

2021 LeadingAge Accomplishments



In 2021, the COVID-19 pandemic continued to impact our members, but also brought new clarity and collaboration to our work. LeadingAge redoubled our efforts to help our members face this unprecedented challenge this year.

OUR COLLECTIVE VOICE

- » Initiated our first 100 Days of Advocacy campaign, which included our largest-ever Virtual Lobby Day. Four hundred members held 302 virtual meetings with congressional offices, including 60 meetings with representatives and senators.
- » Contacted Congress: More than 5,000 advocates sent more than 22,000 messages to lawmakers to urge them to take action on LeadingAge's key legislative priorities.
- » Launched the [Opening Doors to Aging Services](#) initiative to develop a comprehensive communications strategy that members can use to build awareness and understanding of our field and tell our story to the public.
- » Executed robust media efforts to ensure decision-makers and the public had accurate information about the aging services field and our members through a steady stream of national press events, statements, and media inquiries that led to hundreds of news stories this year including The Washington Post, The New York Times, The Associated Press, ABC, CNN, The Wall Street Journal, Forbes, and more.

WORKFORCE DEVELOPMENT

- » Launched a new research report [Feeling Valued Because They Are Valued: A Vision for Professionalizing the Caregiving Workforce in the Field of Long-Term Services and Supports](#). This white paper proposes six strategies for professionalizing the direct care workforce so caregivers feel valued because they *are* valued.
- » Established a new partnership between LeadingAge, UNCF, and Historically Black Colleges and Universities to introduce to students and alumni to the wide occupational opportunities available in the aging services and senior living sectors.
- » Debuted the LeadingAge [Summer Enrichment Program](#) that placed 28 undergraduate and graduate students of color at member host sites across the country including one intern hosted by LeadingAge to work for 10 weeks. The interns hailed from 21 universities including two Historically Black Colleges and Universities.
- » Created the LeadingAge Leaders of Color Network, which is designed to support and encourage the retention of leaders of color working in our LeadingAge member communities, with our state partners, and national office.

MEMBER SUPPORT & EDUCATION

- » Held nine live webinars and released over 25 new on-demand resources, including the release of an in-depth [Governance Resource](#) on strategy development.
- » Addressed timely topics related to diversity, equity, and inclusion through the development of two facilitated workshops focused on knowledge sharing and peer-to-peer learning.
- » Launched a four-part [virtual learning series](#) for providers to collectively explore how organizational culture can support the emotional well-being of elders, team members, and families.
- » Concluded the 15th year of our flagship [leadership development program](#) designed to enhance the leadership capacities and core competencies of aging services professionals.
- » Hosted regular online Coronavirus Policy Update calls featuring LeadingAge members and experts in our field.
- » Started a new monthly newsletter for members focusing on high-level, strategic communication that delivers key messages and activities around LeadingAge priority issues.
- » Produced two new tools from the Center for Aging Services Technology (CAST): the [Resident/Client Technology Support and Training White Paper and Guide](#), which presents the different support, training, and potential business models for resident/client technology and the [Data Analytics Selection Tool](#), which helps organizations choose the best data analytics technology to meet their needs.
- » Launched a two-month virtual program for new CEOs and executive directors to delve into the unique challenges and opportunities of being new to their role—and take stock of their desired future impact as leaders.

STRONGER TOGETHER

- » Partnered with CMS and CDC to support members in the Long-Term Care Pharmacy Partnership to facilitate the timely distribution of the COVID vaccine to older adults and health care workers.
- » Secured \$2.4 billion for HUD's Section 202 Supportive Housing for the Elderly Program for new homes, new service coordinators, and to help states better match home and community-based services to affordable senior housing communities.
- » Entered into a year-long CDC grant to educate and mobilize communities to receive the COVID-19 and Influenza vaccinations in partnership with Community Catalyst.