



News for HAP Partner Agencies and Friends

Summary of the HAP Monthly Meeting October 25, 2011

Hello, HAP colleagues. Below is a summary of the October 25th HAP strategic visioning meeting. Thank you to all the HAP partners who participated in the very exciting and thought-provoking discussion! Much thanks also go to Pam Piering for doing an excellent job facilitating the discussion and to Irene Stewart for summarizing it so well. We look forward to narrowing our focus and talking about how we can achieve our goals at the next HAP meeting.

The next meeting will be on **Nov. 29th (8:30-10:00)**, rather than Nov. 22nd, because of the Thanksgiving holiday.

Some people at the last meeting asked about participating on the **HAP Steering Committee**. We welcome anyone who would like to participate. HAP has no paid staff, and to maintain our coalition's strength, we need all the creative and hands-on energy we can get to reach our collaborative goals! Feel free to join us at one of the quarterly HAP Steering Committee meetings and see if it's for you. In 2012 we will meet on the following dates: January 24th, April 24th, July 24th, and October 23rd. We meet right after HAP meeting, 10:15-11:45, at Senior Services. If you have any questions about the HAP Steering Committee, please contact Sheryl Schwartz at sheryls@uw.edu.

Healthy Aging Partnership Meeting Summary

October 25, 2011, 8:30 - 10:00am

Introductions and partner announcements

- The local chapter of the Alzheimer's Association has a new President/CEO, Bob Le Roy.
- Kin On has two events coming up - a Black & White Ball (10/29) and a No

Place Like Home workshop (11/11).

- Safely Senior provides customized home modifications to accommodate limited mobility, working with residents and low-income housing managers throughout the Puget Sound region.

Brief review of HAP's history

Since the mid 1990's HAP has completed the following activities: launched the 1-888-4ELDERS marketing campaigns, including newspaper ads and articles, radio ads, and promotional giveaways; held monthly networking and planning meetings; and sponsored training events for older adults and senior-serving professionals. Most recently, HAP sponsored the _____, comprising four awards of \$5,000 each to collaborative community-based project teams. We moved to the strategic visioning discussion by asking, "What's next? Who's going to be involved? How can HAP's mission and work complement the missions of HAP member organizations?"

Strategic Visioning discussion

Pam Piering, retired director of Aging and Disability Services, facilitated a discussion about HAP's future. Pam talked about HAP's unique composition of health care, nonprofit, for profit, research and other organizations who share a "healthy aging lens." Pam encouraged participants to think outside the box as we answered four questions:

1. What are your goals and vision for HAP?
2. How can HAP support the work of your organization?
3. What factors do you think influence HAP's work?
4. Which new partners can help HAP increase our effectiveness?

Everyone at the meeting participated in the discussion, which is summarized below.

GOALS & VISION

- **Networking:** Professional connections and information sharing about aging programs and services are primary benefits of HAP participation.
 - Collaboration: HAP projects work best when there is group involvement. Interagency cooperation, reliance, and recognition are important HAP components.
 - Partnerships: New public-private partnerships should be explored.
 - Diversity: HAP should maintain its commitment to diversity, reaching out to current and new partner organizations that represent diverse communities.
- **Community Needs:** HAP should develop initiatives based upon specific community needs, which may include:
 - Healthy Aging: Healthy Aging - HAP's original vision - should be

maintained but may need to be reframed. Key audiences include the LGBT community, low-income individuals and families, baby boomers, and refugees/immigrants.

- Ageism: HAP should consider projects that celebrate aging and combat ageism.
 - Technology: HAP can embrace technology and take advantage of new applications to assist aging in place.
 - Senior Entrepreneurship: HAP can investigate opportunities to promote entrepreneurship among older people.
 - Intergenerational Programs: HAP can explore healthy aging connections with children, youth, and younger adults.
- **Effectiveness:** HAP can sharpen its impact by taking on projects that have measurable outcomes.
 - Education/Training: HAP members can deepen both self-awareness and community knowledge about aging issues.
 - Advocacy: HAP can strengthen its voice as a coalition by partnering with community-based advocacy organizations.
 - Funding: HAP should continue providing grants for community-based projects that further HAP goals.

WHAT WORKS

- **Focus:**
 - Image of Aging: As a coalition, HAP can encourage the broader community to embrace aging, possibly partnering with AARP. Promoting successful aging (to combat ageism) should include better understanding of living well despite chronic conditions, including examples of older adults who overcome challenges. Parallels with younger people can strengthen this effort. Strategies that have been effective in addressing other "isms" may support this work. Wendy Lustbader, author of *Life Gets Better: The Unexpected Pleasures of Growing Older*, may be a resource.
 - LGBT: The National LGBT Resource Center and SAGE provide training for aging services providers. Elements of Dan Savage's *It Gets Better* campaign for LGBT youth may work for LGBT elders and for aging in general.
 - Physical Activity: Fitness is one of several keys to healthy aging.
 - Technology: HAP may explore partnerships with municipal and/or public broadcasting stations (e.g., Philadelphia's *Coming of Age* program partnered with WHYY public TV to broadcast vignettes of older residents who were living life to its fullest).
- **Outcomes:** HAP should focus on initiatives that have specific measurable outcomes, setting succinct, concrete objectives that are achievable.

- Balance: HAP needs to maintain balance between large social change initiatives and smaller focused projects. Where feasible, HAP can piggyback on existing social marketing campaigns and projects.
- Grants: HAP can include more healthy aging requirements within its grants program.
- Needs Assessments: HAP should rely on existing needs assessments, data, and measures available from Aging and Disability Services, Pierce County Aging and Disability Resource Center, and the Behavioral Risk Factor Surveillance Survey.

POTENTIAL PARTNERSHIPS

- Clients/consumers
- Health Organizations: Nonprofit health promotion organizations (e.g., Heart Association, Diabetes Association) promote healthy aging as well as chronic disease management programs. Health care providers, including those offering alternative treatments, should get involved. Health care systems, faced with penalties for high readmission rates, should support healthy aging activities. Qualis Health may be able to provide information about communities engaged in care transitions planning in the Puget Sound region.
- Higher Education: Universities and community colleges offer a variety of lifelong learning opportunities for older adults.
- Media: Public broadcasting stations
- New/Different Nonprofits: As an example, Frye Art Museum hosts here:now-Arts Engagement for People Living with Dementia, is a good model.
- Public-Private Partnerships: Larger for-profits, including large retails, have compelling interests in supporting healthy aging, and can provide technical assistance to the HAP.

NEXT STEPS

- Objectives: The group should follow up on this discussion, prioritize and set specific objectives at November meeting. Note: the November meeting will be held on the 5th Tuesday, November 29th.
- Membership: Brainstorm potential partners and specific incentives for their involvement (i.e., what would motivate a new partner to join HAP's effort). Coalition members should confirm their commitment. Members can be reminded of expectations more frequently (time and money). Member organizations can add HAP objectives to their work plans.
- Structure: Post steering committee and project leadership information on the HAP Web site.

Next HAP Meeting

Tuesday, Nov. 29th, 8:30-10:00am, at Senior Services (2208 2nd Avenue, Seattle).

Attendees

1. Alan Abe, King County Emergency Medical Service
2. Mari Becker, Seattle Dept. of Parks and Recreation, Lifelong Recreation
3. Kathleen Crompt, Wallingford Community Senior Center
4. Sopha Danh, Neighborhood House
5. Eden Greer, SightConnection
6. Doug Harkness, Full Life Care
7. Cecily Kaplan, Greenwood Senior Center of the Phinney Neighborhood Association
8. Joanne Maher, Alzheimer's Association
9. Andrea Meewes Sanchez, Senior Services
10. Ron Mitchell, Safely Senior
11. Sarah Myers, Washington Adult Day Services Association
12. Pam Piering, Consultant
13. Terry Raisio, Safely Senior
14. Bob Riler, Pierce County Aging and Disability Resource Center
15. Ruben Rivera-Jackman, King County Housing Authority
16. Sheryl Schwartz, UW Health Promotion and Research Center
17. Irene Stewart, Aging and Disability Services
18. Karen Winston, Aging and Disability Services
19. Jessica Wong, Kin On Community Health Care

Do you have questions or comments about HAP?_

Please contact: Sheryl Schwartz

UW Health Promotion Research Center

206-685-7258

sheryls@uw.edu

