

LeadingAge Need to Know: Thursday, May 6, 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. Visit the [main coronavirus page](#) anytime.

Following are the latest news and resources.

### **Building Communities of Strength: Campaign Launch**

Join us throughout May as we mark Older Americans Month (OAM) and advocate for support of the aging services care infrastructure. Each May, the Administration for Community Living recognizes Older Americans Month to acknowledge the contribution of older adults. This year, the observance's theme "Communities of Strength," is especially relevant as the country debates the value of supporting our national care infrastructure. We're at a critical time for our country to renew and revitalize how we support older Americans and their families as millions of us live longer. Join us all month and check out our [toolkit of materials and ideas](#) on how to participate.

### **Photo Request: Show Us YOUR Strong Communities**

We are looking for photos from members that we can share throughout May. Help us showcase themes such as building endurance, overcoming challenges, and celebrating the joy in little. Photo ideas include: staff working with residents on using technology, residents participating in community programming, and reunion photos. Please send your photos to [communications@leadingage.org](mailto:communications@leadingage.org). Thank you for your help!

### **Will Your Organization be Represented at the 2021 Collaborative Care Summit?**

As someone in the aging services field, you know how critical it is to build connections and work in partnership with other providers, payers and technology partners. In times of crisis, it's even more essential to stay on top of the ongoing changes in our industry. That's why we're excited to host the [2021 Collaborative Care & Health IT Innovations Summit](#), happening virtually June 8-10. This year's event will focus on using tech to provide better care, improve efficiency, and help your bottom line. Confirmed keynotes from Joe Coughlin, Mark McClellan, Chris Ritter, and Peter Kress. Register today at [collaborativecaresummit.org](https://collaborativecaresummit.org).

### **Fellowship Program for New CEOs and Executive Directors**

Member CEOs and executive directors who are relatively new to their roles are invited to register for LeadingAge's new virtual Fellowship Program. The curriculum will guide a small cohort of participants through a transformative experience that's designed to enhance leadership confidence and effectiveness through deep thinking, introspection, and the collective power of a peer network. [Learn more and sign up here](#).

### **Coronavirus Spotlight Podcasts**

Checkout the podcast series, [LeadingAge Coronavirus Spotlights](#), featuring presentations by LeadingAge members and subject-matter experts who have been guests on our live online policy updates. Listen to these brief but informative podcasts to learn more about how your colleagues are coping with the pandemic. For the full-length audio of all the updates, visit the Online Policy Updates Archive.

**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 or email us at [covid@leadingage.org](mailto:covid@leadingage.org). If you have questions about local and state issues, contact your [state association](#). Join the MyLeadingAge Member Community [COVID-19 group](#) to ask questions, access resources, and share best practices for dealing with the coronavirus.