

Strategies for Enduring Transformational Change to Advance Healthy Aging

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Changing American Culture

- We are in the service of a **great vision**
 - Mainstreaming access to tools for health
 - Building a platform for health and quality of life
 - This is a **MISSION**, not a **PROJECT**



Launching Lasting Change

- Current projects are “seed money” to launch a new movement
- Need to identify and involve many “investors” in order to take this to scale
- Scale = creating a new norm for healthy living
- Scale = new norms for widespread ready access to proven programs and services



Major Assumptions

- Lasting Change
- Converting Aging Network to a Platform for Health
- Aging Network Leading Conversion of Other Systems to Platforms for Health
- Moving From Projects to Tipping Points
- Cannot Work Alone!!! – Partners Essential
- 80/20 Rule



Building a “Franchise” For Health

- Essential Forms of Capital to Invest
 - Mission/Vision
 - Leadership
 - Organizational Commitment
 - A Community of Peers – a Movement
 - Mandates, competitive forces, glory, accountability
 - Capital – Money, Reach & Other Resources



Sources of Shared Leadership: Bringing Vision & Expectations

- AoA and NCOA
- State Departments of Aging and Public Health
- 4 A's/ AAA's/ Aging Network
- Other Partners--- 80/20 Rule
- Alignable Incentives
- Funders
- Associations



Target Sectors For ADOPTION/ENGAGEMENT



Selection Criteria

- Organizations with Aligned Mission Who:
- Have a heart for it - Care about this movement
- Will Benefit From Engagement Over Time
 - Obligations
 - Needs
 - Outcomes



Selection Criteria

- Potential for Scale/Impact
 - Directly/Indirectly
- Mutual Benefit/Alignable Incentives
- Aligned Mission/Vision
- Product Champion
- Has Relevant Resources



Relevant Resources Vary

- Funding for Training, Materials, Staff
- Staff Motivated to Lead
- Space for Programs
- Access to Target Populations
- Ability to Outreach/Market
- Opinion Leader/Standard Setting Agency



California Examples

- Statewide Steering Committee
- Expansion & Sustainability Think Tank
 - Identify Strategic Sectors for Partnership
 - Identify Funding to go to Scale and Extend Timeframe for Funded Leadership
 - Identify Lasting Infrastructure to Sustain



Expansion & Sustainability Workgroup

Purpose: Guidance to the CA Depts. of Aging and Public Health to craft a comprehensive expansion and sustainability plan

Members:

- **Health Plans:** Catholic Health Care West; Kaiser Permanente; St. Joseph Health System; Daughters of Charity
- **Foundations:** Archstone Foundation; UniHealth Foundation
The CA Endowment; CA HealthCare Foundation
Kaiser Permanente Community Benefit
- **Education:** Community College Educators of Older Adults
- **Non-Profit:** Partners in Care Foundation
- **Government:** Los Angeles County Public Health Department
- **Business:** Pacific Business Group on Health

Sustainability Work Group Members

- **Eileen L. Barsi**
Catholic Healthcare West
- **Diana Bonta**
Kaiser Permanente
- **Lora Connolly**
CA Department of Aging
- **Lynn Daucher**
CA Department of Aging
- **Ronald DiLuigi**
St. Joseph Health System
- **Pam Ford-Keach**
CA Department of Health Services
- **Jerry Kozai**
St. Francis Medical Center
- **Mary Ellen Kullman**
Archstone Foundation
- **Mary Odell**
UniHealth Foundation
- **Kate O'Malley**
CA HealthCare Foundation
- **James Philipp**
Pacific Business Group on Health
- **Barry Ross**
St. Jude Medical Center
- **June Simmons**
Partners in Care Foundation
- **Rita Speck**
Kaiser Permanente
- **Janet Tedesco**
CA Department of Aging
- **Lorraine Wicks**
CA Community College Educators of Older Adults
- **Dianne Yamashiro-Omi**
The CA Endowment
- **M. Lynn Yonekura**
CA Hospital Medical Center

Samples

- CDA – influence Aging Network
- Foundations – fund specific elements:
sectors/locales/expanded volume served
- Health Plans/Physician Groups
 - Pay for Performance
 - Marketing
 - Improve Health/Reduce Health Service Use
- Hospitals
 - Community Benefit & Marketing



Samples

- Community College Older Adult Programs and K-12 Resources
- Disease-Specific Organizations
- Public Health and Community Clinics
- Faith Based Settings



GREEN “HANDOUTS”

- PLEASE GO TO THE PARTNERS IN CARE WEBSITE TO DOWNLOAD THIS PRESENTATION
- WWW.PICF.ORG
- Click on Presentations

