

Partnering for Collective Action – Aging in Texas Conference 2018

Best Practices Break Out Sessions 1,2,3

Partnering to increase outreach with hard-to reach populations

- Start where the clients are at; be open to changing circumstances.
 - Relationships with low income senior housing service coordinators, senior centers, and others can be critical to serving your base.
 - Popular locations where communities of color tend to come together: houses of worship, the barber shop/hair salon, the bakery, locally owned corner store.
 - Places that older adults may still frequent: banks and libraries.
- Building relationships with population experts – they are the gatekeepers to the communities and will help bring clients to you through trust

Partnering on marketing plans and communications to broaden reach

- Social media platforms that are popular within a specific community
 - In the Chinese community, WeChat is a popular platform that is considered the Facebook of China.
 - Attempt to survey the community and learn about the best ways in which they like to receive information that they trust or are more willing to listen to.
- Reach out to the Corporate Social Responsibility (CSR) arms of businesses (like banks) to partner up to reach out to their customer base.
- Insurance companies that have the Medicare population within their overall marketing targets
 - The UnitedHealthcare Houston Resource Center recently began a program to bring in community partners weekly to do presentations for their customers. This allows them to connect their client base with resources and refer individuals with more questions to our agency.

What Makes a Good Partner?

- Both parties share the workload – relative to their strengths, weaknesses, capabilities, and resources.
- Remember to share resources- this should never be a one-way street, as information is key to healthy partnerships.
- Building trust is key, but often difficult – remind yourself and your team that it takes time to be authentic.
- Don't assume potential partners know who you are or your exact role in the community. Take the time to teach them in the most resource efficient way possible.
- Invite new and existing partners IN – this builds trust and explores strengths and weaknesses.
- Personal narratives tie our organizations, offices, and positions to the work we do, and create shared value in an authentic way. This in turn, helps with building trust.
- Listen carefully to community needs before thinking about who to partner with and why.



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- Rural partners – think about how rural communities get their information, EX: using a BINGO event to bring information about resources to seniors- remember to think about fun before policy and procedure