

*Together we can be effective advocates...*

*Together we can collaborate and  
create new opportunities...*

*Together we can explore innovative practice...*

*Together we can improve the lives  
of older adults...*

*Together we can make positive  
change happen!*

#### SWPPA'S MISSION STATEMENT

The Southwestern Pennsylvania Partnership for Aging is a regional coalition of individuals and groups who are committed to the well being of an aging population. Our mission is to serve as a catalyst to promote policies, programs and systems change which will improve the quality of life of older adults.

### *About SWPPA's Consulting Services*

Leading SWPPA's consulting team is Mary Anne Kelly, MPA, SWPPA's Executive Director. Ms. Kelly is a licensed lobbyist in the Commonwealth of Pennsylvania, with extensive experience and knowledge of government functions at the local, state and federal levels. Currently, Ms. Kelly serves on the Public Policy Committee of the American Society on Aging, as a Board Member of the national Center for Excellence in Assisted Living (CEAL) and as the Second Vice President of the Pioneer Network, the national culture change organization. She also serves as an Adjunct Faculty member at the University of Pittsburgh Graduate School of Social Work, teaching gerontology and public policy in the Master's Program. Ms. Kelly was a 2005 recipient of the national Association for Gerontology in Higher Education (AGHE) Adjunct Faculty Award.

Consulting services on the aforementioned topics, or other aging and long term care issues, are available through SWPPA on an hourly or retainer basis.

The following list is a sample of the organizations with whom SWPPA has held consulting contracts:

- American Society on Aging
- Pioneer Network, National Culture Change Organization
- Pennsylvania Department of Aging
- Allegheny (Pittsburgh), Beaver, Washington and Westmoreland Counties' Area Agencies on Aging
- Allegheny County Government

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*Consulting Services*  
For Positive Change in Aging!



◆ SOUTHWESTERN PENNSYLVANIA ◆  
**PARTNERSHIP FOR AGING**

[www.swppa.org](http://www.swppa.org)

## Relate...

### PUBLIC POLICY AND ADVOCACY

The decisions made by government officials affect aging and long term care service design, provision, quality standards, workforce and funding. It is essential for older adults, caregivers, families and aging long term care service providers to understand how these officials operate and how even one individual can affect public policy.

SWPPA can assist persons and both non-profit and for profit organizations in:

- ◆ recognizing the positive role public policy plays in aging and long term care;
- ◆ understanding state and federal public policy cycles;
- ◆ recognizing the different roles of administrative versus legislative, and elected versus appointed, decision-makers;
- ◆ accessing the most appropriate state or federal committees and the key contacts within those committees;
- ◆ approaching elected and appointed officials effectively; and
- ◆ devising public policy strategies for effective communication with officials.

## Collaborate...

### COALITION BUILDING AND COMMUNITY ENGAGEMENT

Organized in 1990 as the first coalition of its kind in Pennsylvania, SWPPA has built and maintained a strong multi-county, multi-disciplinary coalition which has improved the image of aging, the quality of aging services, and the collaborative spirit of the aging service system in Southwestern Pennsylvania.

Whether you are just starting a coalition, engaging in a community dialogue, or seeking to renew the spirit and effectiveness of an established coalition or community, SWPPA can provide practical tools to build and nurture an effective coalition and a community infrastructure by:

- ◆ exploring core components of effective coalitions;
- ◆ offering proven strategies for identifying and engaging community stakeholders;
- ◆ demonstrating ways to include and bond diverse stakeholders;
- ◆ crafting inclusive community building and public engagement strategies
- ◆ troubleshooting in tough situations; and
- ◆ delivering strategies on how to maintain strong sustainable coalition relationships.

## Innovate...

### CULTURE CHANGE

Culture change, based on person-centered services, is a nationally recognized, increasingly popular philosophy, practice and process that is substantively changing the way aging and long term care services are planned and delivered. While each individual and organization involved in culture change achieves the deep system, transformational change that is culture change in its own way and time frame, there are fundamental values and practices which serve as the foundation of culture change.

SWPPA's local, state and national experience in culture change can help to support individuals and organizations at any stage of the culture change journey and facilitate success in transforming residential or home and community based long term care. SWPPA can assist by:

- ◆ introducing culture change and its values and principles;
- ◆ helping individuals and organizations understand culture and change as preludes to understanding culture change;
- ◆ baselining an organization's current culture;
- ◆ exploring how an organization undergoes the deep system change that is culture change; and
- ◆ strategizing on how changes are planned, designed, achieved and sustained.