



Grow Your Impact by Understanding Your Community

ACTIVITY 2: UNDERSTAND YOUR PROGRAM'S POLICY CONTEXT

Introduction

Performing an environmental scan is an essential step for organizations to build a strong value proposition. It involves systematically studying the external environment in which the organization operates to identify opportunities and potential threats. Conducting an environmental scan involves assessing your **community's needs**, understanding the **policy context** of your program and organization, and **assessing potential partners** for your work.

The policy and advocacy landscape, whether at the state or federal level, is critical to your value proposition. However, keeping up with legislative and executive policy changes can be overwhelming. This activity prompts you to identify the policy experts in your state who monitor issues relevant to your program so you can access their expertise and resources.

Instructions

1. Develop a short list of organizations in your state with policy expertise in issues related to your program. *This list may include organizations focused on aging (e.g., state councils on aging), disability (e.g., Center for Independent Living councils and disability rights organizations), and family caregiving (e.g., AARP and caregiving coalitions).*

2. Develop a short list of reports, fact sheets, webinars, and other public materials from the organizations above that could help you familiarize yourself with policy issues in your state.

3. Practice writing part of a value proposition highlighting your program's relevance to a policy issue.

Example: One of the goals in the Master Plan on Aging is to support family caregivers through multilingual training resources, virtual care options, and respite.