

LeadingAge Need to Know: Wednesday, July 14, 2021

We are sharing the very latest with members with weekday morning email updates and [live online updates](#) three days a week on Monday, Wednesday, and Thursday. Visit the [main coronavirus page](#) anytime.

Following are the latest news and resources.

A Message From Katie

Do we value the direct care workforce? LeadingAge president and CEO Katie Smith Sloan says that the answer to that question could change our field forever:

We want these professionals to feel valued so they will feel called to continue their important work in our field. But we know they will never feel valued unless we take deliberate steps to make sure they are valued.

[Read Katie's entire message](#) on LeadingAge's new vision for the direct care workforce.

Member Briefing TOMORROW! Leveraging New Polling Data in Care Economy Debate

Americans strongly back greater investments in services to support older adults, finds a [new LeadingAge poll](#) of U.S. adults. Join us for a briefing with Katie Smith Sloan and LeadingAge experts from communications policy teams to learn more about the breadth of support—from Americans of all political affiliations, ages, and geographic locales—and how you can share this valuable information. [Register now for tomorrow's 1-2 p.m. ET webinar](#). We can't wait to see you there!

New Resources: Develop Your Organization's Governance Strategy

Strong governance drives success and sustainability. And those of us who work in the aging services sector know there's never been a more important time to bolster our organization's strength. That's why LeadingAge is rolling out a new package of governance materials designed for aging services. Our resources directly address the unique challenges and opportunities our members face. You can count on the Governance Resources for Aging Services to deliver everything you need for smart, strategic Board planning.

Today, we're releasing the first of four self-guided resources that cover critical aspects of your governance priorities. As many of you are planning annual strategic work with your Boards, this is the perfect time to access the first resource bundle, Imagining and Advancing. LeadingAge members receive 50% off the purchase price—and early adopters save even more. [Learn more and begin your strategic planning today.](#)

Today's Online Coronavirus Policy Update

As the Delta variant of the coronavirus is taking hold across the country, LeadingAge members are wondering what the new variant means for the months ahead. On Wednesday, Dr. Ghinwa Dumyati from the University of Rochester will talk about the Delta variant and what providers can do to protect staff and residents as this new variant spreads. If you aren't already registered for the calls, you can [join us here](#).

New Insights and Tools From LeadingAge

LeadingAge staff experts are developing essential advocacy, guidance, and tools, and curating the most relevant resources for aging services providers, including:

- [LeadingAge Letter to CDC on Mask Requirements](#)
- [CDC Expected to Extend Eviction Moratorium by One Month](#)
- [House Seeks Big Gains for Section 202 Program](#)

A complete timeline of insights and tools is available here, so you'll never miss an update.

Questions? Ask LeadingAge National, Your State Association, or Each Other

There are many ways to get help during this crisis. Contact LeadingAge's national team directly. If you have questions about local and state issues, [contact your state association](#). Join the [MyLeadingAge Member Community](#) to ask questions, access resources, and share best practices for issues facing members.