

2016 NATIONAL LIFESPAN RESPITE CARE CONFERENCE

Partners, Policies and Politics
Playing Inside and Outside the Formal and
Informal Playgrounds of Family Caregiving





Partnerships and Where They Hide Across the Lifespan





STRATEGY for Building Partnerships across the Lifespan



What We Did across the Lifespan

PURPOSEFULLY

We are proactive and thoughtful about incorporating individuals into our work including individuals with relationships with policy makers .

Partners

We target state agencies, non profits, faith based, legislative leaders, business, commissions and boards, local government

To **purposefully** incorporate others into the **design, work and communication of everything** we do

DESIGN, WORK and COMMUNICATION

We ensure that our partnerships were incorporated into all stages of our work, from the very start through finish.

EVERYTHING WE DO

We worked together cohesively with all audiences and insights into all of our work.



Our PARTNERSHIP Strategy across the Lifespan

1. AWARENESS

Build PARTNERSHIPS and understanding of who we are and what we do. Work with respected community partners who can provide access to communities and organization and help us build our coalition. Reach audiences on their terms by using the channels and languages that they prefer.

2. COMMUNITY PRESENCE

Show up in communities in culturally-relevant ways and with trusted partners. Demonstrate our commitment by being consistently present and building relationships within the community. .

3. Train the Trainer

Reach out to and communicate with all audiences in a welcoming and personal manner using the channels and languages that they prefer. Build relationships by listening to their wants and needs and being responsive. Use them to deliver the message locally.

4. RELEVANT ISSUES

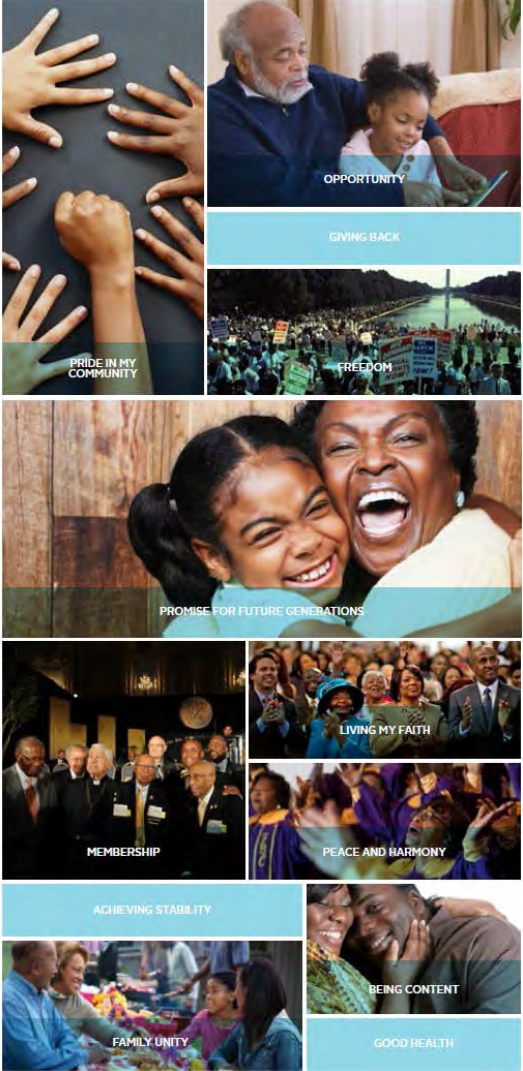
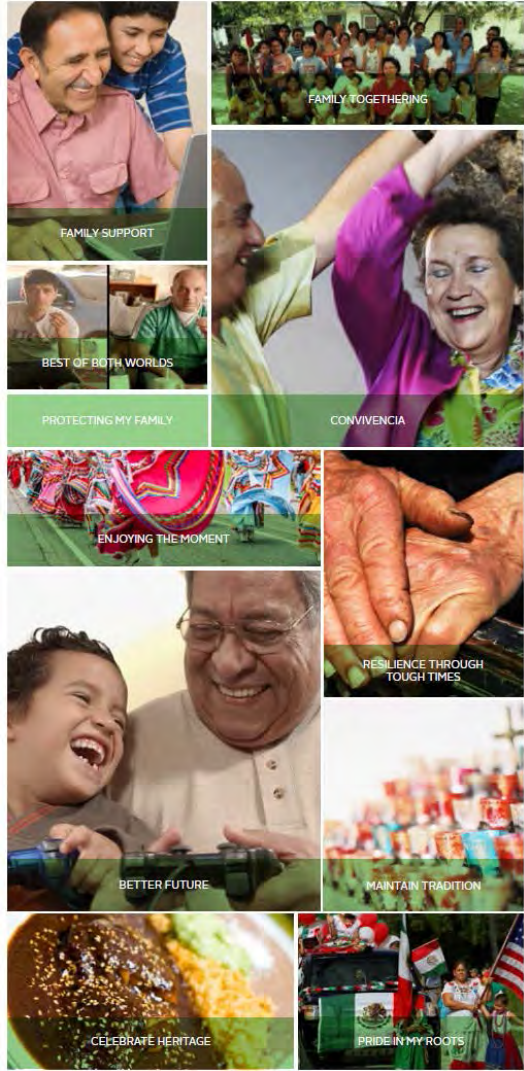
5. Make it personal. Ensure that we make it relevant with personal stories and situations and delivered to be culturally relevant for multicultural audiences,

6. READINESS LOGICAL PARTNERS MIGHT BE LOGICAL

Be prepared for those who are not necessarily on the same page. Develop training programs with partners to deliver the message. Proactively grow your knowledge about the issues related to your work. Seek out those willing to learn and develop expertise and build strategies by using the “all politics is local” mantra. Engage with different audiences as they guide the partners and fine-tune the message with legislators and other policy makers to achieve long-term success.



Our Partnerships Across the Life Span



THE Function of our Partnerships Across the Lifespan

Information

779,000 caregivers in MD

Readmissions



ENGAGEMENT

Local and State Government

Non Profits

Businesses

Voice of Caregiver



Policy Changes

Influencing Policy Makers

State Agency support of new initiatives

Funding changes/Increases

Changing laws for Caregivers and Issues

Champion of Change



Partners across Lifespan

Develop & execute an outreach campaigns to increase awareness and affinity about caregiving issues. Through newspaper articles, briefings, and statewide outreach meetings

Consultation

Provide subject matter expertise to business units to review and craft partnerships to further expand respite dollars and respite awareness

- Focusing on the Caregiver: Ongoing, focus increase awareness and the need for respite.
- Strengthen Partnerships: Celebrations and appreciation of our work thus far--Includes work with all segments, state government, non profits, faith based, business, medical community, business, legislators



Playground

Review and Assess

In coordination with state and local partners adapt and deliver programs based upon issues. Some maybe partners, some maybe contacts

Partnerships

Cultivate & maintain national and local partnerships to increase awareness, insights and opportunities.

Thought Leadership

Establish partnership leaders using train the trainer methods

New Offering Consultation


Provide recommendations and input for innovative, new offering development to maximize relevance and impact for caregiving and respite through the Life Span.

Provide Expertise

- Provide subject matter expertise to partners to transcreate existing grant and foundation opportunities
- .Consult on development of new opportunities and support



Our Accomplishments

 MD Caregiver Support Coordinating Council
2001
MD Caregivers Task Force
2015

 Passage of the Care Act
2016

 Respite Grant Awarded
2016

 Heightened Awareness of the Family Caregiver
Our work began in 2014 when we introduced the Taskforce

 Champions of Caregivers Across the Life Span



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