

Update, AAAPP Strategic Plan: September 22-September 2025

Report Date: October 3, 2023

Services Workgroup Co-Champions: Julie Hale & Anne Corona, Board Secretary

Members: Dr. Audrey Baria, Barbara Sheen Todd and Valerie Anderson-Stallworth

Board Goal: Diversify & expand partnerships for programs/services

Strategy 1: Ensure there is a large pool of qualified vendors/providers to competitively bid to provide needed services

Status: In progress/stalled

How to measure success:

Scour local community newspapers /advertising supplements for home care providers; contact Chambers of Commerce for provider listings; Senior Expo's-vendor participants, word of mouth from families who have caregivers for their loved ones. Any increase in providers is measurable and enables the AAAPP to serve more clients. Through diverse outlets including social media, make sure that our message conveys that the AAAPP is a known, trusted and reliable organization that caregivers would want to work for. Check into presence on other organizations' websites such as CARE.COM

Narrative summary and Workgroup Recommendations:

The entire Board of Directors should assist in the identification of new providers. Ann Marie Winter, AAAPP Director, regularly attends forums & conferences, and meets with leaders in the aging field resulting in new partnerships and potential new programs. Both Ann Marie & Julie Hale attended a recent housing conference: Supportive Housing Summit. They met with a number of non-profit providers who would be willing to work with the AAAPP. Ann Marie & Julie discussed insight & ideas gained from sessions they participated in. Recommend ongoing contact with service organizations and others dealing with the same issues, while researching best practices in other AAA's.

Strategy 2: Identify gaps and unmet needs based on the current and future economic forecasts.

Status: In progress

How to measure success:

As a starting point, use number of phone calls to the Helpline, state and national data related to housing insecurity or homelessness among the elderly in order to document need. Track any affordable housing being developed with total number of low income housing units in our service area, while comparing housing need with housing availability. Use this information to make the case for safe, affordable and accessible housing with local municipalities, community leaders, faith-based organizations and elected officials. Any new such housing developed will count toward a measure of success.

Narrative Summary & Workgroup Recommendations:

The greatest unmet needs identified are in the fields of behavioral health and affordable housing. AAAPP COO, Kerri Marselak, has presented the Services Work Group with materials on innovative approaches to supportive housing including community services and building partnerships to address housing / homelessness. By including community services with housing, issues such as mental health and other challenges can be managed in one location. Collaboration with community partners, other stakeholders and experts in senior housing issues is regarded as the most effective approach to bringing about successful, supportive housing. Stakeholders working toward housing solutions should include city and county elected officials, area affordable housing developers, and service providers in the fields of aging and behavioral health. Cooperation with community partners on strategies for reducing homelessness and creating affordable housing will lend weight to and bring greater attention to these urgent issues.

Addendum:

The Services Workgroup for the AAAPP Strategic Plan has approved motions to present to the Board of Directors for approval at its October meeting as follows:

- (1) Motion to approve 2 roundtable discussions, one in Pinellas on November 29 and one in Pasco on November 30 to develop an affordable housing initiative and come up with a framework for an action plan moving forward.
- (2) Motion to approve AAAPP staff to move forward with invitations for these two events as soon as possible following confirmation of facilitator, agenda, venue and invitee lists.
- (3) Motion to approve follow up with the Community Foundation of Tampa Bay, re: participation and potential sponsorship of the Pasco roundtable discussion by Services Workgroup Co-Chair Julie Hale. Julie Hale is a Nature Coast Council member of this organization. As soon as the information on the Pasco roundtable has been confirmed, Julie will contact her Community Foundation representative.