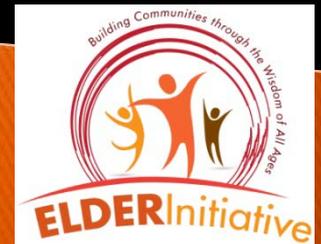


The ELDER Initiative

Building Communities Through the Wisdom
of All Ages

February 15, 2012

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Senior Director of Seniors Impact Strategies,
United Way of Tucson and Southern Arizona



Agenda today

- ▶ What is the ELDER Initiative
 - ▶ What have we accomplished and hope to accomplish?
 - ▶ What have we learned so far?
 - ▶ Where does one start to do similar work?
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ELDER Vision and “Big Goal”

- ▶ Greater Tucson is nationally recognized as an ideal community in which to live, thrive and grow old gracefully with others
- ▶ Vision “story”– (handout)
 - **Planning for the foreseeable future to meet the needs of growing older population with input and involvement from older adults living in their communities**
 - **Businesses, Non–profits and Government work together (no silos!)**



What is the ELDER Initiative?

- ▶ **Collaborative, grass roots, neighborhood based approach to aging-in-place**
 - ❖ 3 pilot projects
 - ❖ 3 'neighborhoods'
 - ❖ 3 lead agencies
 - ❖ 3 community mobilizers
 - ❖ 1 project director
- ▶ **Key**
 - Older adults are the driving force providing input, implementing solutions to identified needs
 - Build on existing strengths (neighborhood and organizational)
 - Breaking down organizational silos



Collaborative Partners

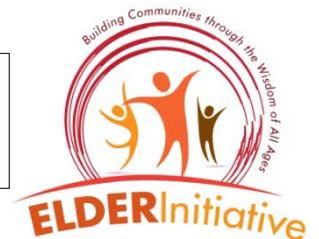
Funded by a grant from the **Community Foundation for Southern Arizona**



ELDER Collaborative Partners

- ▶ United Way of Tucson and Southern Arizona
- ▶ Pima Council on Aging
- ▶ Jewish Family and Children's Services for Southern Arizona
- ▶ Interfaith Community Services
- ▶ City of Tucson
- ▶ Pima County, Dept of Health Policy, Planning and Research
- ▶ PRO Neighborhoods
- ▶ University of Arizona Center on Aging
- ▶ Southern Arizona Leadership Council
- ▶ Judy Clinco–Catalina In–home Supportive Services
- ▶ Nancy Jones– El Pueblo Community Services

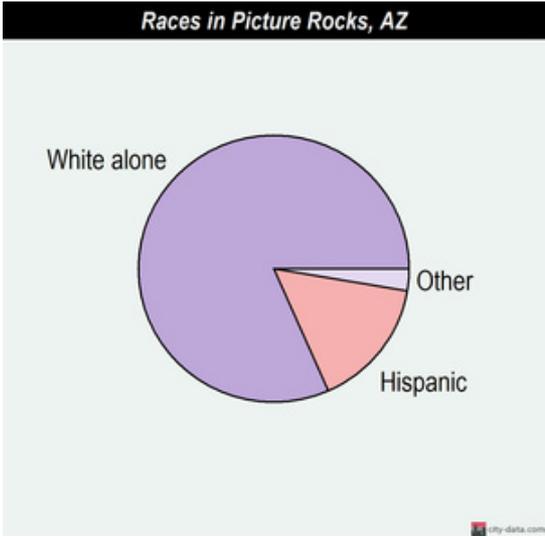
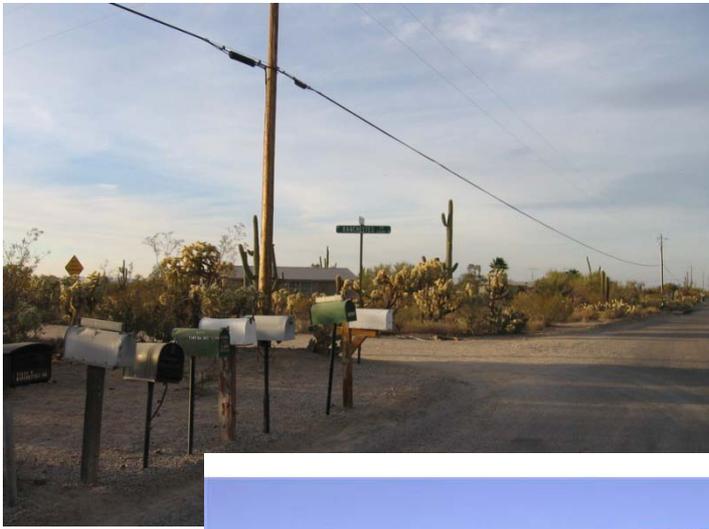
Non profit, government, association
Academic ,Business, community volunteer



ELDER Collaborative Partners

- ▶ Carol Austin and Bob McClelland, University of Calgary – Consultants
 - ▶ ALTA Consulting – Evaluation
 - ▶ Community Mobilizers–neighborhood–based leaders
 - ▶ Community Foundation for Southern Arizona and Wholonomy Consulting– Technical Assistance
 - ▶ The list is growing!
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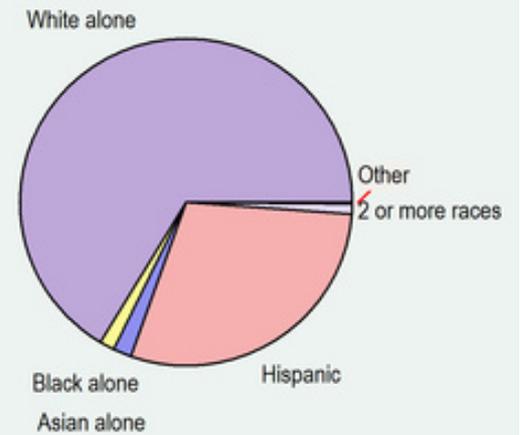
Picture Rocks



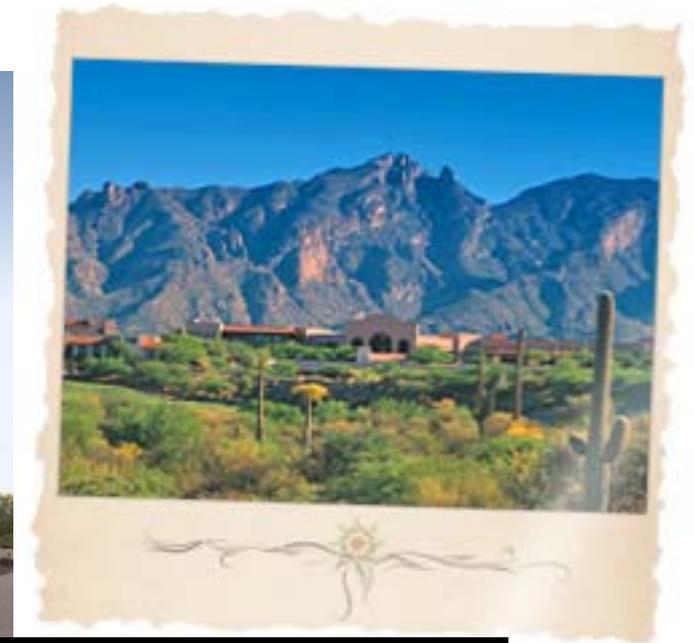
Flowing Wells



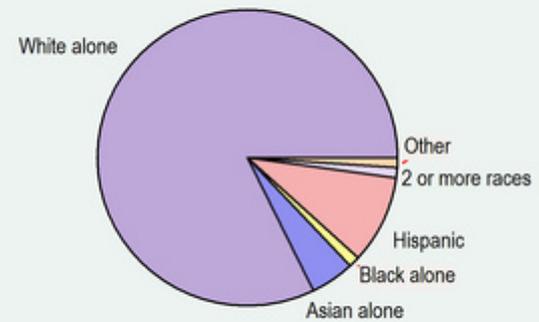
Races in Flowing Wells, AZ



Catalina Foothills



Races in Catalina Foothills, AZ



ELDER Process

- ▶ **Steering Committee**–collaborative partners meet monthly
- ▶ **Community Mobilizers** have joined the steering committee
- ▶ **Community conversations** are talking place with residents
- ▶ **Mobilizers are the ‘connectors’**
 - ▶ Connect residents with each other
 - ▶ Connect residents with organizations
 - ▶ Connect organizations with each other



Examples of Neighborhood Issues

Transportation – all neighborhoods, different issues in each

Home Maintenance– trusted providers needed, code issues for older mobile homes in two neighborhoods

Caregiver Support– Neighborhood–based affordable resources for adult day care

Senior Nutrition– home–delivered meals (not available in some locales, not valued by clients)

Lessons Learned

It's All About Relationships

Community Mobilizers from each community
Relationships take time– building trust is key

It's All About Relationships (2)

Organizations are willing to be flexible when we build trust
and focus on a common goal

Don't reinvent the wheel

Research other efforts and take what works for you

“It's Not a Linear Process–

Be open to take advantage of changing dynamics and new
opportunities

Next Steps

▶ Sustainability

- Community mobilizers work within agency partner organizations– this becomes part of how agencies do business
- Vision is to continue beyond current funding (locate additional funding) and add more neighborhoods
- Build connections within neighborhoods and across the system



Where do communities start?

- ▶ Start where the passion (and funding) is and grow
 - Pima County– grass roots, community based
 - Maricopa County– local governments
 - Learn from past initiatives targeting elder–friendly and communities for all ages