



Key Takeaways: Aging Network Innovation Conversation

March 24, 2026, 2:00-3:00 PM ET

The Administration for Community Living (ACL) National Caregiver Support Collaborative (NCSC) hosted an Aging Network Innovation Conversation webinar spotlighting Pima Council on Aging (PCOA) on March 24, 2026. This document summarizes key content presented during the event. Additional information on this conversation and the NCSC can be found on the [NCSC website](#).

Welcome

Jonathan Westin, Aging Services Program Specialist, ACL

- The NCSC is a multifaceted initiative to increase the recognition, support, and inclusion of family, kin, and tribal caregivers across the nation, resulting in measurable improvements in the capacity of the aging network to assess caregiving needs, provide supportive services, collect data, and support the well-being of caregivers and care recipients.
- This webinar features PCOA, an area agency on aging (AAA) that grounds its innovative support for family caregivers in three key principles: creativity, preparedness, and responsiveness.

Introduction to PCOA

Harbhajan Khalsa, Director, Dementia Capable Southern Arizona, PCOA

Deb Seng, Director, Caregiving and Community Initiatives, PCOA

Yadira Mosqueira, Director, Pima Care at Home, PCOA

- PCOA is a 501(c)(3) nonprofit established in 1967. As the designated AAA for Pima County, Arizona, PCOA serves over 40,000 older adults, family caregivers, grandparents raising grandchildren, and adults with disabilities each year.
- Pima Care at Home is a for-profit subsidiary of PCOA established in 2010 that provides short-term and long-term non-medical homecare. As a state-certified training provider for direct care workers, Pima Care at Home also operates a skills lab that models a home-like setting. The skills lab serves multiple programs across PCOA, including training family caregivers on the use of durable medical equipment and other hands-on skills.
- PCOA collaborates with multiple organizations to amplify its efforts, including a long-standing partnership with United Way of Tucson and Southern Arizona focused on dementia programming and workforce training. PCOA also partners with local government agencies, including the Pima County Health Department, on media campaigns promoting brain health and risk reduction for older adults.
- PCOA strives to employ bilingual staff and provide interpretation services to ensure access to services for the county's significant Spanish-speaking population.
- PCOA leverages a range of funding sources, including the Older Americans Act funds, ACL Alzheimer's Disease Programs Initiative (ADPI) discretionary grants, foundation grants, managed care organization grants, local municipal funds, Veterans Administration contracts, and revenue through Pima Care at Home, to sustain its caregiver support programs and reduce dependence on any single funding source.

Panel Discussion: Learning From PCOA's Experience

Harbhajan Khalsa, Deb Seng, and Yadira Mosqueira, PCOA

Building Robust AAA Programming

- Two primary values guide PCOA's programming: informed decision-making and intentional planning. This approach prioritizes proactive decision-making and reduces the need for crisis management.
- PCOA's caregiving specialists identify caregiver needs and trends to inform new programming. Channels used to engage caregivers and capture their input include:
 - Trainings on emerging topics, including workshops in partnership with community experts.
 - Published content such as articles, the *Never Too Late* newsletter, and media campaigns.
- PCOA's memory cafe program is an example of innovation through partnership. Through an ACL ADPI grant, PCOA initially launched two cafes to pilot the concept, drawing on lessons learned from partners in Boston and across the nation. PCOA then expanded the program from two to nine cafes across Pima County, with plans for additional locations, including a cafe in Ajo, Arizona (i.e., PCOA's most rural community served). PCOA also created a hub model, providing training, materials, supplies, and ongoing support to organizations interested in launching their own cafes.

Leveraging Impactful Partnerships

- PCOA and their community partners collaboratively tackle challenges. Examples of impactful partnerships include:
 - Partnering with United Way of Tucson and Southern Arizona on dementia programming and workforce training, and co-chairing the Elder Alliance (i.e., a broad collaboration of nonprofit organizations, businesses, government agencies, and community partners serving older adults in Pima County).
 - Working with the Intertribal Council of Arizona to provide hands-on training for non-paid family caregivers on durable medical equipment use and caregiver boundaries.
 - Coordinating with community-based organizations to offer bilingual memory cafes, options counseling, and Spanish-translated trainings at community locations.
- PCOA's Dementia Action Team meets bi-monthly to convene city, county, and nonprofit stakeholders and volunteers to identify service gaps and develop solutions. Dementia Action Team partners are encouraged to "bring a friend" to expand PCOA's network and reach.
- PCOA intentionally seeks partnerships with organizations rooted in underserved, including rural, communities to reduce access barriers.

Reaching Caregivers

- PCOA's Caregiver Appreciation Festival (i.e., annual signature event each November) engages caregivers and care recipients around activities, introduces them to resources, and strengthens community connection.
- PCOA's "Am I A Caregiver?" media campaign, funded through a community reinvestment grant, uses radio, television, print, and social media to spread awareness about caregiving activities and connect caregivers to available support. The campaign features three vignettes: a long-distance caregiver for an isolated parent, a granddaughter supporting a rural elder with cognitive decline, and a sandwich-generation family caring for a grandmother after a broken hip.

Taking Action and Sustaining Impact

- PCOA sustains its workforce pipeline through a career path ladder and bridge program with United Way, supporting advancement from entry-level direct care worker training to certified nursing assistant and assisted living manager certifications.

- PCOA draws on multiple funding sources so no program is solely dependent on one source. For example, PCOA grew funding sources for Dementia Capable Southern Arizona from one to six sources over five years.
- PCOA considers the full spectrum of funding sources: small foundational grants, mid-level funding, and large grants. PCOA also reached out to local utility companies and secured approximately \$10,000 in grants for programming and materials.
- To demonstrate impact to funders, PCOA collects and reports on demographic and outcomes data (e.g., quality of life, social isolation, stress reduction). PCOA uses survey data from the [Powerful Tools for Caregivers](#) program to show measurable improvements in caregiver well-being (e.g., caregiver quality of life, reduced isolation, reduced stress).
- Pima Care at Home operates a sustainable funding model, with a for-profit subsidiary supporting the nonprofit's mission by generating revenue through managed care contracts and private-pay clients.
- PCOA recommends three transferable strategies that other aging network organizations can adapt to strengthen caregiver supports in their communities:
 - Creativity: Think outside the box. Bring together partners you would not normally think to connect.
 - Preparedness: Build a strong foundation for service delivery by equipping caregivers with the tools, resources, and guidance they need. Being prepared to offer timely, practical support helps empower caregivers and supports sustainable solutions across the broader community.
 - Responsiveness: Listen closely to caregivers' spoken and unspoken needs, identify service gaps, and proactively anticipate potential concerns.