

May 2022

May is Older Americans Month!

Older Americans Month (OAM) resources are available for you now! The 2022 theme is *Age My Way*. LeadingAge will use the occasion to recognize older adults, and address two major challenges facing older adults who want to age their way: lack of awareness of existing aging services and a crisis in access to care. Now available for your local use: a toolkit of resources, which you can access on the LeadingAge [website](#). Our new [Keep Leading Life](#) public service campaign aligns perfectly with the OAM theme, and the toolkit contains campaign videos and social media graphics/text from the campaign.

You can join us by using the [2022 OAM toolkit of resources](#) including social media copy and graphics, newsletter copy, and more! Please join the Video Share Days, May 4th and May 24th, when we seek to flood the Internet with the Choices and Life Changes videos (available in the toolkit). We also will distribute an Action Alert to advance our call for greater resources to ensure access to care and services for all older adults.



NEW Public Service Campaign: Keep Leading Life

Keep Leading Life—the new LeadingAge public service campaign to introduce the full aging services sector to the general public—is now live. Stemming from the research-backed guidance developed through the Opening Doors to Aging Services initiative, the campaign reflects a range of care and services options for older adults, demonstrating that with extra help from aging services professionals, older adults continue to live fulfilling lives.

Find the campaign's digital, print and video assets—free to LeadingAge members—at [OpeningDoors.org/resources](#). Visit the campaign landing page: [KeepLeadingLife.org](#)

Fellowship Program for New CEOs

Member CEOs and executive directors who are new to their roles are invited to register for LeadingAge's virtual Fellowship Program. The curriculum will guide a small cohort of participants through a transformative experience that's designed to enhance leadership confidence and effectiveness through deep thinking, introspection, and the collective power of a peer network. [Learn more and sign up](#) – class size is limited to 20, to ensure that participants can have in-depth, meaningful conversations in an intimate setting.



LeadingAge Award Nominations are Open

LeadingAge annual awards honor individuals who 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 in all three categories are due by June 17th. [*Which of your colleagues deserve the spotlight?*](#)

COLLABORATIVE CARE TECH

SUMMIT 2022

VIRTUAL | JUNE 7-8

Connecting and Strengthening Workforce

The Collaborative Care Tech Summit is the premier conference for technology leaders in long-term and post-acute care (LTPAC). Hosted by LeadingAge and the LTPAC Health IT Collaborative, the summit convenes providers, payors, and technology vendors to advance innovation in how we serve older adults and others with chronic conditions. Join us at this year's virtual summit for a deep dive into how technology can connect and strengthen our workforce.

This year's program features the most critical workforce and technology topics in the sector, with keynotes and sessions on a range of actionable issues including:

- Future of Technology in Fixing Workforce Challenges
- Developing a Technology-Empowered Care Workforce
- Efficiencies and ROI of Effective Health IT Integration

Leaders of Color Network

As LeadingAge is committed to building an equitable and inclusive aging services community, we have launched the [*Leaders of Color \(LoC\)*](#) Network, a professional networking group for senior, mid-level, and emerging leaders of color employed by LeadingAge member organizations. [*Join the over 100 members of the Network*](#) today to connect with peers and fellow LeadingAge members to share challenges and success stories related to negative work-related issues around race and racism, exchange resources and ideas, and to hear from experts on topics reflecting the expressed needs and interests of people of color within our field.

How We Support Older Adults in the Ukraine

As the war in Ukraine escalates, our hearts go out to all who are impacted, particularly the older adults whose lives have been upended. We support the protection of older adults in the Ukraine and encourage

you to visit the [HelpAge International site](#) for further information on how our members are able to help older adults in the Ukraine. Please keep the people of Ukraine in your hearts as the conflict continues.

Long-Awaited NASEM Nursing Home Quality Report

On April 6th, the National Academies of Sciences, Engineering, and Medicine released the first comprehensive study of the challenges facing nursing homes in the United States in 35 years. [The National Imperative to Improve Nursing Home Quality: Honoring Our Commitment to Residents, Families and Staff](#) examines how our nation delivers, finances, regulates, and measures the quality of nursing home care with particular emphasis on challenges that have arisen in light of the COVID-19 pandemic.

In addition to the full report, NASEM created documents summarizing [report highlights](#) and [recommendations](#). Check out the latest insights from LeadingAge on the report:

- [Statement from LeadingAge CEO Katie Smith Sloan](#)
- [Long-Awaited NASEM Nursing Home Quality Report Released](#)
- [Interview with Dr. Tamara Konetzka](#)



Join the Study Tour in Vienna – September 26-October 10, 2022

The Global Ageing Network and Dialog Health are pleased to invite you to “The Austrian Aged Care System” study tour—the first organized after the adjournments linked to the Covid-19 crisis. You’ll explore strengths and challenges of the Austrian elder care system, get an overview of its geriatric pathways, and discover innovations in practice. As the world’s population ages it is important that we investigate different ways of meeting the challenges of the future, and these study tours provide an ideal forum to inform and educate. [Learn more.](#)



Why Climate Change Matters in Aging Services

What expertise could we or our field possibly bring to the task of addressing such a colossal global challenge? New research from the LeadingAge LTSS Center answers that question. [The Impact of Climate Change: Why Older Adults are Vulnerable](#) makes a strong case for why providers of aging services *must* care about climate change—and offers a list of actions providers can take to mitigate the negative impact of climate change on the people they serve.

Workforce

We understand your critical workforce needs. To that end, we developed a vision for professionalizing our caregiving workforce that calls for six strategies. We continue to develop solutions for our members, including the following:

- [*Spotlight: Workforce Well-Being: It's About Burnout*](#)
- [*Research Brief: Exploring Home Care Aide Training in Seven States*](#)
- [*Immigration Policy and Aging Services: The Latest Updates*](#)
- [*Making Care Work Pay*](#)
- [*Careers in Older Adult Services Fact Sheet*](#)
- [*Reaching Nontraditional Populations*](#)

Board Practices and Processes: Resources on Good Governance

Strong and effective governance boards is a key aspect of a successful organization. Access the [*Board Practices and Processes virtual course*](#) to guide your organization through the fundamental responsibilities, practices, and principles of good governance. Jane Mack, President and CEO of Friends Services Alliance, addresses topics ranging from bylaws and meeting agendas to board development, expectations, responsibilities, and more.

New Insights and Tools from LeadingAge

LeadingAge staff experts are developing essential advocacy, guidance, and tools, and curating the most relevant resources for aging services providers, including:

- [*Nursing Home Weekly Recap*](#)
- [*Life Plan Community Weekly Recap*](#)
- [*Home Health and Hospice Weekly Recap*](#)
- [*PACE Weekly Recap*](#)
- [*Senior Housing Weekly Recap*](#)
- [*HUD Anticipates, Navigates Service Coordinator Grant Delays*](#)
- [*HUD Proposes Renewal Guide Changes to Rent Comp Study Policy*](#)
- [*LeadingAge Housing Survey Shows Less COVID, More Workforce Challenges*](#)

A [*complete timeline of insights, tools, and useful links is available here*](#), so you'll never miss an update.

LeadingAge Pandemic Playbook

playbook.leadingage.org

Updated Weekly



“Reopen, Recover, Reimagine: Moving Forward Together” is one of the many, new additions to the LeadingAge Pandemic Playbook. This web-based resource enables us to refresh the content frequently - to focus not only on current state of the pandemic but also on how it has impacted the future of member organizations. Experience the Pandemic Playbook now at playbook.leadingage.org.

LeadingAge Member Directory: Please Review & Update Your Listing

LeadingAge.org includes an [Aging Services Directory](#) of members that is available to the general public. Members can make changes directly to their listing, adding people, updating info, and even sharing testimonials and photos. Your staff who are designated as Company Managers have access to make edits. [Visit this page](#) for more information, and if you have questions or experience difficulty, contact us at MyLeadingAgeSupport@LeadingAge.org or call 202-783-2242.