

LeadingAge Need to Know: Friday, May 21, 2021

We are sharing the very latest with members with weekday morning email updates and [live online updates](#) three days a week on Monday, Wednesday, and Thursday.

Following are the latest news and resources

### **Free Access to Providers! 2021 Collaborative Care & Health IT Innovations Summit**

As members of the collaborative care community, we all know how important it is for long-term and acute care providers to stay current with the very latest technology and innovations that can improve care, reduce costs, and lead to better health outcomes for older adults. But, after a year of struggling with COVID, many of you have shared that your budgets just won't allow you to attend this year's Collaborative Care & Health IT Innovations Summit. That's why LeadingAge is opening up the June 8-10 event by offering [free registration to all care providers](#) across the collaborative care continuum. It's more important than ever for us to come together, learn, share, and imagine new ways of collaborating to improve healthcare for older adults we serve. [Register now](#).

### **Public Perceptions of Aging Services Survey**

LeadingAge is hard at work developing an initiative to build awareness of our field and the incredible work your organizations do every day. To ensure we get it right, we need to hear from you! We'll use your insight, along with other research, to ground our strategies and materials in the best learning—so that we can build the most effective communications toolbox for you and your colleagues from across the continuum. [Please complete this 5-minute survey ASAP \(no later than Friday, May 28\)](#).

### **We Can Do This Campaign Digital Day of Action**

Join the [We Can Do This](#) campaign, partner organizations, influencers, and more today for a Digital Day of Action. Use this [social media toolkit](#) and [one-pager](#) to help reach people who haven't received the vaccine or who may be waiting to get vaccinated. Thank you for all your help to get America vaccinated!

### **Strengthening the Direct Care Workforce**

The COVID-19 pandemic exposed long-standing fault lines in the direct care workforce—the people who provide hands-on care and supervision to frail older adults and people with disabilities. On June 3, LeadingAge's Senior Vice President of Research, Robyn Stone, will participate in a webinar hosted by Mathematica to discuss evidence-based policies and practices for strengthening the direct care workforce in the wake of the pandemic. [Learn more and register today](#).

### **New Insights and Tools From LeadingAge**

LeadingAge staff experts are developing essential advocacy, guidance and tools, and curating the most relevant resources for aging services providers, including:

- [HUD Physical Inspection Bill Introduced](#)
- [State-Level Projections of Older Adult Renters](#)
- [CMS Staff Insights: Interview with Holly Norelli – May 20, 2021](#)
- [COVID Community Corps: Interview with Yvanna Cancela – May 19, 2021](#)
- [State by State Face Mask Mandates](#)

A complete [timeline of insights and tools is available here](#), so you'll never miss an update.

**Questions? Ask LeadingAge National, Your State Association, or Each Other**

There are many ways to get help during this crisis. Contact LeadingAge's national team directly.

If you have questions about local and state issues, [contact your state association](#). Join the [MyLeadingAge Member Community](#) to ask questions, access resources, and share best practices for issues facing members.