



## Hartford Partnership Program for Aging Education (HPPAE)

### Making the Business Case

The most important overarching marketing tool is your business case, and each of your key messages should support your business case in some way in order to make a convincing argument. For the HPPAE, the business case is straightforward.

The HPPAE is relevant and makes good business sense to implement as the norm for training social workers in aging for two monumental reasons:

1. In 2008, the Council for Social Work Education established Educational Policy and Accreditation Standards (EPAS) for baccalaureate- and master's-level social work programs. The EPAS support academic excellence by establishing thresholds for professional competence. It permits programs to use traditional and emerging models of curriculum design by balancing requirements that promote comparability across programs with a level of flexibility that encourages programs to differentiate.

Here are the highlights of the EPAS that link to the HPPAE model:

- Field Education is the signature pedagogy of social work education. It is systematically designed, supervised, coordinated, and evaluated based on criteria by which students demonstrate the achievement of program competencies.
  - Competency-based education is an outcome approach to demonstrate the integration and application of the competencies in practice.
  - Leadership develops through the implicit curriculum. The implicit curriculum refers to the educational environment: the culture of human interchange; the spirit of inquiry; the support for difference and diversity; and the values and priorities in the educational environment, including the field setting, to inform the students' learning and development.
  - Assessment is an integral component to competency-based education. It is important to evaluate the extent to which the competencies have been met.
2. In 2007, the Institute of Medicine (IOM) charged the ad hoc Committee on the Future Health Care Workforce for Older Americans with establishing a course of action that will improve our nation's readiness to care for an aging population (<http://www.iom.edu/?id=53452>). Social work was one of the professions called upon to step-up their development of a workforce trained to work with the aging population.

The IOM developed a three-pronged strategy, which the HPPAE meets:

- Enhance the competence of all individuals in the delivery of geriatric care.

- Increase the recruitment and retention of geriatric specialists and caregivers.
- Redesign models of care and broaden provider and patient roles to achieve greater flexibility.

The establishment of the CSWE EPAS and the call from the IOM to increase a workforce in aging drive momentum in the direction of establishing a social work field education model that is versatile and comprehensive enough to address the demands of both. The HPPAE does just this!

The HPPAE also allows for creative resource reallocation. The HPPAE can be incorporated into an existing field education program, making this model cost effective to implement. Community partners can provide fundraising support and/or stipends. Schools can absorb the cost of the program via seminars, events, field director time, stipends, etc. Foundations, work-study programs, and even federal, state, or local governments can provide support or funding for stipends and/or service commitments post graduation. And, ultimately, alumni should be encouraged to provide support to the program through various means, such as becoming field instructors. Most importantly, once the model is established, the HPPAE may continue at no extra expense when it is integrated within a school's framework, or simply recognized as the gold standard for how students are trained in aging.

The HPPAE message platform is made up of the five essential messages that pertain to either the CSWE EPAS or IOM.

#### Message 1

The growing number of older adults in the United States is leading to an increased demand for social workers who specialize in aging care. **(Demand)**

#### Message 2

The HPPAE initiative is recruiting and training the next generation of social workers who specialize in aging by transforming geriatric social work field education. Developing a HPPAE at your school and in your community will establish you as a leader in the field of aging and social work. **(Leadership)**

#### Message 3

The HPPAE is effectively training the next generation of social workers in the aging care field. **(Proven and Tested)**

#### Message 4

The HPPAE is driven by innovative partnerships between universities and community-based agencies. **(Partnership Feature)**

#### Message 5

At the heart of the HPPAE is a unique social work field education model that rotates students through multiple agencies so they gain a broader view of older adult care and a more sophisticated understanding of the services and support systems involved. **(Rotational Feature)**

Visit the Gero-Ed Center website to access customized messages about HPPAE that appeal to the following stakeholder groups: social work deans and directors, faculty members, field directors, field instructors, and students.