

Blueprint Highlights
By Project Initiative -- November 2006

Foundation Building

- Chair, Frank Cambria, led the Blueprint Core Leadership Team's orientation of new members who are key stakeholders from the community bringing comprehensive resources, finances, talent, expertise, and networking competencies to the Blueprint partnership. The core Leadership Team is responsible for decisions related to new opportunities or roles for the partnership and for advancing the partnership's ability to accomplish its goals and objectives.
- The Community Education and Awareness workgroup met twice in November to work on membership issues and to review Blueprint communication needs, proposed and innovative projects, and communication guidelines. Members reviewed communication pieces for the Blueprint and for Senior Advocates of Washtenaw.
- Blueprint staff participated in the Washtenaw Community Plenary Session that presented the United Way Community Needs assessment and identified appropriate outcome measures for five Assessment Areas. The plenary session provided a forum for the wider community to learn about the new structure of the Community Collaborative of Washtenaw and the process for determining priorities and funding.
- Blueprint staff completed the Blueprint communication plan after training by Robert Wood Johnson sponsored Spitfire Strategies. The plan includes a summary of research and planning, the communication goal, a summary of external and internal assets and challenges, targeted audiences, communication activities and time line, and benchmarks of success.
- Blueprint director met with Phil D'Anieri of the Ann Arbor Area Community Foundation to discuss Blueprint initiatives and shared interests with the foundation.
- Design and mug selection were completed for the "Aging with Attitude" positive aging marketing. Trademark and copyright proceedings are underway. The Blueprint has secured the "Age with Attitude" domain name for future use if needed.
- Blueprint staff participated in a technical assistance and progress call from the Community Partnership for Older Adults, administrators for our Robert Wood Johnson Foundation grant. CPFOA staff asked for further information on Blueprint initiatives, described in monthly reports to CPFOA, in order to share with other projects. They were interested also in how staff had integrated skills,

tools and information gained at recent conferences on partnership sustainability and communications. The call included a discussion on progress of the Blueprint evaluation plan due in June 2007.

- Blueprint staff completed a matrix for the Community Partnership for Older Adults that outlined the project goals, challenges and accomplishments. This tool is utilized by CPFOA to compare and contrast the sixteen projects across the nation and note common issues and solutions.

Senior Leadership

- The Senior Advocates of Washtenaw (SAW) Planning and Legislative Committee met to review suggestions for program content for the November educational SAW meeting. Committee members also discussed the structure and goals of this committee.
- SAW had its monthly meeting with speakers on long term care. Linda Phillips of Citizens for Better Care spoke on the state of assisted living in Washtenaw County. Linda Lawther from the Michigan Center for Assisted Living helped the group understand definitions, rules and regulations regarding assisted living. Josh Hartman of RSVP gave a presentation on a new grant that will showcase Washtenaw County older adults in leadership positions throughout the Blueprint.

Technology Innovation

- The Decision Tree committee of the Technology Group met, making progress toward a Blueprint sponsored website that will assist Washtenaw County older adults and their families locate resources to meet the needs of aging persons, helping them to age in place—in their homes or in the most appropriate setting.

Aging in Place Initiative

- Blueprint Pilot Project Coordinator submitted written testimony to the Washtenaw Area Transit Study (WATS) regarding Blueprint community forum results on senior transportation needs.
- Blueprint director consulted with the Jewish Federation of Washtenaw County to discuss joint interests and strategies for serving older members of the Jewish community.
- Blueprint staff is collaborating with Ruth Campbell, former director of Turner Geriatric Center who currently teaches university coursework in Japan, regarding a Blueprint role in a Center for Global Partnership grant for creating international teaching-learning opportunities regarding community responses to the needs of older adults with dementia and their families.

- In collaboration with Blueprint partners Neighborhood Senior Services, Turner Resource Center, and Eastern Michigan University, Blueprint pilot projects coordinator developed a two-day orientation and training program to be held in mid December for volunteers in the Community Volunteers project. The coordinator met with these volunteers individually to develop plans for outreach in their neighborhoods in preparation for a Jan 1, 2007 start date.
- Blueprint for Aging was a supporter of Blueprint partner Housing Bureau for Seniors' week long Aging in Place conference. Blueprint staff and Senior Advocates of Washtenaw (SAW) committee members were present at conference sessions to distribute Blueprint literature, answer questions and give direction for participation in Blueprint activities.
- A sub-committee of FANG met on Friday, November 10, to address evaluation of the Community Volunteer Pilot Project