

THE SOCIAL CHANGE, INNOVATION, AND LEADERSHIP (SOCIAL) INITIATIVE FAQ

An Initiative of PASWA's HIV and Aging: A Social
Work Response



Professional Association of Social Workers in HIV & AIDS

SOCIAL Initiative FAQ

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Social Change, Innovation, and Leadership [SOCIAL] Initiative- FAQ

“Creating Social Work Change Leaders”

An HIV Age Positively: A Social Work Response Initiative

Overview

ARE YOU INTERESTED IN IMPROVING YOUR COLLABORATION WITH OTHER COMMUNITY PARTNERS TO IMPROVE HEALTH OUTCOMES FOR YOUR CLIENTS?

IF SO, WE HAVE AN EXCITING OPPORTUNITY FOR YOU...THE SOCIAL PROJECT

And Leadership [SOCIAL] in your work with older people living with HIV/AIDS. Through the initiative, we will select and partner with 8 emerging community-based organizations serving older people living with HIV/AIDS and their leaders to form a cohort to participate in this 2023 inaugural initiative. The SOCIAL Initiative focus on three areas to advance community collaboration - 1) **Learn** – Through an Intensive Practice Lab (IPL) organizational leaders from 8 organizations will form a learning cohort receiving training in social change innovation strategies to improve community collaboration; 2) **Apply** – Trained leaders will implement a social change innovation strategy in their community while receiving on-going support from our faculty; and 3) **Share** – The cohort will complete the project by sharing cross-community learnings and setting future goals to sustain their efforts.

What is the purpose of the SOCIAL Initiative?

The purpose of this SOCIAL Initiative is to build strong cross-sector, cross system partnerships to improve overall health outcomes among older people living with HIV & AIDS by educating, coaching and consulting with community leaders to replicate an implementation-science based framework to promote transformational change in communities. HIV and AIDS service providers will work between one of four systems to improve cross-system collaboration which results in improved health outcomes for OPLWH. These four systems include mainstream aging services, housing, mental health, and faith-based communities.

Why participate?

The SOCIAL Initiative seeks to build social change innovation leaders - “SOCIAL Initiative Leaders” - within organizations serving older people living with HIV/AIDS (OPLWH) who are skilled in social change innovation strategies. Social Initiative leaders will:

- Improve the equitable health outcomes of OPLWH
- Enhance cross system collaboration among systems providing services for OPLWH

What is the SOCIAL Initiative?

We would like to invite you to an exciting opportunity:

The Professional Association of Social Workers in HIV & AIDS (PASWHA) through the *HIV Age Positively: A Social Work Response Initiative* funded by Gilead Sciences, Inc. has developed an implementation-science initiative to promote **Social Change, Innovation**

- Apply an innovative implementation science-based framework to make social changes in your own community
- Develop and refine your social change leadership skills
- Articulate your social change efforts to funders and other external partners

Who is Eligible to Apply?

Organizations who have mission to and are currently providing health and related services to older persons living with HIV and AIDS (OPLWH).

From these organizations, participants (SOCIAL Initiative Leaders) will include designed organizational staff responsible for the management, coordination, and delivery of services to OPLWH who have a stated interest in building strong community collaborations to enhance the system of care. Priority will be given to participants with a social work degree; however, consideration will be given to related professional degrees and experience.

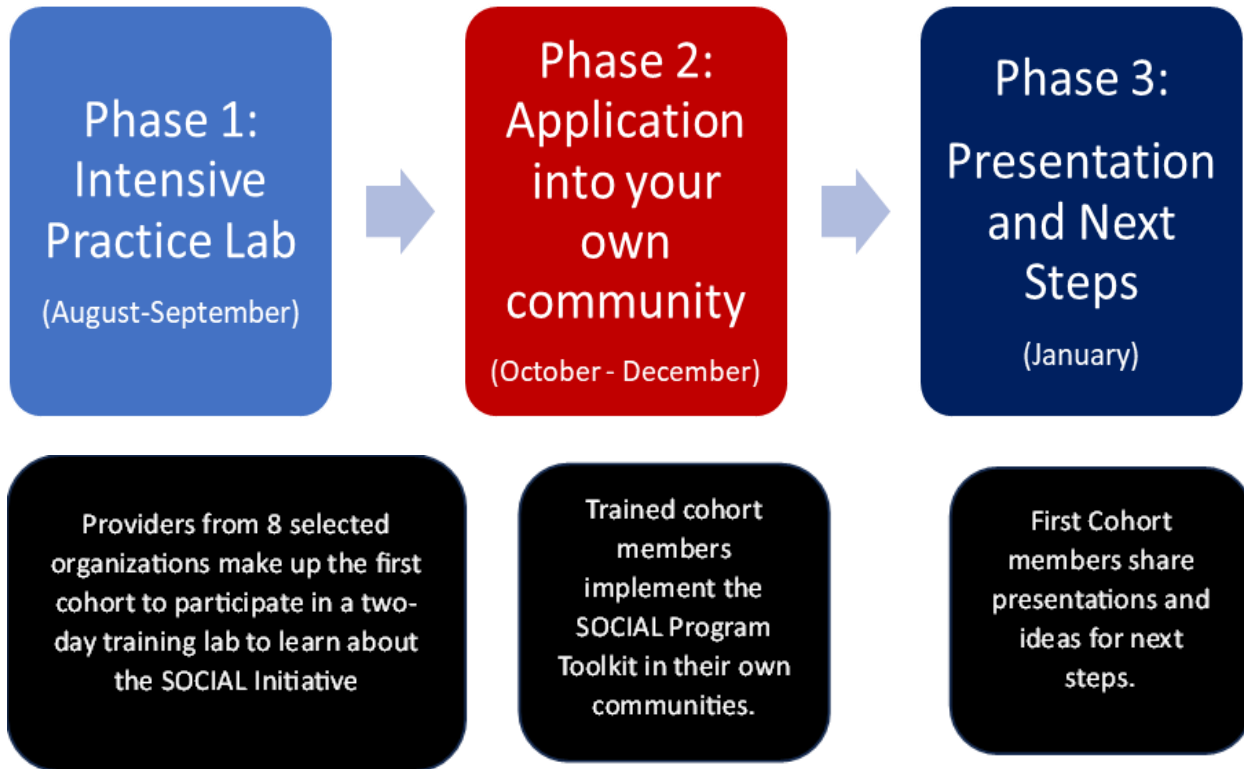
Each organization must designate, from their team, a staff member to serve as the SOCIAL Initiative Team Lead. The Lead is responsible for the coordination, communication, and engagement of the organization's SOCIAL Initiative Leaders Team devoted to the Initiative. The Team Lead will serve as the coordinator between the organization and PASWHA and will lead the implementation of the project in their community. The organization's SOCIAL Initiative Leaders Team will join the teams from other selected organizations to form the SOCIAL Initiative Leaders Cohort.

Commitment & Expectations

What is the commitment of SOCIAL Initiative Leaders?

The SOCIAL Initiative is a 9-month initiative consisting of three phases (See Figure 1).

- Phase I: The SOCIAL Initiative Leaders will attend a virtual initiative kickoff, complete pre-intensive work, and attend a 2-day Intensive Practice Lab (IPL). During the IPL, leaders will learn social change strategies and how to implement a social change toolkit in their community to improve collaboration with community partners.
- Phase II: SOCIAL Initiative Leaders will implement their projects in their communities to strengthen community collaboration and improve equitable health outcomes for OPLWH. Leaders will receive monthly support through coaching, access to additional resources, and tools to support their work.
- Phase III: SOCIAL Initiative Leaders will present to the cohort on the outcome of their projects and their plans for continuing the social change work in their communities.



How much time and effort will we need to devote to this SOCIAL Initiative?

The following is an estimate of the hours for SOCIAL Initiative Leaders to participate in the SOCIAL Initiative.

Learning		Applying		Sharing	
Kick Off Welcome	4 Hours	Coaching and Consultation Sessions 1-4	8 Hours	Reflection	8 Hours
Intensive Practice Lab (IPC)	12 Hours	SOCIAL Innovation Project	8 Hours	Presentation	4 Hours
16 hours			16 Hours		12 Hours
Total Time Commitment: 48 Hours					

What dates are SOCIAL Initiative Leaders expected to participate?

Date	Event
September 26, 2023, 1-3 PM EST	Initiative Kick Off
October 3 and 4, 10 AM -5 PM EST	Intensive Practice Lab
October 23, 11 AM -2 PM EST	Coaching (#1) Teaming and Readiness
November 27, 11 AM -2 PM EST	Coaching (#2) Problem Exploration
December 4, 11 AM -2 PM EST	Coaching (#3) Theory of Change
January 16, 11 AM -2 PM EST	Coaching (#4) Implementation and Next Steps
January 24, 11 AM - 2 PM EST	2024 Presentation

What are the expectations of SOCIAL Initiative Leaders?

Leaders will commit to the following:

- Attendance at the Kickoff Initiative Meeting (virtual)
- Completion of pre-Intensive work
- Attendance at the virtual Intensive Practice Lab (IPC) – An application focused 2-day, virtual training to build skills and provide resources to support Leaders to implement their community initiative.
- Plan and Implement a SOCIAL Innovation Project in their community with the goal of increase cross-system, sector collaboration which advance equitable health outcomes for OPLWH.
- Attend implementation Coaching/Consultation sessions, cohort meetings, and complete follow-on work
- Present a final presentation to the cohort on their project outcome and plans for continuing the effort moving forward.

What type of support must organizations provide to their SOCIAL Initiative Leaders Team?

Organizations must demonstrate their support for their SOCIAL Initiative Leaders Team by:

- Demonstrating leadership support of the effort through the completion of an MOU;
- Allowing designated leaders the staff time to participate in the initiative;
- Giving leaders the authority or a process to make decisions to effectively implement the SOCIAL Innovation Project in their community.
- Targeting one of four systems (mainstream aging services, housing, mental health, faith-based) to strengthen cross-sector, system collaboration.

Learning

What is the focus on the SOCIAL Intensive Practice Lab (IPC)?

Utilizing a cohort, application-focused approach, the IPC provides training and support to SOCIAL Initiative Leaders Cohort equipping them to plan and implement their SOCIAL Innovation Project in their community. Projects will focus on the improvement of cross-sector, system collaboration. Through the

2-day virtual IPC Leaders will learn strategies and how to apply them in their community. During the IPC Leaders will build a draft plan for their SOCIAL Innovation Project. Up to eight organizations will be engaged in the cohort allowing for peer-to-peer learning, collaboration, and support throughout the initiative.

What will you be getting in the 2-day Intensive Lab?

SOCIAL Initiative Leaders Cohort will receive training and support to prepare for the implementation of their SOCIAL Innovation Project in their community. Leaders will learn and apply practice skills to:

- Assess the readiness of your organization to plan and implement cross-sector, cross-system collaboration in your community to better serve older adults living with HIV.
- Develop a SOCIAL Innovation Project Team with memorandums of agreement with collaborators to work across sectors and systems (i.e., Between HIV/AIDS Services and Mainstream Aging Services).
- Deeply explore existing problems older adults living with HIV face in your community when accessing needed services and support.
- Develop a theory of change to serve as a roadmap for the change you hope to see in your community serving older adults living with HIV.
- Learn how to examine existing evidence-based interventions and select interventions that best meet the context of your own community.
- Use implementation science to inform the next steps for your project team within your community.

Applying

What is the SOCIAL Innovation Project?

The SOCIAL Innovation Project is the cross-sector, systems project designed to strengthen collaboration between the HIV & AIDS system of care and one of four systems important to the care of OPLWH, including mainstream aging systems, housing, mental health, and faith-based. SOCIAL Initiative Leaders will apply learnings in social change strategies obtained through the IPC by planning and implementing their locally-focused project.

Who is the SOCIAL Innovation Project Team?

We believe that real transformative social change takes cross-system and cross sector relationships in the community to be successful. The SOCIAL Innovation Project Team includes the organization's SOCIAL Initiative Leaders Team – the Lead and other designated staff, the community partners you have identified who represent the cross-sector, system of focus for the project, persons with lived experience, and other stakeholders identified to help ensure the success of the project. This project team will work together to identify an intervention to improve cross-system collaboration and equitable health outcomes for OPLWH in the community.

Who are the Community Partners on the SOCIAL Innovation Project Team?

Community partners identified in the project will be individuals from one of four service systems who are responsible for the management, coordination, and delivery of services to OPLWH. Partners will have a stated interest in building strong community collaborations to enhance the system of care. Additionally, partners will have authority to represent their organization and to make commitments to

implement interventions selected during the project. Partners must represent one of the following systems:

- Mainstream Aging Services (i.e., Area Agency on Aging)
- Affordable Housing for Older Adults
- Mental Health Provider for Older Adults
- Faith-based Community with a focus on Older Adults

What type of support will SOCIAL Initiative Leaders receive as they implement their SOCIAL Innovation Projects?

Throughout the SOCIAL Innovation Project implementation, SOCIAL Initiative Leaders will receive coaching and consultation by faculty, peer-to-peer support and learning, and access to tools and resources to support their efforts. Coaching and consultation sessions are designed to help SOCIAL Initiative Leaders move their project through each stage of the process.

Sharing

What is the final SOCIAL Innovation Project presentation?

At the end of the 9-month SOCIAL Initiative, SOCIAL Initiative Leaders will present on the outcomes of their SOCIAL Innovation Projects, shared lessons learned, and expectation for keeping the work moving forward in their community.

Benefits

What will result from this SOCIAL Initiative in my community?

During the SOCIAL Initiative, participants will work with their SOCIAL Innovation Project to select an intervention to improve the health of aging people living with HIV in the community. This change and implementation application could result in the following:

- New Policy development
- Workgroup development/task force
- Develop new joint grant applications to new funding streams
- Community develop plans--- for governance
- New cross sector training on intersectional needs

What will I have gained in completion of the SOCIAL Initiative?

Participants in the SOCIAL Initiative will:

- Establish a Cross-sector, cross-system team to support your work with OPLWH
- Assess your readiness to improve your work in your own community
- Deeply explore the root causes of problems facing OPLWH in your community.
- Develop a theory of change to guide your work with OPLWH
- Build momentum to pursue innovative interventions for OPLWH

- Co-create strategies to continue the built community collaboration to support on-going and future efforts

Application to the SOCIAL Initiative

How do I apply?

Thank you for your interest in the SOCIAL Initiative. PASWHA is using a two-step process for accepting organizational applications for this.

Step 1: Complete the Online Application

(<https://www.research.net/r/SOCIALinitiative2023>) stating your interest and commitment to the SOCIAL Initiative. PASWHA will select from interested organizations those to submit. **Applications will be accepted on a rolling basis and are due by September 1, 2023.**



Step 2: Selected organizational applicants will be sent final application materials (i.e., MOU, Team). **All final application materials are due by September 15, 2023.** Once all materials are received, PASWHA will notify organizations of their selection into the cohort.

We anticipate the cohort will contain 8 organizational teams each targeting one of the four target systems for cross-system collaboration. Within the cohort, PASWHA seeks at least two organizations per system.

Faculty

Who will we be working with?

Our Faculty Coaches and PASWHA Staff will guide you through this change process. They will help provide you with the information you need, the coaching to apply it to your own community and the evaluation to share your success.

Your Faculty Coaches for this SOCIAL Initiative include:



Russell L. Bennett, LMSW, Ph.D., Chief Executive Officer:

Bennett is the founding Director of Collaborative Solutions with 20+ years of experience in nonprofit organizations & government with an emphasis on special needs housing & services. Bennett has extensive experience with HUD programs including HOPWA & SNAPS & serves as a liaison to HUD's Office of HIV/AIDS Housing (OHH). Bennett currently serves as the Executive Director of the Low-Income Housing Coalition of Alabama and Executive Director of the Professional Association of Social Workers in HIV & AIDS since the appointment of CS as those organizations' management agent, providing both administrative and programmatic services. Bennett also serves as the Principal Investigator on CS's

research/evaluation projects, including PASWHA's HIV Age Positively: A Social Work Response Initiative.

Bennett leads the HIV & Aging Task Force, serves as faculty for the HIV & Aging curriculum, and chairs the National Conference on Social Work and HIV & AIDS. . Most recently, Bennett implemented a systems innovation leadership project building strong collaboration between the HIV & AIDS, mainstream aging, and housing systems. The change strategies strive to build cross-system collaborations to address housing and health inequities. Bennett holds certification for Diversity, Equity, and Inclusion in the Workplace from The University of South Florida.



Kerry Littlewood, Ph.D., MSW, Subject Matter Expert and Consultant:

Dr. Littlewood is a national subject matter expert in promoting improved health outcomes for Black women and families. Dr. Littlewood has authored over 50 publications that highlight her randomized control trials testing culturally responsive and innovative community-based interventions for Black women and families. Dr. Littlewood is currently an Evaluation Capacity Building Coach for federal and state partners and implementing the change and implementation model to improve systems transformation. Dr. Littlewood has been working with Dr. Bennett and CS for eight years, including the Aging Positively initiative.



Elena Hampton-Stover, LMSW, Assistant Director of Community Technical Assistance and Capacity Building: Elena Hampton-Stover, LMSW (she/her/hers) serves as the Assistant Director of Community Technical Assistance and Capacity Building at CS. Hampton-Stover has prior experience in non-profit management and program development, implementation, and evaluation. She has expertise in the areas of homelessness and domestic violence as well as the design and delivery of training programs. Elena is passionate about building capacity of communities to equitably and effectively respond to the housing needs of survivors and other marginalized populations. She obtained her master's in social work with a

concentration in administration, advocacy, and policy practice from the University of Kansas and additionally holds a Bachelor of Arts in African and African American Studies and social work from the University of Arkansas.



Bianca Hannon, MSW, Project Associate, PASWHA: Hannon joined CS in 2021 and has been instrumental in the administrative and programmatic work for the Professional Association of Social Workers in HIV/AIDS. She assists in the planning and execution of the National Conference on Social Work and HIV/AIDS, focusing primarily on fund development and programming. Her prior experience includes 2 years of street outreach and case management, helping people who are homeless and living with HIV find emergency housing and gainful employment. Hannon also has experience doing research and collecting qualitative data that was used to inform practice. She also has experience creating programs for and working with minority populations. Hannon has

a master's degree in social work from Kennesaw State University. Hannon also holds certification for Diversity, Equity, and Inclusion in the Workplace from The University of South Florida.

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