

# COALITION

A model for engaging stakeholders in policy change



# SENIOR SERVICES COALITION

OF ALAMEDA COUNTY

- Representing nonprofit and public providers of health and supportive services for seniors in Alameda County
- **We are committed** to establishing an easily accessible, coordinated system of social, medical and supportive care for seniors in Alameda County. Aging in place, being part of a community, feeling safe, maintaining health and mobility... these expectations serve our society as we head into a future in which every fifth person will be over 65.
- Policy Agenda and Priorities for Action –  
Revisited and confirmed by consensus every year



# WHY FORM A COALITION?

- There was an issue
- “Every-organization-for-itself” was not working
- Needed the leverage of broad support
- Needed common messages and coordinated efforts
- There was a distinctive geographic/political jurisdiction... a target for policy change



# BENEFITS OF COALITION

## For the issue/mission

- Power in numbers
- Credibility of broad support
- Breadth of expertise, knowledge and perspective informs positions and proposals
- Staying power

## For the members

- Advancing common, core goals
- Cost effective, efficiencies of scale
- Increased communication and understanding among stakeholders



# UNIFYING ELEMENTS

- Mission statement
- Policy Agenda/Work Plan (revisited regularly)
- Membership dues/joint “pot”
- Structure for decision making
- Representative Leadership (ie, steering committee)
- “Way of Being”
  - Decentralized decision making
  - Regular and intentional check in with all members
  - Regular attention to process (“is this working?”)
  - Transparency
  - Ask “who else should be here”
  - Seek inclusiveness - recognize that “who’s at the table” and “coalition of the willing” is not good enough



EXAMPLES...



## EXAMPLE: STATE LEGISLATION

- AB 69 – CalFresh Senior Nutrition Benefits
  - Addresses the problem that only 1 in 10 seniors who are eligible for CalFresh actually has the benefit
- Emerging opportunity aligned with SSC Policy Agenda
- Tapped members for info on the barriers and “real stories of real people”
- Met with County staff and Supervisors
- Commission on Aging requested County support
- SSC requested County Agency support
- Coordinated with statewide campaign
- Success! And our County is ready to move forward.

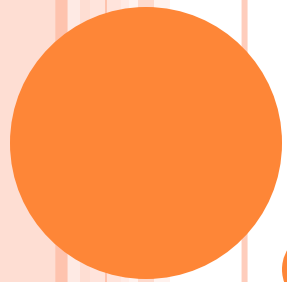


# EXAMPLE: ADULT DAY HEALTH CARE CRISIS

- Core group coordinated with CAADS efforts and Sacramento actions
  - Coordinated local calls to action (letters, calls, legislative visits) broadly disseminated
- Coalition, members and partners established relationships with local legislators and Supervisors
  - Issue orientation followed by regular updates
  - Key Supervisor convened a public hearing
  - All electeds asked to write letters of support / Board of Supervisors resolution & Letter to DHCS
  - Formed County workgroup (assess & deploy resources)
  - Established working relationships with the Plans
- Rally galvanized support.







**QUESTIONS?**