

2020 LeadingAge Accomplishments



In 2020, the COVID-19 pandemic sparked unexpected challenges, 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

- » Led the [Act for Older Adults Campaign](#) to fight for urgently needed COVID protections, calling on policymakers to take Five Essential Actions for older adults and care workers across the continuum.
- » Influenced bipartisan COVID relief packages and [other legislation](#) with more than 200 meetings with LeadingAge members and members of Congress; 2 national days of action, 30+ action alerts, and 51,000+ messages to Congress.
- » Assisted and consulted with federal agencies, and implemented robust advocacy to ensure members received funding, support and guidance: \$20 billion in Provider Relief Funds, \$250 million in relief for HUD-assisted senior housing, NASEM nursing home quality study, and much more.
- » Executed robust media efforts to ensure decision makers and the public had accurate information on COVID's impact on members. Collaborated with members and state partners to field a record number of media inquiries that yielded hundreds of stories in outlets like *The New York Times*, *The Wall Street Journal*, CNN, *Kaiser Health News*, ABC News, NBC News, *Politico*, *McKnight's Long Term Care*, and more.

MEMBER SUPPORT & EDUCATION

- » Released new educational resources to help members during the pandemic. Thousands of individuals have accessed content on the [Learning Hub](#), including QuickCasts, live virtual sessions, and training, including a basic care aide skill competency tool.
- » Successfully transitioned the Leadership Academy's 2020 program year to a virtual experience.
- » Hosted regular Online Coronavirus Policy Update calls featuring LeadingAge members and experts in our field.
- » Created a new COVID-19 Member Community group for members to share best practices, and a COVID-19 inbox to field member questions.
- » Delivered daily editions of LeadingAge Need to Know to provide the latest COVID-19 information and resources.
- » Curated offers from trusted businesses wanting to help members get through the coronavirus crisis, including safe, reliable supply channels for PPE.
- » Convened a successful Virtual Collaborative Care & Health IT Innovation Summit.
- » Delivered funding, PPE, and testing supplies to members through partnerships with FEMA and HHS.

TOOLS AND RESOURCES

- » Launched the interactive online [Pandemic Playbook](#) of insight, wisdom, and best practices for serving older adults in a catastrophic health crisis.
- » Provided extensive resources, articles, and tools on a special web page to help members deal with COVID-19.
- » Released 4 new CAST supporter case studies and updated selection tools for social connected and engagement technologies, electronic health records, [health information exchange](#), and more.
- » Curated Member Ideas and Inspiration stories, and launched a podcast series to share innovative members solutions to pandemic challenges.

WORKFORCE DEVELOPMENT

- » Launched a new research report, "Making Care Work Pay," that outlines how a living wage for direct care workers can benefit care recipients, workers, and communities. This groundbreaking research captures the substantial benefits that would accrue throughout our economy.
- » Launched the development of a Summer Enrichment Program designed to provide opportunities for diverse students to gain exposure to and leadership opportunities in older adult services within LeadingAge member communities.
- » Partnered with major national employers to connect displaced workers from dining, retail, and hospitality with available jobs in aging services through the LeadingAge Career Center.

STRONGER TOGETHER

- » Partnered with the Global Ageing Network to pay tribute to the elders we have lost worldwide to the coronavirus with a Day of Remembrance that resulted in hundreds of photos and more than 100,000 social media impressions.
- » Worked with StoryCorps on [toolkits](#) to help aging services providers encourage older people to share their stories.
- » Worked with the Urban Institute on a project to inform policy and practice on providing effective support to older adults living in public housing.
- » Joined WeCare Connect, an employee engagement and management system designed by Wellspring Lutheran Services, to study the impact of the COVID-19 pandemic.
- » Completed a 2-year collaboration with TimeSlips to reduce ageist stereotypes and improve the next generation of workforce.