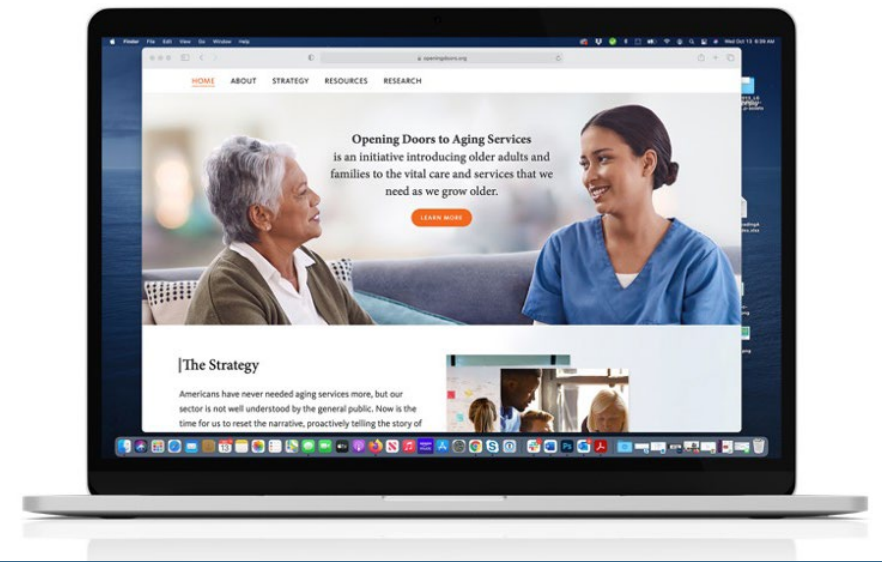




Opening Doors to Aging Services, A LeadingAge Initiative



“ I’m incredibly proud of this groundbreaking initiative and think you will agree that Opening Doors is truly a gift to the field. Together, we can reset the narrative and tell the authentic story of aging services. —Katie Smith Sloan, LeadingAge President and CEO

Opening Doors to Aging Services is a communications and research initiative designed to introduce the public to the full continuum of quality aging services. This multi-year, national-local effort can help improve public perceptions of our sector.

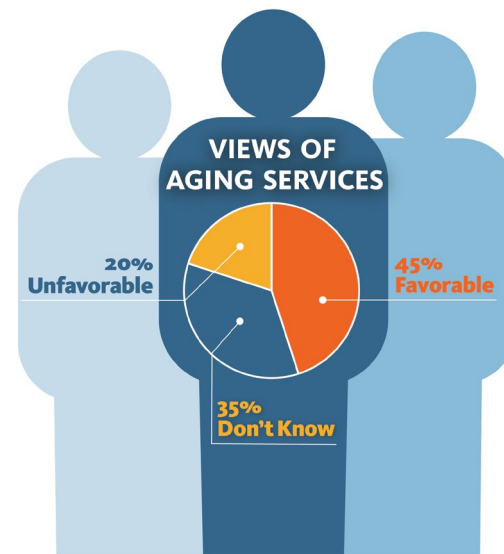
WHY OPENING DOORS?

Opening Doors addresses long-standing member concerns about public views and understanding of aging services, which were eroded by the COVID pandemic. The initiative helps LeadingAge members serve as the trusted voice for aging—and to make America a better place to grow old.



GROUNDING IN FIRST-OF-ITS-KIND RESEARCH

While more than twice as many U.S. adults view the sector favorably than view it unfavorably—more than one-third say they don’t know how they view the aging services sector. This is an opportunity! If we deliver authentic information about aging services, we can move perceptions in a positive direction. [Review the research.](#)

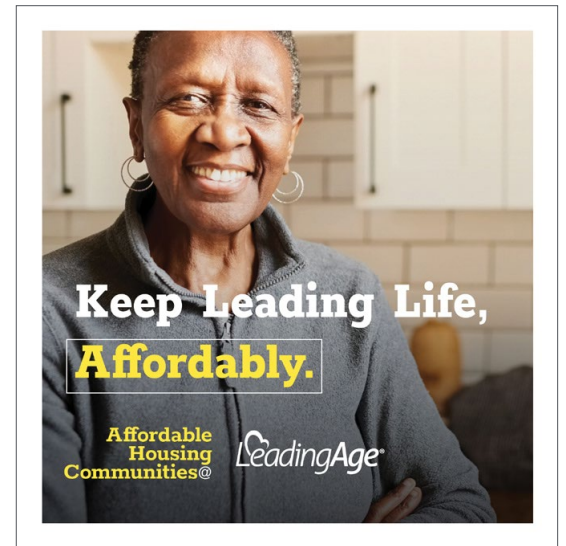


FUELED BY CUSTOMIZABLE COMMUNICATIONS STRATEGIES

Strategic guidance you can use to raise awareness includes: an overarching communications framework, messaging guidance, language and visual advice, audience segmentations and more. Find it all at [openingdoors.org/strategy](#).

BACKED BY PUBLIC SERVICE CAMPAIGN RESOURCES

LeadingAge members can access public service campaign [resources](#) from the [Keep Leading Life](#) campaign. Choose from 90+ customizable assets to raise awareness of aging services and your organization—including two fully produced videos. Find your resources at [openingdoors.org/resources](#).



READY TO LEARN MORE?

On-demand, [virtual learning sessions](#) guide you through applying Opening Doors strategies in your primary communications channels, core messaging, and events and partnerships. The series includes a session on how to maximize the public service campaign in your community.

QUESTIONS?

Email us at openingdoors@leadingage.org or visit [OpeningDoors.org](#)