AGENDA
Planning Committee
Wednesday, December 16, 2015
1:30 – 4:00 pm
6955 Foothill Blvd. Suite 300
Oakland, California 94605
Big Sur Conference Room

Public participation at Committee meetings is encouraged. We request that individuals limit their comments on any single item on the agenda to three minutes. The chosen spokesperson for a group may speak for five minutes.

1. Call to Order/Welcome 1:30

2. Consent Calendar – 1:30 – 1:35
   • Approve Minutes

3. Public Comment for items not on the Agenda 1:35 – 1:40

4. AAA Director’s Report 1:40 – 1:50

5. Presentation: Elder Abuse 1:50 – 2:20
   Alicia Morales
   Director, Division of Adult Protection

6. Report from Focus Groups Committee 2:20 – 2:50

7. Consumer Survey Update 2:50 – 3:05

8. Draft Goals & Objectives 3:05 – 3:50

9. Next Steps 3:50 – 4:00
   • Next Meeting: January 20, 2016
Alameda County,
Where Aging Is All About Living.

Vision Statement: In Alameda County, older adults are valued, respected, and engaged in a community that is committed to healthy aging, inclusion, well-being and safety. Older adults, people with disabilities, and caregivers have access to a comprehensive system of services, supports and opportunities that foster aging with dignity and independence.

Goals 1: Engage older adults and community partners in planning for and developing a community framework for older adults by:

- Facilitating a County-wide Conversation regarding the possibility of becoming a World Health Organization (WHO) designated Age-Friendly County. WHO designated communities incorporate age-friendly design in the following domains: Outdoor Spaces & Building, Transportation, Housing, Social Participation, Respect & Social Inclusion, Civic Participation & Employment, Communication & Information, and Community Support & Health Services.
- Allocate a Project Management or Staff resource to assist in WHO activities

Goal 2: Throughout County Departments, develop a coordinated approach to designing, delivering and measuring effectiveness of services for older adults:

- Engage Departments across the County in developing common age-friendly programs, goals and approach
- Establish a Leadership Workgroup across departments to monitor progress
- Compile, measure & report data on senior services, indicators & results
- Develop an “Understanding Aging” curriculum for training for new county employees

Goal 3: Working with community partners, provide a network of providers and long-term care supports that engage seniors in their homes and in community settings:

- Invest in the infrastructure of community based supports that will meet the needs of the aging and disabled population
- Support advocacy efforts on a local, state and federal level
- Provide capacity building support for senior service providers

1 WHO Age Friendly communities engage in a four step process: 1) establish a mechanism for involving older adults; 2) conduct a baseline assessment; 3) develop a three year plan; 4) identify measures
2 See Appendix of current programs funded County-wide and see AAA specific funding
Goal 4: Enhance the health, safety and well-being of older adults and people with disabilities by offering coordinated services that promote wellness and mental health, with an emphasis on health prevention and early access to mental health services.

- Measure A: allocate resources in order to expand senior injury prevention programs and respond to elder nutrition insecurity
- Expand home based visits through Public Health Nursing
- **Determine “hotspot” areas of County where high utilizers of services reside in order to offer targeted interventions**
- Expand the availability of Mental Health Services
- Increase awareness of mental health issues with older adults

Goal 5: Enhance programming to prevent and respond to neglect and abuse of older adults.

- Increase awareness of elder neglect and abuse through a media campaign
- Increase the rate of response to calls to Adult Protective Services
- Coordinate a county-wide response to elder abuse by expanding partnerships with legal and law enforcement partners.
- Increase the capacity of Ombudsman to respond to abuse claims in long-term care facilities

Goal 6: Enhance and increase support for housing and augment the sustainability of housing programs.

- Increase the number of housing units available and affordable for seniors
- Expand the rehabilitation of existing units to allow for safe and healthy aging in place
- Explore shared housing programs
- Introduce and enforce regulations that protect older tenants from displacement
PLANNING COMMITTEE FOCUS GROUP MEETING
Public Forum Questions

Background: The County of Alameda, in partnership with community based organizations, cities and older adults, is undertaking a comprehensive assessment of the concerns, services and needs of seniors. This assessment includes a survey (provided in hard copy and electronic version) as well as public forums and focus groups. The questions below are developed for discussion in group settings. The first two questions are meant to be asked in a full group. The remaining questions may be asked in smaller breakout groups, with answers reported back to the full group, or in a larger group setting, depending on the particular group and facilitator. The sessions will be hosted by community providers, and will be facilitated by community staff or volunteers. The discussion notes will be recorded and sent electronically to the Area Agency on Aging (sbraxton@acgov.org). Results of the forums and focus groups will be included in the Alameda County Plan for Older Adults, to be published in the Spring of 2016.

First, let me ask you to envision an ideal age-friendly community.

1. In your view, what are the basic values and beliefs that an ideal age-friendly community shares? This question is meant to elicit core values or beliefs that community (and community members share) about older adults. The question is visionary in nature.

2. What would your community be like for older adults if you had the power to make it any way you wanted? This question is meant to elicit aspirational, visionary responses that describe an ideal community. Facilitation should encourage discussion of where we want to go in the future.

Now, let’s talk about our community as it is today.

3. In thinking about our community today, what are some key strengths that are in place for supporting older adults? This question is meant to elicit responses about what is working well now. Strengths may be related to assets that seniors share (expertise, experience, etc.), programs or characteristics of community.

4. In thinking about our community today, what are the most significant challenges or concerns for older adults that our community must address?

5. In your view, what are the most important services for older adults? Are there any that we need to begin or expand? This question is meant to elicit responses that describe and prioritize services and also provide information about new services or gaps in services.

6. Do you find information about services easy to access? If not, how would you recommend that we provide that information?

7. Thank you for your discussion. Is there anything else that you would like to share?
MINUTES
Planning Committee
Wednesday, October 21, 2015
1:30 – 4:00 pm
6955 Foothill Blvd. Suite 300
Oakland, California

Staff: Delbert Walker, John Garvey, Jose Villaflor, Tracy Murray

Committee Members: Donna Murphey-Chair, Wendy Petersen, Maricela Foster, Ruben Briones, Lillian Schaechner, Carol Sugimura, Jennifer Cullen, Angela Ball, Karen Grimsich, Suzanne Shenfil, Tighe Boyle, Lara Calvert, Sister Ansar El Muhammed, Coco Ramirez, Irene Yen, Dana Bailey, Geri Tablit, Scott Means

Community: James Nguyen, Connie Soriano, Linda Gardner

I. Consent Calendar

Motion to accept Minutes
(M) Karen Grimsich
(S) Maricela Foster
Carried

II. Public Comment for Items not on Agenda: No comments.

III. AAA Director’s Report

Tracy Murray began the report by displaying the slogan “Aging is All About Living” and requesting an initial response from the committee. She described the California Association of Area Agencies on Aging (C4A) AAA Directors’ efforts to develop a communication platform for the AAA’s and Aging. Last year C4A hired an external consultant to lead this platform development. As a result, “Aging is All About Living” has emerged as the AAA Tagline. Further developments will be forthcoming through the C4A Conference in November in advance of the 2016 campaign. Initial reactions found the phrase to communicate a positive and engaging message, placing the emphasis of aging on life instead of death.

IV. Consumer Survey October Update

John Garvey, SSA PERU Management Analyst, updated the committee on survey results as of 10/12/15. Outstanding surveys have been input and the increases reflected in the current update report. A total of 3592 surveys have been entered, doubling the number of responses received by San Diego County Area on Aging. 1/3 of the surveys were from Senior Centers which represents a population that is already connected the aging network. 1/3 of respondents are also 75 years of age and older. John highlighted a select reporting results and communicated that the results would likely look different if analyzed by varying sub groups. The majority of respondents reported feeling that resources are available.
Lilian Schaechner discussed the dilemma of having information and access to services, but services which are inappropriate and/or inadequate.

Karen Grimish recommended creating sub groups such as memory loss, people living alone, males, and people with 2 or more illnesses. She also suggested segregating groups by age and including a 70 and under or “Baby Boomer” group.

Tracy Murray informed the committee that survey outreach efforts are no longer needed. The input feature of Survey Monkey will continue to be active but outreach efforts should be brought to conclusion.

V. Listening Session: Measure A
Speakers: James Nguyen, Alameda County HCSA Measure A Coordinator
James Nguyen presented an overview of Measure A funding history, cycles, process, and anticipated recommendations. His presentation was followed by a question and answer session.

VI. Presentation: Coordinating Solutions for Optimal Living
Speakers: Maricela Narvaez-Foster, Director, Healthy Homes Project
Ruben Briones, Healthy Child Initiative Coordinator, Healthy Homes Project
Maricela Foster provided an overview of Alameda County Healthy Homes Department programming and services. Healthy Homes is the sister department to the Housing and Community Development Department. Both departments are part of the Community Development Agency. The Healthy Homes approach uses an integrated model of home and health outcomes by linking Health, Environmental Health, and Housing.

Ruben Briones discussed the multi-generational focus of the Healthy Homes Department services.

VII. Presentation: Affordable Housing Needs – Seniors in Alameda County
Speaker: Linda Gardner, Director, Housing & Community Development
Linda Gardner provided additional information on housing data as it relates to seniors including areas such as homelessness, increasing rental rates, Section 8 issues, and availability of affordable housing in Alameda County. She also presented an overview of services provided by the Alameda County Housing and Community Development Department.

There was a recommendation to highlight Housing in the County Plan for Older Adults.

VIII. Report from Data Committee
Delbert Walker reported on the Data Subcommittee meeting of 10/7/15. The final stage of data research and compilation is underway. The Housing Report has been submitted. Areas of focus were reiterated and Data Reports to inform the Plan will need to be submitted to Delbert at Dwalker2@acgov.org by 12/9/15.
Focus Groups
Tracy Murray reported to committee that the subcommittee met via phone and proposed several items for consideration by the committee. Discussion included using Focus Groups to access places where survey numbers are lower than desired. Agreement was reached to seek committee approval to move forward with the Focus Group Subcommittee’s recommendation on formats. The 2 formats to be used include Public Forums and Focus Groups. The Public Forums/Listening Sessions are larger groups convening in community setting such as Senior Centers and Housing Facilities among others. The Public Forums would cover up to 3 questions and solicit attendee engagement to provide a broad range of opinion and feedback. Focus Groups would include 8 to 10 people and focus on up to 10 questions. Focus Groups would go into more in-depth discussion and analysis of the questions. SSA’s Planning, Evaluation, and Research Unit (PERU) will collaborate in facilitation of the Focus Groups. The committee was in agreement and approved the Focus Group plan for moving forward.

Next Steps
There will not be a meeting in November to allow time for working the information, data, and developments of the Planning Process to date. The December meeting will move from presentations to discussion of the details of the final plan.

Karen Grimish presented information on the Senior Service Coalition’s Conference on November 12. Guest speaker will be Anabel Pelham, who is an expert on the World Health Organization’s 8 Domains of Livability.

Lara Calvert provided information for accessing the podcast from the Tiny Spark Episode titled, Good Deeds in Cold Blood.

Next Steps
Next Meeting Date: December 16, 2015 from 1:30 – 4 pm

Motion to Adjourn:
(M) Irene Yen
(S) Dana Bailey
All Approved