



PARTNERSHIP IN ACTION

WITH THE
AMERICAN
SOCIETY
ON AGING



American
Society
on Aging

2024+

In the social impact industry, it's crucial to work together by drawing on each other's strengths. This approach, which emphasizes building meaningful partnerships and collaborating rather than competing, will lead to better serving those we all care deeply about. When organizations combine their skills and resources, they can offer more comprehensive solutions than they could on their own.

This not only leads to innovation but also ensures that customer needs are met more holistically. By working together, the service sector can be a resilient and responsive provider even in the midst of inevitable change, ultimately benefiting both the organizations and their customers.



With this perspective, Give an Hour chose to begin a partnership in 2023 with the American Society on Aging (ASA). By showing Give an Hour at ASA's Annual Conference, we were able to amplify impact, drawing on their extensive network and deep understanding of the aging community's needs. This collaborative approach enhances the reach and effectiveness of our initiatives and underscores our belief in united efforts to create meaningful change.



PLANNING

Give an Hour: **Lead Partner** for the **Mental Health Center** at the American Society on Aging in San Francisco, March 2024



01 SHARED VALUES

Our conversations with ASA began in early 2023, through an introduction Leanne Clark-Shirley, Chief Gerontologist at the time and now ASA President & CEO. We felt immediate synergy and shared values and heard the community of individuals supporting the aging population consistently name the gap in meeting the mental health needs of their clients.

They shared two specific challenges: recognizing how mental health presents in relation to the aging process and how to best address both the physical and mental needs of aging adults- specifically those who have experienced trauma.

02 MENTAL HEALTH CENTER

Give an Hour delivered a robust mental health learning environment at their 2024 conference by hosting the On Aging Mental Health Center at ASA's annual conference. Give an Hour acted as an effective agent of collaboration by inviting aging subject matter experts to join us in creating programming for the center to customize the experience to meet the needs of this community.

03 WORKING IN COLLABORATION

For nine months leading to the conference, the Give an Hour team worked closely with ASA to define collective goals of the Mental Health Center, sourcing experts and building tie-ins to other opportunities throughout the conference.



THE GIVE AN HOUR APPROACH STARTS WITH *LISTENING*

To ensure that the presentations at the Mental Health Center were highly relevant and informed by experts in the field of aging, ASA hosted a focused listening session in the fall of 2023, inviting Members and leaders in the field to share direct feedback to Give an Hour staff about the current state of mental health in aging. The open discussion, moderated by ASA, included the following questions to help guide our planning for the Mental Health Center:



What topics do you think need to be highlighted?



What are you working on that others should know about?



How are we advancing equitable access to mental health supports for older adults?



What innovations have we seen in mental health care?

We actively listened to these professionals to understand the pressing needs, concerns, and critical points within the aging community's mental health landscape.

The following interesting perspectives came out of the listening session:

Lack of Education

There is a lack of education around aging while the theories of aging that are discussed are limited to conventional ways of thinking. The field needs more education on life transitions and how they intersect with trauma and wellness.

Lack of Training for Medical Providers

There is a lack of available training for medical providers about the mental health needs of aging adults. Older adults are much less likely to be screened for mental illness or substance issues. Many providers don't understand how symptoms often present as people age and most symptoms are attributed to aging physically rather than mental health needs.

Ageism Stigma

To better support aging populations, it is essential to develop authentic communities rather than relying solely on licensed clinical supports. Addressing ageism stigma is crucial, and this can be achieved by highlighting the positive aspects of aging.

Conversations about Diversity

There needs to be more conversation around diversity and diverse needs in older adults of different populations. Aging adults face common challenges but because of race, culture and ethnicity, their needs and solutions are perceived differently (loneliness, chronic pain).

Lack of Support for Caregivers

There is a need for more training and support for caregivers.

A Need for Community

The aging populations need to develop authentic community rather than be surrounded by only licensed clinical supports.

A Need for Purpose Building

Golden years quickly get shifted to the "Rusty" years. We need more initiative focused on helping aging adults find purpose and control.

Key fact: 1/3 of the 100 million older adults in 30 years will be AA and Latino.

WHEN ASKED WHICH **MENTAL HEALTH ISSUES** ARE OBSERVED THE MOST OFTEN IN AGING POPULATIONS, WE HEARD:

This is Give an Hour's approach: ensuring that education and the services that follow are well-informed and genuinely beneficial, rather than rushing to provide solutions without a deep understanding of the context and needs.



New physical health conditions that impact mental wellness



Isolation



Cognitive conditions



Role changes



Trauma- how it shows up in aging- more exposure to violence now



New medication issues



Adjustment issues - adjusting to the parental shift and caregiving



Depression/ Anxiety

Creating the offerings within the Mental Health Center

The Give an Hour team identified key goals for the Mental Health Center:

Product/Volunteer Goal

Increase GAH Provider and Wellness Ambassador numbers; Introduce Give an Hour's products and services.

Partnership Goal

Engage in partnership conversations, leading to paid engagements; Build relationships with aging organizations and professionals in the space.

Content Goal

Validate mental health issues in aging; establish GAH value in supporting the aging population.

The Mental Health Center was open over 3 days for 12 hours, leaving ample opportunity to offer diverse engagements for conference participants. To meet our goals of getting participants more engaged in Give an Hour, we presented all aspects of our work through 30-minute pop sessions:

- ✓ A listening session to review findings from ASA sponsored session and add other thoughts and comments
- ✓ Introduction to becoming a Wellness Ambassador
- ✓ How to connect to a GAH Provider
- ✓ The value of Peer Support
- ✓ Open partner conversations
- ✓ Introduction to Help the Helper
- ✓ How to become a GAH Provider

TOOLS & SERVICES

Creating these presentations also adds to the body of GAH work available to be used in other spaces. Flyers and posters were also created that can now be used in a variety of settings since we were careful to create content that was not tied specifically to one event.

Based on the insights gathered, we determined that in addition to sharing Give an Hour's tools and services within our Mental Health Center, we needed to include experts from the field who could deliver knowledge-rich presentations that directly addressed the identified issues from the listening session. We pulled experts from ASA and other external connections and worked with them for months prior to the conference to determine their topics, learning objectives and finalize their visual presentations (co-branded by GAH).



SESSION OVERVIEW

The following is an overview of each session offered:



Navigating Trauma: Aging and Resilience – an engaging analysis of interpersonal trauma, empowerment, and post-traumatic growth later in life.

Presenter: Julia Weinman

The exhibition space buzzed with anticipation as Julia Weinman, a dedicated PhD candidate in Clinical Psychology, took the podium to navigate the complexities of trauma and resilience in aging. With a deep understanding of the long-term effects of trauma on older adults, Julia offered invaluable insights into tailored interventions aimed at mitigating adverse effects and promoting resilience. Her research underscored the urgent need for specialized support systems that address the unique vulnerabilities of aging populations, aligning seamlessly with Give an Hour's commitment to fostering mental health equity. Julia also served on the Beyond Generations panel hosted by ASA with Dr. Clayeux.



There's No Expiration Date on Healing and Transformation: Ensuring Mental Health & Belonging at Every Age, a workshop-style learning experience acknowledging and dispelling myths related to mental health and aging.

Presenter: Dr. Regina Koepp

The conversations continued with Dr. Regina Koepp, a pioneering voice in mental health and aging, whose dedication to ensuring mental health and belonging at every age resonated deeply with Give an Hour's mission. Through her thought-provoking session, Dr. Koepp illuminated the importance of equity, inclusion, and belonging in mental health care for older adults, challenging ageist stereotypes and advocating for accessible and inclusive support systems. Her session fostered a transformative discussion on the role of mental health advocacy in promoting holistic well-being across the lifespan. Dr. Koepp also served on the Beyond Generations panel hosted by ASA with Dr. Clayeux.

SESSION OVERVIEW CONT.



Introduction to Comorbidity in Aging: ADHD, Mental Health & Other Considerations, an exploration of the unique challenges faced by older adults with comorbid conditions.

Presenter: Dr. Daniella Karidi

Dr. Daniella Karidi, founder of ADHDtime, whose groundbreaking research on comorbidity in aging shed light on the intersection of ADHD and mental health disorders in older adults. With a wealth of experience in neurodiversity advocacy, Dr. Karidi offered invaluable insights into the unique challenges faced by aging populations with ADHD, emphasizing the importance of accessible mental health support. Her session empowered attendees to identify and address key challenges in mental health care for aging populations, sparking meaningful conversations, and inspiring action.



Addressing Diversity in Caring for Older Adults, a powerful conversation centered on recognizing and addressing the needs of diverse populations within the aging community.

Presenter: Dr. David Camacho

University of Illinois professor Dr. David Camacho took center stage, offering a compelling exploration of diversity and inclusion in aging research and care. With a focus on addressing prevalent conditions associated with aging among minoritized older adults, Dr. Camacho's session underscored the urgent need for equitable mental health support and further study for all communities. His research-informed insights provided attendees with tangible strategies to enhance the prevention and management of chronic pain, loneliness, and cognitive impairment, highlighting the importance of culturally intelligent and responsive care. Dr. Camacho also served on the Beyond Generations panel hosted by ASA with Dr. Clayeux.



How Purpose Impacts Emotional Wellness for Older Adults, a reflective discussion on the cumulative positive effects of rediscovering and connecting to individual purpose as an older adult.

Presenter: Anna Hall

The sessions closed with an invigorating address by Anna Hall, whose expertise in senior living management illuminated the profound impact of purpose on emotional wellness, particularly within aging communities. With warmth and conviction, Anna delved into the transformative power of purpose-driven living, drawing parallels between her work at The Purpose Equation and Give an Hour's commitment to equitable mental health services. Her session underscored the intrinsic link between purpose and resilience, laying the foundation for a day of insightful discourse.

FEEDBACK FROM PARTICIPANTS & TAKEAWAYS FROM STAFF ABOUT OUR MENTAL HEALTH CENTER

These mini-sessions generated interactive and insightful dialogue among conference attendees and highlighted the desire to lean into mental health conversations that arch across industries serving the aging community. We noted and brought back these insights to evaluate our impact and plan for the next phases of our work in aging as it relates to trauma:



Having the booth open created an environment for people to have the space to talk about Give an Hour products. People were particularly excited to talk about peer support.



The audience had a desire to help their aging communities with mental health resources. We reiterated that you don't have to be an expert and you can always make impact no matter your professional/personal role with another individual.



Older adults need more connections. That's why peer support really resonated. Shared experience of aging and/or trauma was a place to create community with non-professionals.



Social isolation talk was abundant. Purpose and hope were concepts that were talked about a lot.



There were quite a few other organizations leaning into the caregiver space and intentional efforts to support those providing help to the aging population.



The topics that really hit home were trainings that offered tools and practices.



Frontline professionals were particularly **drawn to the conversation around trauma**, frequently citing a gap in knowledge and shareable resources related to this topic. A range of organizations expressed interest in **growing their understanding of and responsive skills in the experience of trauma in older adults**.

ADDITIONAL **EDUCATIONAL SESSIONS** BY GIVE AN HOUR STAFF AT THE ASA CONFERENCE (OUTSIDE OF THE MENTAL HEALTH CENTER)

Give an Hour's Unique Approach to Mental Health Care

The 30-minute presentation showcased Give an Hour's diverse range of programs and initiatives aimed at addressing mental health challenges across various populations, such as our Five Signs of Emotional Suffering. From peer support groups to mental health professional networks, training and education initiatives to advocacy and awareness campaigns, Give an Hour's impact was highlighted with success stories and collaborations, underscoring the organization's commitment to innovation, adaptability, and diversity, equity, and inclusion. In a call to action, we invited attendees to volunteer, donate, or support Give an Hour through partnerships and sponsorships.

Financial Fraud and Aging: Give an Hour & FINRA Investor Education Foundation

The 60-minute session led by our CEO, Dr. Trina Clayeux and Rob Mascio, Director of Financial Education at FINRA, delved into the critical topic of financial fraud and its impact on aging populations. Through an engaging discussion, Dr. Clayeux and Rob connected the dots between financial fraud scams and the need for comprehensive support for victims.

Drawing on insights from Give an Hour's Peer Support for Financial Fraud Victims program and the collaborative Journey map created with FINRA, Dr. Clayeux highlighted the importance of tailored interventions and trauma-informed care in addressing the unique needs of financial fraud victims. By emphasizing the intersection of trauma, resilience, and mental health in the context of aging, Dr. Clayeux and Rob underscored the significance of providing compassionate support and resources to those affected by financial exploitation.

Beyond Generations Summit Panel

Dr. Clayeux was joined by several other experts in the field to give a broad overview of the different aspects of mental health as it intersects with aging. Dr. Clayeux explored the importance of trauma-informed care and cultural humility in addressing mental health challenges in older adults, emphasizing the need for tailored interventions that address the unique needs of diverse older adults. Additionally, Dr. Clayeux offered practical strategies for promoting post-traumatic growth and building equitable mental health services. Her emphasis on listen/lean in/learn-oriented approaches resonated deeply with attendees, providing a roadmap for empowering resilience and fostering hope in older adults and reminding attendees of the power of human connection in addressing the mental health crisis facing aging populations.



CONFERENCE FINAL *THOUGHTS*

By establishing a presence at the 2024 American Society for Aging Conference, Give an Hour aimed to create partnerships with like-minded organizations and stakeholders, broadening the scope of its initiatives into new and necessary areas of mental health advocacy. The organization's booth served as a dynamic, informative hub, equipped with materials and presentations that communicated the intersection of mental health and aging, effectively educating and engaging conference attendees.



Off-site reception hosted by Give an Hour

Through a carefully designed space, Give an Hour visually created an inviting environment that sought collaboration and listening, as well as introducing attendees to experts in the field of aging from multiple perspectives. Through our additional efforts to engage within the conference by presenting to the ASA audience through workshops and panels outside of our Mental Health Center, we captured an audience beyond those who found us in the exhibitor space.

Our thoughtful approach to finding ways to connect with people outside of formal structures helped build deeper relationships that have served us well. Give an Hour invited current and future partners to join the staff at an offsite reception to deepen our connections and build relationships that could lead to additional ways of partnering in the future.

Finally, our coordinated efforts to do exceptional work following up after the conference have led to conversations that could produce tangible financial partnerships that allow Give an Hour to expand our impact in the aging community.

We are already in detailed conversations to plan for On Aging 2025 and the many ways we can engage the community between now and then. Give an Hour is committed to prioritizing the support of aging adults, especially those who have been impacted by trauma, and also supporting the organizations and communities that are a part of their ecosystem.

NEXT STEPS: CONTINUING OUR *COMMITMENT*

Give an Hour provides essential mental health support to various populations impacted by human-made trauma, including the aging community. Mental health professionals are key to providing that support and Give an Hour strives to invest in and expand their access to trauma-informed continuing education. Part two of Give an Hour's long-term partnership strategy with ASA is a webinar series focused on trauma for ASA members and the Give an Hour community. Bringing our two networks together with support and education allows us to leverage the power of collective impact. We believe we are stronger together and look forward to continuing our partnership into 2025 and beyond.

Navigating Trauma Webinar Series with ASA

We have been invited to invest in a set of 4 mental health webinars through the American Society on Aging. We have determined a set of four engaging conversations that center around trauma and mental health and leverage our partners at FINRA, two of our guest speakers at the ASA conference and a new partner we met during our time at the conference. The sessions begin August 2024 and run through March 2025 and will be advertised by ASA and open to their members and our provider network for CE credits.

Navigating Trauma: Aging & Resilience

This presentation discusses the cumulative impact of multiple traumas, examining how they intersect with major life transitions, health conditions, bereavement, and social isolation commonly experienced in later years. Drawing on social, biological, and psychological factors inherent to aging, we explore why mental health symptoms are likely to resurface in older adults with histories of trauma. Understanding these vulnerabilities equips professionals with the insight to devise targeted interventions aimed at mitigating the adverse effects of trauma in older adults.



Addressing Trauma & Diversity in Older Adults

Explore effective strategies for addressing diversity and trauma within the older adult population, fostering inclusive and supportive environments for their unique needs. Gain insights into culturally sensitive approaches and evidence-based interventions to promote resilience and well-being among older adults from diverse backgrounds, particularly the Latinx community.

Social Isolation, Loneliness, and Trauma in the Aging Community: Understanding Impacts and Challenges

This program aims to educate professionals in the aging field on the profound impacts of social isolation, loneliness, and trauma on older adults, family caregivers, and mental health professionals, with a focus on understanding the intersections of past and new traumas. It begins with an overview of isolation and loneliness in the aging community, addresses the concept of intergenerational trauma, and provides practical support and self-care strategies to mitigate these challenges, ensuring a holistic approach to mental health and well-being in the aging population.

Combating Financial Fraud and Promoting Wellness in the Aging Community

FINRA (Financial Industry Regulatory Authority) leads a thought-provoking discussion on various types of fraud affecting the aging population, emphasizing the profound impact of financial fraud on older adults. This program explores the ripple effects of financial crime on victims' loved ones and caregivers, provides strategies to address the immediate and long-term effects of fraud, and offers preventive measures to avoid future revictimization. Developed in partnership with Give an Hour, this deep dive includes tailored emotional wellness strategies, ensuring comprehensive support for the financial and emotional well-being of the aging community.



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PEER SUPPORT:

As a Peer Supporter, you'll be an advocate for your community, demonstrating the importance of self-care, stress management, and seeking support when needed.

WELLNESS AMBASSADOR:

Wellness Ambassadors are individuals who inspire their communities by modeling behavior that prioritizes mental health and emotional well-being.

MENTAL HEALTH PROFESSIONALS:

Give an Hour is inviting Mental Health Professionals to participate in our network and provide counseling to those who have been impacted by trauma.