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.

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.

Partners
We target state agencies, non-profits, faith based, legislative leaders, business, commissions and boards, local governments.
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,

5. **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
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
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.

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

Thought Leadership
Establish partnership leaders using train the trainer methods

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

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