

A Coalition Approach to Putting Aging Services On the Radar

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Presentation to Developmental Disabilities Council

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About the Coalition

(1996 - today)

The Senior Services Coalition of Alameda County advances county and state policy change that improves the lives of seniors in Alameda County.

SSC's 40 member organizations provide health and supportive services to over 65,000 older adults in Alameda County.

Our Vision: A county where all people can age in place, live with dignity, be part of a community, feel safe, maintain health and mobility, and exercise choice.

SSC's Mandate

Work collaboratively to advance policy that:

- Ensures reliable and relevant funding for community-based services.
- Establishes community-based supportive services as key partners with health care; bridges the health and social services silos; and leverages new and existing resources for better health outcomes.
- Improves the economic security of older adults in the county.

Results of our collective impact: Increased local funding, Measure A Older Adult Priority Area, robust County Plan for Older Adults, cross-silo collaborations

Advancing our Policy Agenda

Getting “aging” on the radar required building relationships over time

- ▶ Building our coalition
- ▶ Cultivating partnerships
- ▶ Engaging County leadership
- ▶ Pushing innovation and being willing to collaborate

Questions?

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