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Health and Human
Services

Networking to Develop Partnerships

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The **Texas Health and Human Services (HHS)** has responsibility to provide strategic leadership, administrative oversight of Texas health and human services system programs, and provides direct administration of multiple programs.

HHS oversees:

- Eligibility Determination
- System Planning and Evaluation
- Policy Development and Rule-making
- Fraud and Abuse Prevention and Detection
- Border Affairs
- Early Childhood Coordination
- Ombudsman Services
- **Aging Services Coordination**



Aging Services Coordination

Programs:

- Age Well Live Well
- Aging Texas Well
- Database of Aging Programs
- Texercise
- Silver Lining



Mission

To support older Texans to age and live well by:

- Connecting and coordinating aging services and programs
- Building partnerships to enhance and expand existing resources
- Raising awareness of aging issues and available resources
- Creating innovative programs to meet needs

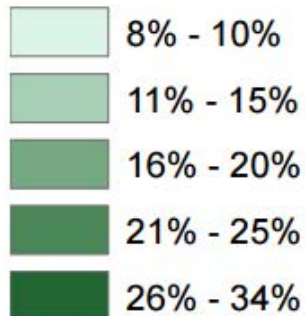
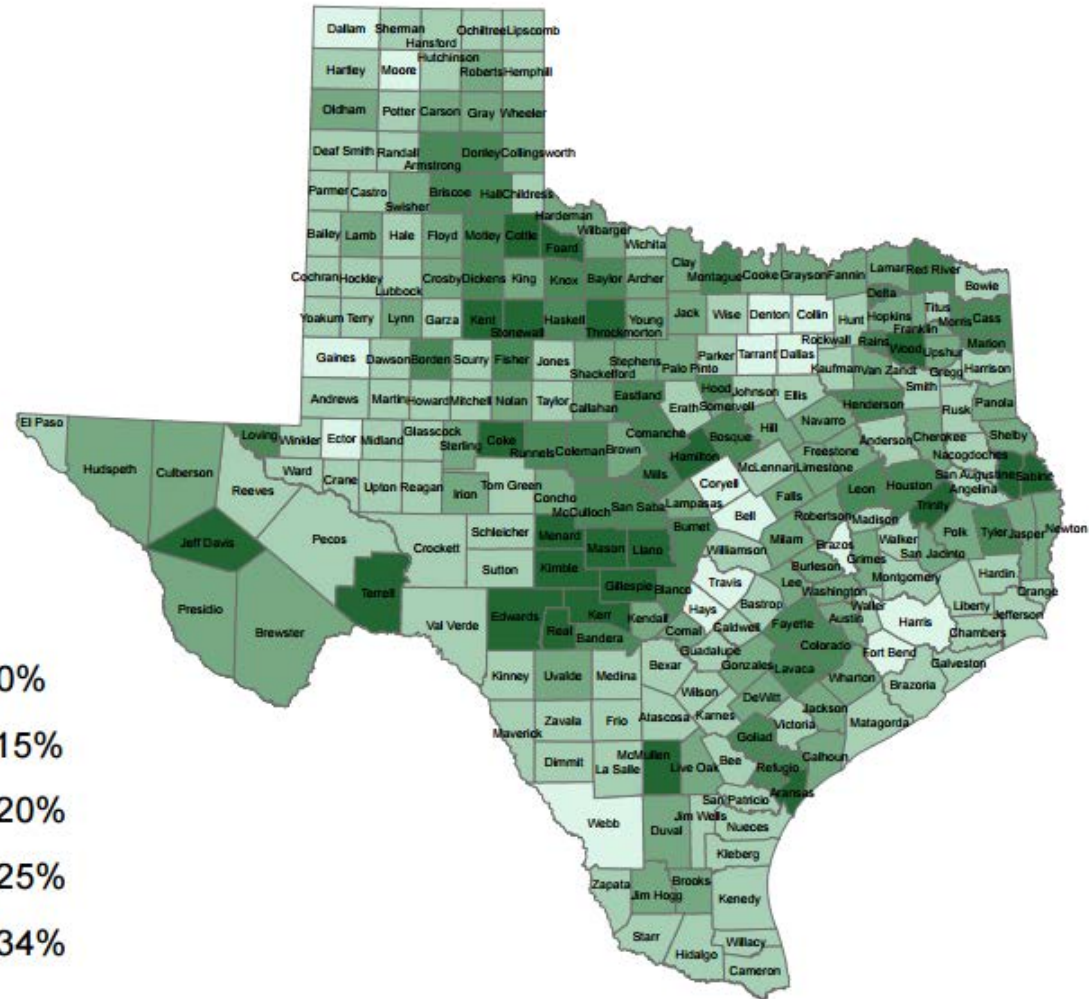


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Older Texans



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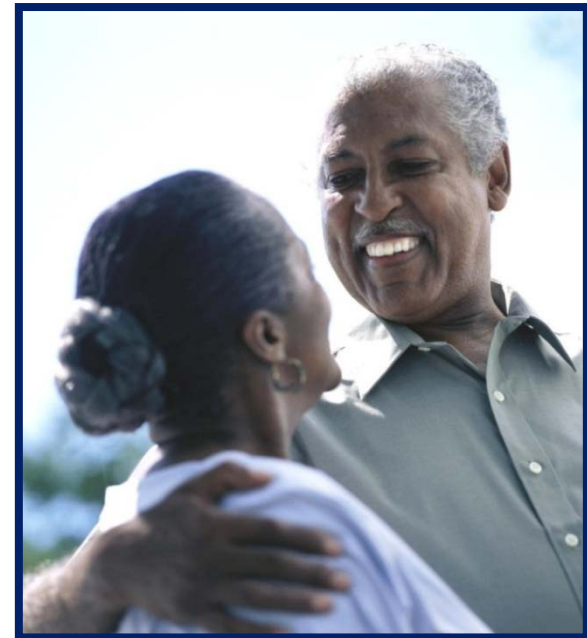


Age Well Live Well

Age Well Live Well

By 2030, the U.S. population 65 and older will double to about 71 million, or one in every five Americans.

The Age Well Live Well campaign provides resources and tools to help individuals and local communities to meet the needs associated with aging and create opportunities for living well.



Age Well Live Well

The Age Well Live Well (AWLW) campaign encourages people and communities to take the necessary actions today, to help ensure a healthy tomorrow.

The campaign provides individuals and community resources to:

- **Be Healthy:** Improving the physical health of older adults, their families and the community at large.
- **Be Connected:** Providing opportunities to get engaged in community activities and volunteer.
- **Be Informed:** Creating awareness of aging-related issues and resources offered through Age Well Live Well partners, HHS and the aging and disability network.



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Partnerships

Partner — all entities (*public, private, nonprofit or faith-based*) that join with HHS to achieve a commonly desired result.

Partnership — The process of working with another organization in an equally advantageous relationship to reach an identified goal.



Types of Partners

- **Funding** – partners that provide direct monetary funding to support efforts.
- **In-kind** – partners that provide goods, services, commodities and/or supports to meet identified goals.
- **Volunteer** – partners that provide volunteer backing and/or volunteer opportunities to support programs and services.
- **Media** – partners that provide print and online coordination of local media, including brochures, flyers, radio, television, etc.
Planning – partners that chair or coordinate planning of local community programs, coordinate volunteer efforts, and/or awareness and event support.
- **Project** — partners that can provide support on short-term project or activity to achieve identified goals within a specified time frame.
- **Strategic** — partners that can provide long-term commitments on a committee, project or activity.



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Benefits of Partnerships

- Maximize efforts
- Reduce duplication
- Fill gaps in services
- Share in the planning and available resources
- Improve efficiencies and effectiveness
- Provide unity of the cause/issue



Benefits of Partnerships (cont.)

- Improve awareness of the community initiatives
- Strengthen communities
- Enhanced credibility
- Improve visibility/awareness of products and services
- Provide consumers with more choices and opportunities



Identifying Partners

- Get creative and look outside the traditional partner network
- Find a common thread – services, audiences, outcomes
- Use your existing networks – partners, conferences, media
- Don't get caught in the “donor” mindset



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Attracting Partners

- Highlight the common threads you share
- Feature the “win’s” you can provide:
 - Resources and services for employees
 - Awareness for their organization
 - Formal recognition and awards
- Make it easy:
 - Develop policies to ease collaboration
 - Put the burden on your side



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Maintaining Partners

- Make their effort meaningful
- Provide a vision, mission, goals, roles and responsibilities
- Check in regularly
- Give them a voice and use their feedback
- Recognize their effort
- Listen



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Challenges for Partnerships

- Unclear mission, goals and outcomes
- Lack of money and sustainability plan
- Tasks which appear too large
- Initiating action



AWLW PARTNERS

AWLW collaborative partners include:

- Parks and Recreation
- City leadership
- Service providers
- Community homes
- Nonprofits
- Civic groups
- Corporate
- Faith-based
- Medical
- Media
- HHS local offices
- Area Agency on Aging
- Aging Disability Resource Center
- Academic
- Advocacy and volunteer groups



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Questionnaire



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Networking



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“Saying hello doesn’t have a return on investment. It’s about building relationships.”

Contact Us

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