



## August 2021

### LeadingAge Joins National Call to Mandate COVID-19 Vaccines for Workers

On July 26, 2021, [LeadingAge joined over 50 other leading healthcare organizations](#) calling for requiring vaccines for all staff in long-term care and other healthcare settings. As new variants of COVID-19 are on the rise and vaccination rates are stalling around the country, LeadingAge encourages members to make vaccines a condition of employment for all healthcare workers, including employees, contract staff, and others, with appropriate exemptions for those with medical reasons or as specified by federal or state law.

[Read the joint statement](#) and check out recent media coverage from *The Washington Post*, [Doctors, nurses and health groups call for mandatory coronavirus vaccinations for health workers](#); CNN, [Major medical groups call for employers to mandate Covid-19 vaccines for health care workers](#); *McKnight's Long-Term Care News*, [BREAKING: LeadingAge joins call for COVID-19 vaccine mandate for all healthcare workers](#); and Associated Press, [VA requires COVID-19 vaccination for health care workers](#).

### Opening Doors to Aging Services: Research Launch

The public, media, and policymakers are more focused on the aging services sector than ever before. LeadingAge is seizing this moment to support our members, the broader aging services sector, and the millions of older adults and families you serve. In January 2021, we launched the Opening Doors to Aging Services initiative to better understand public views and perceptions of the aging services sector.

The initiative is grounded in original research that assesses the external factors and public perceptions that exist today. This [extensive body of work](#) is now available for LeadingAge members, partners, and the field. You'll find an executive summary, landscape visualizations, and a deep dive into all our detailed findings.

This learning is the foundation for the next phase of the Opening Doors to Aging Services initiative, which will include strategies and guidance for leveraging the research for impactful communications about the aging services sector, as well as tools and templates for turnkey implementation.

Visit [LeadingAge.org](#) to [explore the findings now](#), and join us for dedicated sessions and networking at the October 24-27, 2021 [Annual Meeting!](#)

### Thinking About Strategic Planning? You Need These New Resources

Those of us who work in the aging services sector know there's never been a more important time to bolster our organization's strength. That's why LeadingAge is rolling out a new package of [Governance Resources for Aging Services](#)—designed to directly address the unique challenges and opportunities our members face. The first of four self-guided resources is designed to lead you through annual strategic work with your Boards. LeadingAge members receive 50% off the purchase price—and early adopters save even more. [Get started on your organization's governance strategy today.](#)



## Creating Opportunities, Together

The 2021 LeadingAge Annual Meeting & EXPO is designed to provide customized experiences that meet the needs of all our members. No matter what you and your organization need to move forward, you'll find it this fall in Atlanta:

- **A robust education program** includes new topics and in-depth analysis around the issues we know are important to you and your organization – over 120 sessions across 10 program tracks.
- **Unmatched networking opportunities** where you can share successes, crowdsource solutions to common struggles, gather ideas, and brainstorm with people who share your passion for providing the very best care.
- **Opportunities to find new partners** that can boost your organization's efficiency, level of service, and bottom line. Whether you're looking for help with technology, staffing, marketing, or something else entirely, this is your chance to forge new connections with trusted companies that understand our field.

[Learn more and register for the 2021 LeadingAge Annual Meeting + EXPO today!](#)

## Communications Resource for the Care Economy Discussion

Older adults and aging services are in the national spotlight, providing an unprecedented opportunity to secure resources for older adults! To help you speak out for this proposal, LeadingAge produced [Guidance for Leveraging the Public Conversation on Older Adults and the Care Economy](#). The document provides four pieces of strategic communications advice relevant to the national care economy discussion. We encourage you to engage in the public debate, following this guidance. **All references to LeadingAge research are confidential.** [Read the guidance now.](#)

## Feeling Valued Because They Are Valued

LeadingAge knows that professional caregivers have always played an important role in aging services, which is why workforce issues are among our most important strategic priorities for serving members. With [our vision for professionalizing the direct caregiving workforce](#), LeadingAge sets out a path toward the sustainable, reimagined workforce of professional caregivers that our nation needs to ensure better care for millions of older Americans. Read the [full report](#) and [executive summary](#).

## Your Stories Matter: Share Them!

Stories have the power to inspire, educate, and drive change. That's why LeadingAge invites all our members to share stories that demonstrate the humanity and impact of your work. Today we're launching an online portal to make it easier than ever to contribute your stories. The new [LeadingAge Story Collector](#), powered by Gold Partner Greystone, is a simple place for us to gather member stories. Visit the Story Collector at [leadingage.org/storiesmatter](#). The tool walks you through telling your story step-by-step through an audio recording or in writing.

## Care Infrastructure PR Tools Available

LeadingAge released our plan to build the national aging services infrastructure needed to keep up with America's growing older population. The comprehensive [Blueprint for a Better Aging Infrastructure](#) will help address the needs of millions of middle and lower income people and their families who require aging services and supports, including affordable housing, in-home care and services, and 24-7 nursing care.

Please help us to tell our story by using the following customizable communications products and reference documents:

- A [editorial board pitch template](#) encouraging Members of Congress to vote for aging services investments as part of the infrastructure package;
- A [op-ed pitch and template](#) essay;
- The [national press release, "Providers Detail Crisis Facing Older Americans Needing Home and Community-Based Care,"](#) and
- A [Needs Report](#) outlining increasing needs of older adults and the field.

We're here to help with individualized advice on how you can maximize the impact of these tools, so please do not hesitate to reach out.

## Spotlight on Person-Centered Care

You can help set the standard for person-centered care. [The Mayer-Rothschild Foundation Designation of Excellence in Person-Centered Long-Term Care Project](#) is developing a first-of-its-kind national standard of excellence for person-centered care in long-term care and assisted living settings. In the upcoming months, the project team will be collecting information from residents and from organization staff and leadership about all aspects of person-centered care. As part of its initial outreach and information-gathering effort, the project is currently recruiting settings to participate in a Message Board Activity with residents as described in the attached poster. [Learn more about how you can help set the standard for person-centered care.](#)

## CAST Updates Functional Assessment and Activity Monitoring Tech Selection Tool

LeadingAge CAST recently updated the [Functional Assessment and Activity Monitoring Technology Selection Tool](#) to help members choose the best solutions to address functional, physical, or cognitive decline. Recent revisions include new information for 16 products in the [selection matrix](#) (link is an Excel spreadsheet for download) and [online selection tool](#). [Learn more](#) about the recent updates.

## 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:

- [Housing Survey: Fewer Cases, More Vaccinations](#)
- [Care for Our Communities: Investing in the Direct Care Workforce Hearing](#)
- [LeadingAge Letter to Senate Leaders on COVID-19 Funding Offsets](#)

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



**LeadingAge Pandemic Playbook**  
**playbook.leadingage.org**  
**NEW CHAPTER: REOPEN – RECOVER - REIMAGINE**

The Pandemic Playbook will guide aging services providers in preparing for and mitigating the impact of this and any future pandemic-like event by applying lessons learned over the past year. This interactive, web-based tool is filled with a curated set of successful strategies, links, videos, images, podcasts, and resources from across the field. Playbook content is updated routinely, to assure that information is both relevant and timely.

NEW: The former Reopen Chapter has been expanded to Reopen – Recover – Reimagine. We’ve added timely information on pandemic recovery and we’re challenging you to transform your experiences into a reimagined future of older adult care and services.

For additional information, please contact Nancy Hooks at [nhooks@leadingage.org](mailto:nhooks@leadingage.org).

### **Global Ageing Network Summit, September 7-8, 2021**

Our global community of providers support each other by sharing experiences, strategies, and solutions. This past year has shown us the importance of connection and learning from one another. The more we can expand and strengthen our global network, the greater our ability to address issues of quality, access, innovation and equity—in care practices, prevention, wellness, and living arrangements. The [2021 Global Ageing Network Summit](#), in partnership with GAN South Korea, will bring together providers, thought leaders, and those working in the aged care sector for a two-day interactive, virtual experience. Join us September 7-8, 2021. [Learn more](#) and [register today](#).