



**United Way of the
Greater Lehigh Valley**

Lehigh Valley Alliance on Aging: A Strategic Partnership for Older Adults

*Maryland Health And Aging Summit
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Lehigh Valley Alliance on Aging

... Visioned in 1999



1. Believe In What You Do!

- ✓ Dream Big
- ✓ Feel Passionate
- ✓ Be Sincere
- ✓ Do...Make A Difference!!!



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Lehigh Valley Alliance on Aging

...Assessed from 1999 - 2001



2. Know Your Community And It's Story

- ✓ Interview, Survey And Listen
 - 70 Interviews With Local Non-profit Agencies, Business And Community Leaders
 - 1200 Interviews With Older Adults In Our Community
- ✓ Gather Data... Gather Data... Gather MORE Data...

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Lehigh Valley Alliance on Aging

...Created in 2001



3. Surround Yourself With Resources

- ✓ 22-person Steering Committee
- ✓ Consumers, Communities Of Faith, Business, Professionals, Other Funders...Equally Represented...On All Planning Levels.
- ✓ Volunteers
 - Attend And Participate 87% Of The Time
 - Do The Work!
- ✓ United Way Acts As Fiduciary Agent



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Lehigh Valley Alliance on Aging

...*Teetered in 2001*



4. Pay Attention

.....To Parking Lot Conversations!

B.Z. Toons

by Brian Zaikowski



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Lehigh Valley Alliance on Aging

...Grounded 2001 - 2002



5. Establish Vision, Mission, Outcomes, Guiding Principles, And Infrastructure

Vision: The Lehigh Valley is a community in which older adults can remain in their homes and communities and continue to live full lives with as much choice as possible.



Mission: To actively advance an agenda of improving the lives of Lehigh Valley older adults and their families

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...*Took Off in 2002*



6. Plan The Work...Work The Plan

- ✓ Use Existing Models... Don't Recreate The Wheel
 - Mark Friedman - *Trying Hard Is Not Good Enough: How to Produce Measurable Improvements for Customers and Communities*
- ✓ Engage The Community...Volunteers
 - Clear Responsibilities, Objectives, Staff Work Standards
 - Set Schedules, Times, Beginning/End Life of Committee
 - Give Assignments
 - Reflect Their Work

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Lehigh Valley Alliance on Aging

...Soared Since Then



6. Plan The Work...Work The Plan (Continued)

- ✓ Invite The Community: ***Imagin-aging Conference***
 - May 2002...Attracted 200 People!!!
 - Over 140 Involved In Each Follow-Up Phase
 - Total 320 Volunteers To Date

- ✓ Identify Priority Issues
 - June – October 2002... 6 Committees
 - Re-engage Community: ***2nd Imagin-aging Conference***
 - November 2002...5 Priority Committees

- ✓ Identify Best Practices
 - December– April 2003... 5 Committees

- ✓ Celebrate And Gain Consensus: “Changing Outcomes For Older Adults And Their Families Conference Series”



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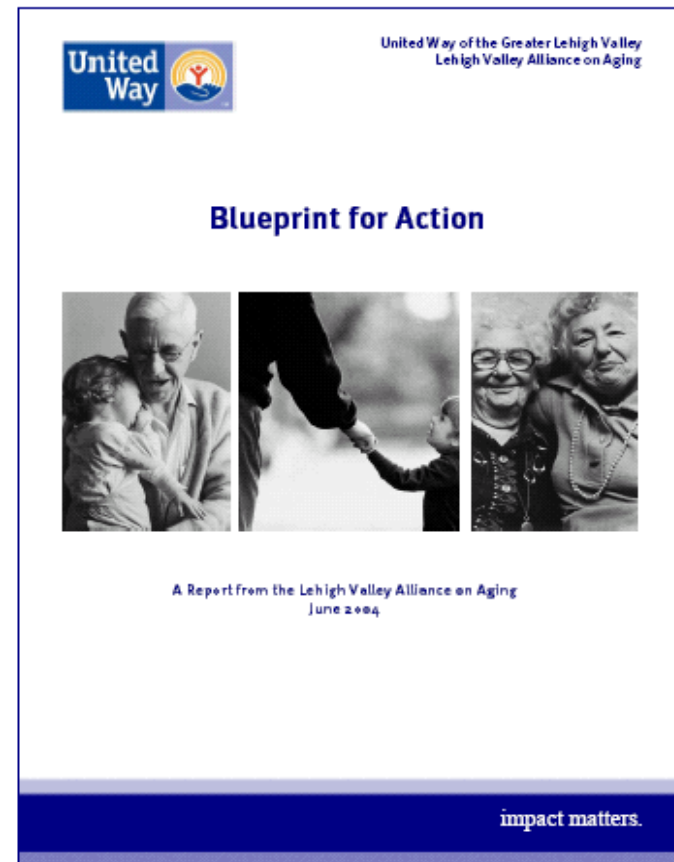
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...Ready to Go!!!



7. Establish “Blueprint”

- ✓ Include Keynote Synopsis
- ✓ Highlight “Roundtable Summary”
 - Opportunities And Barriers
 - Actions For Individuals And Organizations
 - Actions For Lehigh Valley Alliance On Aging
- ✓ Use As A Planning Tool To Achieve The Greatest Community Impact
- ✓ Calls Others To Action



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Lehigh Valley Alliance on Aging

...Spring Into Action!!!



8. Implement Best Practices

- ✓ **BenefitsCheckUp:** *National Council On Aging (NCOA)*
- ✓ Website: www.lvagingmatters.org
- ✓ **Better Jobs, Better Care:** *The Robert Wood Johnson Foundation (RWJF), The Atlantic Philanthropies, CARIE*
- ✓ **Life Links:** *Civic Ventures*
- ✓ **Universal Design & Home Modification:** *Univ. of Southern California*
- ✓ **Mobility:** *Continued Search for Innovative Practices*



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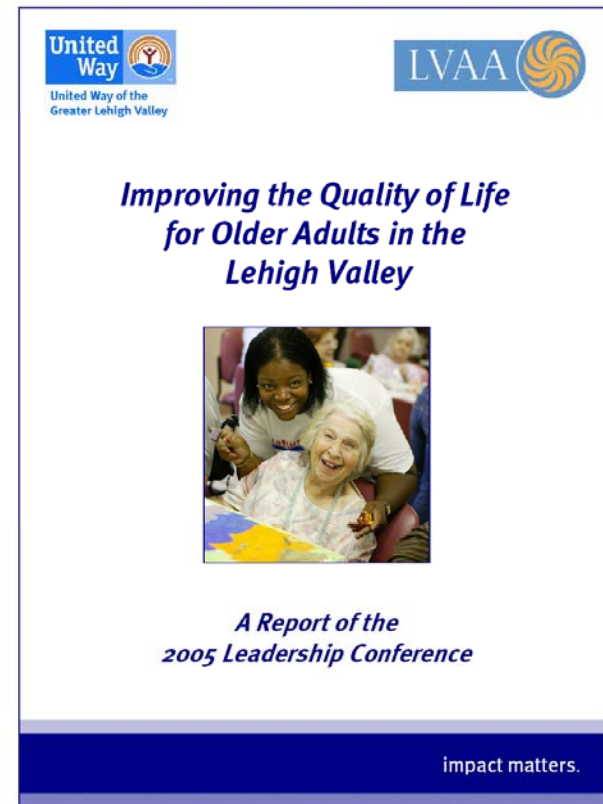
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...Know If You Are Making A Difference!!!



9. Measure Impact: 2005 Leadership Conference

- ✓ Foster Understanding Of Outcomes
- ✓ Decide And Adopt Indicators To Measure Community Improvement
- ✓ Serve As A Basis For Grant Making - United Way, Foundations, Etc.
- ✓ Position Community As Caring Of Older Adults...Promoting Value



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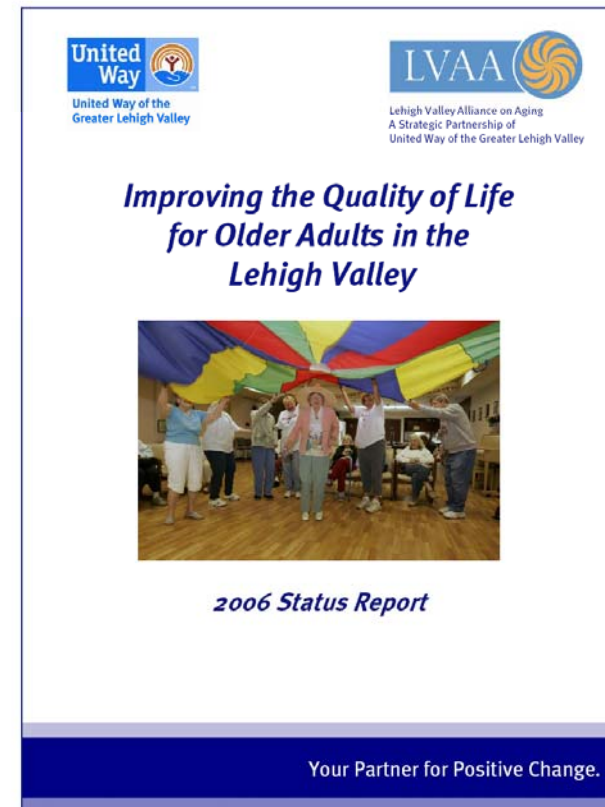
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...Report Out To The Community!!!



10. Document Impact: 2006 Status Report

- ✓ 10-Year Trend-Lines
 - Importance Of Indicator
 - Learning From Data
 - Sources
- ✓ Annual Updates
- ✓ Track Community Progress
- ✓ Celebrate “Changing Lives...Changing Community”



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