.

Save the Date: Global Ageing Network Summit, September 7-8, 2021

Our global community of providers support each other by sharing experiences, strategies, and solutions. The more we can expand and strengthen our global network, the greater our ability to address issues of quality, access, innovation and equity—in care practices, prevention, wellness, and living arrangements. Mark your calendars and stay tuned for more information about this event.