Welcome GIA Community
Latino Age Wave: Architects of Change

...how we built a movement through a multi-faceted approach that has deep and broad implications for long-term systems and social change

GIA Conference 2014
Making the Shift

Perspective

Policy

Practice
Perspective

1. Engaged Community - Advisory Committee
2. Checked our Assumptions
3. Developed Guiding Principles
4. Conducted Community Assessment
5. Logic Model
Rethinking Common Assumptions

**Status Quo**

- Older adults often segregated
- Older parents don’t want to “burden” children/relatives
- Independence as long as possible
- Long, leisured retirement, sufficient resources
- Health care is guaranteed

**For Latinos**

- Older adults usually integrated
- No concept of anyone in the family being a “burden”
- Interdependence among generations
- Work is life, often essential for family support
- Health care—10 times more Latinos 65+ lack coverage
Guiding Principles

• Respect for Elders

• Cultural Relevancy

• Intergenerational Strength

• Innovation

• Asset-based approach
# Colorado Latino Age Wave Logic Model

**Theory of Change:** By conducting a community needs assessment and a community awareness to action campaign, investing in a community grants program, implementing a policy initiative, developing a fellows program, and conducting a thorough evaluation of CLAWI efforts, then Latino older adults and their families will be more likely to know about and access support services from institutions and providers who have changed policies and practices and gained the knowledge and capacity to provide culturally appropriate services that leverage the assets of Latino families.

<table>
<thead>
<tr>
<th>Inputs (Resources)</th>
<th>CLAWI Component</th>
<th>Activities/Outputs (Intervention/Dosage)</th>
<th>Short- and Medium-Term Outcomes (Result/Goals/Impact)</th>
<th>Long-Term Outcomes (Result/Goals/Impact)</th>
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<tbody>
<tr>
<td>Relationship with HIP</td>
<td>Community assessment</td>
<td>Roll out findings; Publicize highlights; Conduct summit for public awareness and education; Create and implement communication plan</td>
<td>New funders are engaged to work toward program sustainability; Broader community is engaged in Colorado Latino Age Wave; Current status of Latino older adults in metro Denver and the providers who serve them is mapped</td>
<td>Institutions have operationalized and are sustaining culturally sensitive practices; Policy changes within systems have been achieved</td>
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<td>Partners (NHCOA, CCLP, DRCOG, HCPF)</td>
<td>Community awareness to action campaign</td>
<td>Recruit, convene and facilitate advisory committee; Host 10 learning sessions</td>
<td>10 learning sessions are completed; The divide between aging-focused and Latino-focused organizations is closed; Cultural competence is integrated into grantmaking initiative through awareness to action campaign; Campaign reaches 800 Latino elders and 2,000 participants over the three-year initiative; Public awareness about accessing culturally appropriate services, care and coverage increases; A network of engaged partners exists on behalf of Latino older adults; Cultural sensitivity increases among 10+ providers</td>
<td>Champions continue to promote the goals of CLAWI; A replicable and scalable community-driven, asset-based model has been designed and implemented</td>
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| Community Advisory Committee | | | Latino older adults and their families know about and access culturally appropriate services that leverage their assets.
Practice

1. **Awareness to Action Campaign** - Outreach to over 7000 people (cafecitos, presentations, workshops, social media) throughout the Denver Metro area; Over 100 caregivers have been served

2. **Fellows Program** - Fellows have reached and served 1200 people in their communities

3. **Community Grants Program** - Four hundred Latino elders have been directly served by our five cohort grantees

4. **Technical Assistance** – Working with a NORC to provide culturally relevant data and practices
Policy and Advocacy

1. **Policy Building**
   - Network of 25 policy experts engaged
   - Active member of policy groups (Federal/State/local govt.; grantee cohorts)
   - Testified at legislative hearing on poverty

2. **Advocacy**
   - Statewide Fall Forum for over 200 Latino and community leaders
   - Presentations at multiple national aging conferences
Lessons Learned

• Go in humble – come out smart
• Be comfortable with chaos
• Grantmaking model - planning and implementation model worked
• Need minimum of three years – patient-capital
• Joint venture with like-minded funders – Leveraged funds
• Focus on cultural competency brought new learnings
• Use of virtual consultants as staff has been successful
• Backbone organization vital to our success
Construction Project Phases

- Programming
- Schematic Design
- Design Development
- Construction Documents
- Bidding
- Construction
- Occupancy

Community Assessment
Logic Model
Develop Action Plan
Evaluation/Measurement
Grantmaking
Systems Change
Service Delivery
Moving Forward: The Remodel

• Perspective
  – Changing the narrative

• Practice
  – Focus around alignment

• Policy
  – Influence opinion, advocates ideas
How can you be an architect of change to influence, engage and/or invest in creating a shift in perspective, practice and/or policy to address the Latino Age Wave in your community?

Lego Blocks:
Red = Perspective
Yellow/Green = Practice
Blue = Policy
Thank you

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