



Aging Action Initiative

THIRD CONVENING: WHAT'S NEXT FOR AGING IN MARIN?

Wednesday April 20, 2016

Weaving a Stronger Network Through Collective Action

VISION...

A county-wide, **age-friendly** environment, especially for those in need, **collectively created** by a **strong network of aging service providers and funders** through public education, policy advocacy, and coordinated services.

...IN ACTION

- ❖ **Doable** – Success builds trust and momentum
- ❖ **Important**, Meaningful, and Relevant
- ❖ **Relationship Building** – Implemented by multiple organizations together

Steering Committee

Information Assistance & Referral Network

Mental Health & Dementia

Food & Nutrition

Economic Security

Workgroups

Inform & Connect

A workshop for front-line info assistance and resource referral volunteers and staff

"High Touch"

Digital Info Exchange Tools

A pilot project to assess challenges and opportunities in shared technology solutions

"Hi Tech"

Detect & Connect²

A workshop on mental health and dementia issues in older adults

Detect & Connect² Quick Reference Guide

A handy, publication outlining the key take aways from the Detect & Connect workshop

Nutrition Education Cooking Class

A fun, hands-on cooking demonstration tailored for older adult cooking and nutrition needs

Access to Age Friendly, Fresh Food Markets

Programs and services to help older adults access and afford farm-fresh, healthy food

CalFresh & SSI Reform

A Legislative Action Trip to Sacramento with CA4SSI to advocate for changes to food assistance programs

Awareness & Outreach Campaign

Publications and media to raise awareness about elder economic issues

Education Workshops

Community events to help connect older adults to financial tools and resources

Actions



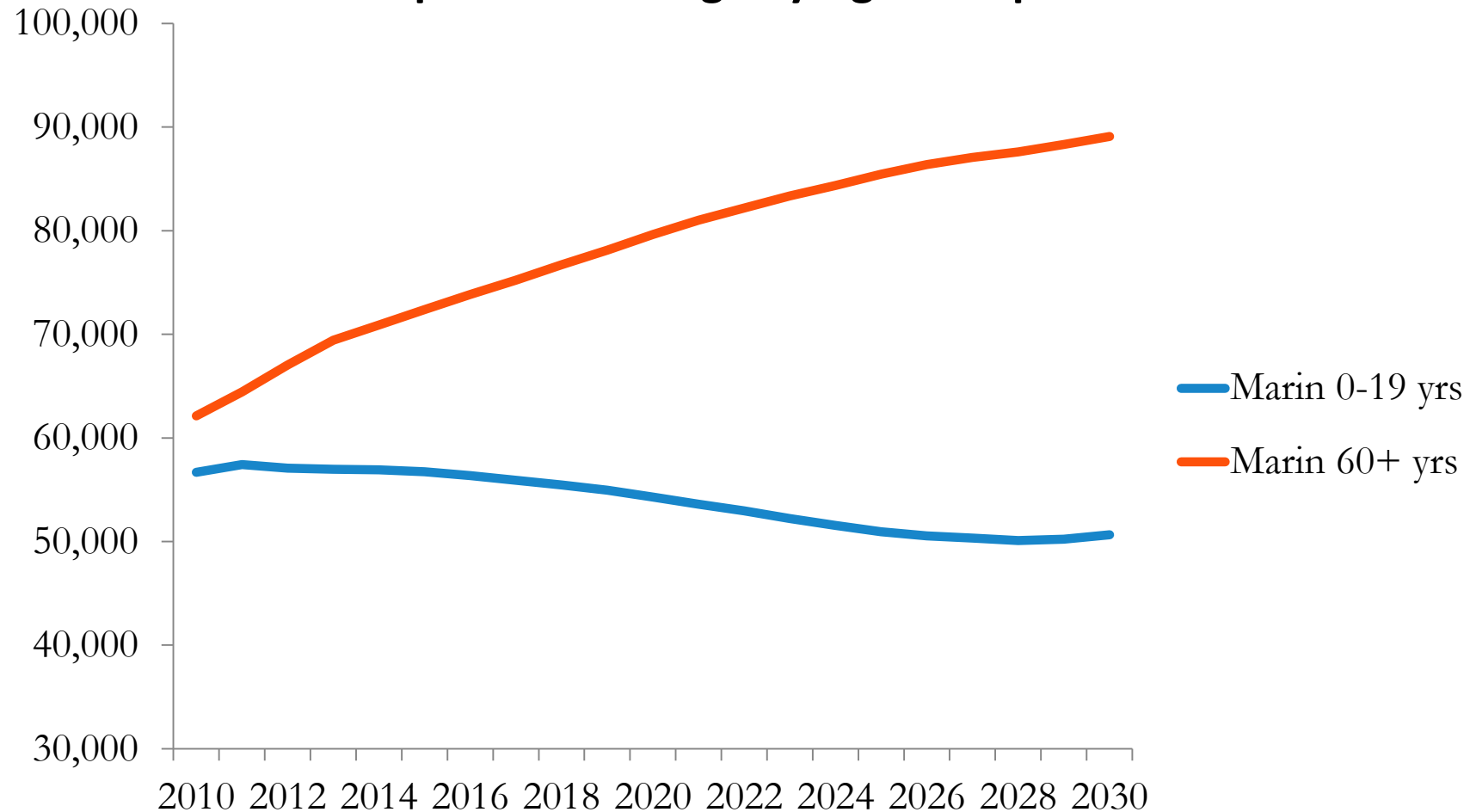
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THIRD CONVENING: WHAT'S NEXT FOR AGING IN MARIN?

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Marin County Projections

Population Change by Age Group



California Dept. of Finance Projections



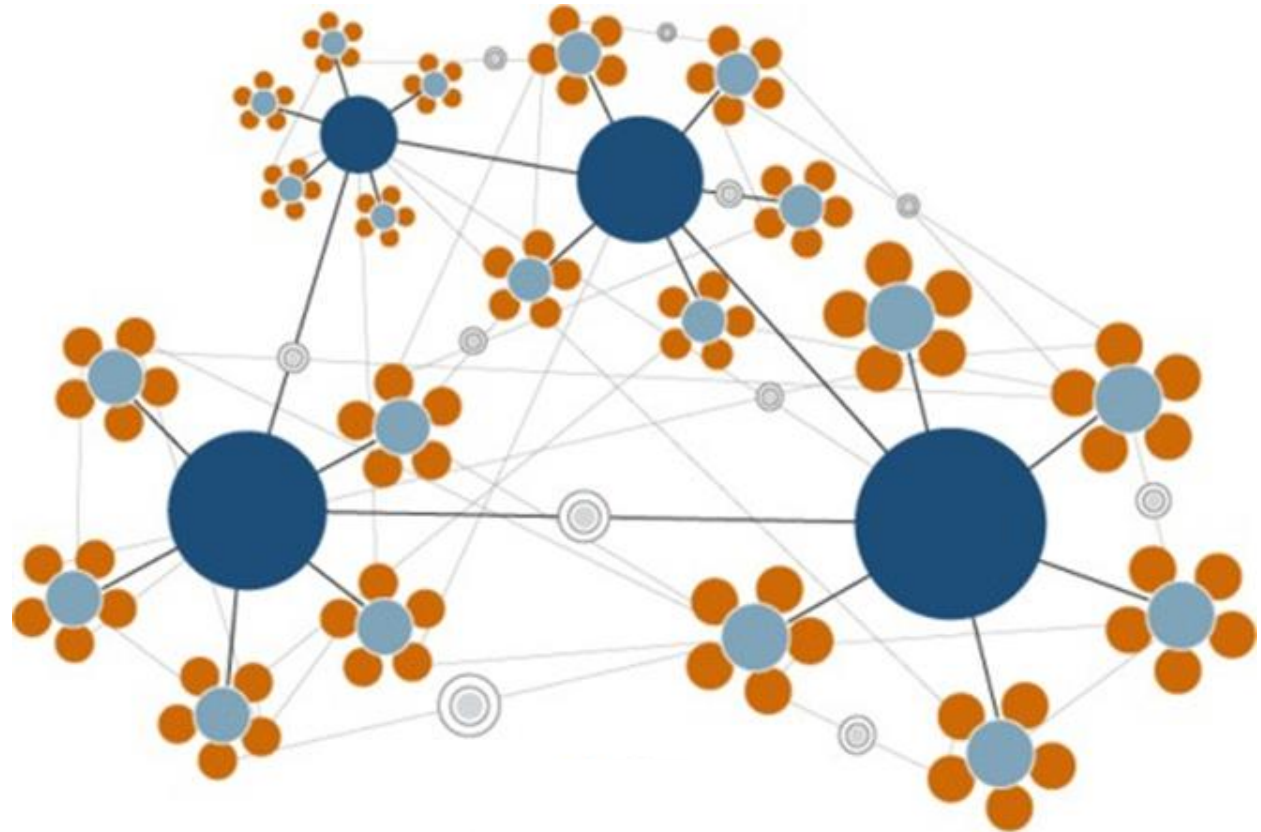
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THIRD CONVENING: WHAT'S NEXT FOR AGING IN MARIN?

Wednesday April 20, 2016

A.A.I. & The Landscape of Aging In Marin

Weaving a Network of Networks





A.A.I.
Aging Action Initiative



Aging

Successful,
Healthy, Vibrant,
Connected, Active,
Companionate,
Friendly, Dignified,
Independent



Age Friendly Cities



Care Coordination for
Super-Utilizers



Major Community Projects

In Marin



Section on Aging &
Homecare Collective



Area Agency on Aging
& Commission on Aging

- Aligned Purpose
- Complementary Activities
- Co-evolving
- Overlapping Membership = Cross Pollination
- Different Development Timelines, Funding, Operating Structures
- Collective Impact Potential

SUPER-UTILIZER CARE COORDINATION



AGING & DISABILITY RESOURCE CENTER



- 60% of health care costs are spent on 5% of the population
- Aging & Adult Services, PI+ Pilot Project – Practice Change Leaders
- Emergency & Acute Care Recidivism Issues
- Patient Centered Care & Wrap-around Coordination
- Medical, Mental Health & Social Services
- Marin Center for Independent Living, Aging & Adult Services, + Partners
- “No Wrong Door” Systems Coordination
- Federal and State Grant & Designation Program
- Long-term Supports and Services
- Options Counseling, Care Transition, Systems Integration

VILLAGES NETWORK



AGE FRIENDLY CITIES & COMMUNITIES



- Marin Villages
 - Distributed Operating Model
 - 7 Affiliated Villages
- Sausalito Village
- Neighbor-helping-Neighbor
- Membership
- Age in Place

- “Adding Life to Years”
- World Health Organization Certification
- Municipal Sponsorship
- Sausalito, Corte Madera, Fairfax
- Community Assessment, Strategic Plan, Implementation

COUNTY OF MARIN AGING SERVICES



MAJOR COMMUNITY PROJECTS



- Area Agency on Aging (AAA) - Designated by CA Dept. of Aging for local Planning
- Commission on Aging
- Department of Aging & Adult Services
- Older Americans Act (OAA) Funds
- **Senior Housing**
 - Peace Village – Fairfax
 - Mission Plaza – Whistlestop/San Rafael
 - Jr. Second Units – Permitting Policy
- **Community Needs Assessments**
 - MCF – HEAL
 - AAA – 2016-2020 Area Plan
 - Health Marin Partnership
 - Age Friendlies



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Care Coordination for
Super-Utilizers



Age Friendly Cities



Major Community Projects

In Marin



Section on Aging &
Homecare Collective



Area Agency on Aging
& Commission on Aging

A.A.I. & The Landscape of Aging In Marin

Next Steps & Resources

- Visit the Aging In Marin website for more information: www.aginginmarin.org

A.A.I. Workgroups

- Information, Assistance & Resource Referrals
- Food & Nutrition
- Mental Health & Dementia
- Economic Security

Information,
Assistance &
Resource
Referral
Workgroup

Inform & Connect

DIGITAL INFORMATION EXCHANGE

Inform & Connect

Workshop 1

February 24, 2016

28 participants

8 speakers

Pre-workshop survey
Workshop evaluations

Inform & Connect
A Workshop for Front Line Information Assistance and Resource Referral Staff
Wednesday February 24 • 9 am - 4 pm

A free, daylong interactive training designed to support those who help older adults access resource referral information.

This training is designed for help-desk, information hotline, and other front-line volunteers or staff specifically tasked to provide clients with information about programs and services available throughout the county. Specialists on the following topics will share their knowledge, expertise and resources through short panel presentations and audience Q&A.

- Transportation
- Nutrition
- Housing
- Attendant care
- Financial abuse
- Mental health
- Quality of life

Attendees will make connections and build relationships with professional colleagues, improve their skills through exploring a case study, and enhance their service to the community.


Who Should Attend
Front line volunteers and staff who support the resource referral needs of older adults. Up to three people may register per agency or organization for each workshop.

About Marin Aging Action Initiative
This workshop was created and produced by the members of the Marin Aging Action Initiative Information, Assistance and Resource Referral Workgroup. The initiative is a collective effort of over 65 different agencies, grassroots organizations, commissions and neighborhood groups, funded by the County of Marin, and coordinated by MarinSpace.

For more information, visit AgingActionInitiative.org

A.A.I.
Aging Action Initiative

For more information about this event or the Aging Action Initiative please contact support@agingactioninitiative.org



REGISTER AT: tinyurl.com/hgsrdd3
Register early! Limited seating!

When: Wednesday, February 24, 9 am - 4 pm
Where: Homeward Bound
The Key Room
1385 N. Hamilton Parkway
Novato, CA 94949
Food: Continental breakfast and box lunch included

There will be two additional workshop dates in April and June. If you would like to be notified when registration is available, please contact:
support@agingactioninitiative.org

If you have any registration issues, call 415 456-9067.

If you are a person with a disability and require this document in an alternate format (example: Braille, Large Print, Audiocassette, CD-ROM), you may request an alternate format document by using the contact information below. If you require an accommodation (example: ASL interpreter, reader, note taker) to participate in any county program, service or activity, you may request an accommodation by calling (415) 473-4381 (Voice) / (415) 473-3232 (TTY) or by e-mail at: disabilityaccess@marincounty.org not less than four work days in advance of the event.



Inform & Connect

Registration & Welcome

“Well done”

“Very user-friendly”

“CEUs would be great”

“Good to come together with like minds and learn more about resources and how we can work better together.”



Inform & Connect

Morning Panel

Topics:

- Transportation
- Housing
- Financial Abuse
- Attendant Care

“Well done”



Inform & Connect

Lunch and Case Study Discussions

- Questions need tweaking: more about what MAY be going on, how to approach, and then what referrals
- More time, Different topics and specific situations
- Thought provoking
- Have an open session, for specific questions we don't have answers to but one of our colleagues might be able to answer

Inform & Connect

Afternoon Panel

Topics:

- Mental Health
- Nutrition
- Quality of Life

“Well done”



Speakers Suzanne Tavano, Amy Dietz, Becky Gershon, and Rev. Carol Hovis

Inform & Connect

Overall Evaluation

- Resources I was unaware of
- Liked the invitation to reflect
- Enjoyed the discussion about end of life
- Not enough networking time
- Would like a networking/ resource sharing group
- Such a wonderful community collaborative

“All of it was excellent”

“The entire workshop was very helpful”



Inform & Connect

What's Next?

Two more workshops: April 26 and June 29

More networking

More on housing, mental health, quality of life, financial abuse

Lunchtime: case challenges

<https://www.eventbrite.com/e/inform-connect-tickets-22592123650>

Repeat workshop in Spring 2017

Fall 2016

Half-day gathering for networking and navigation role play

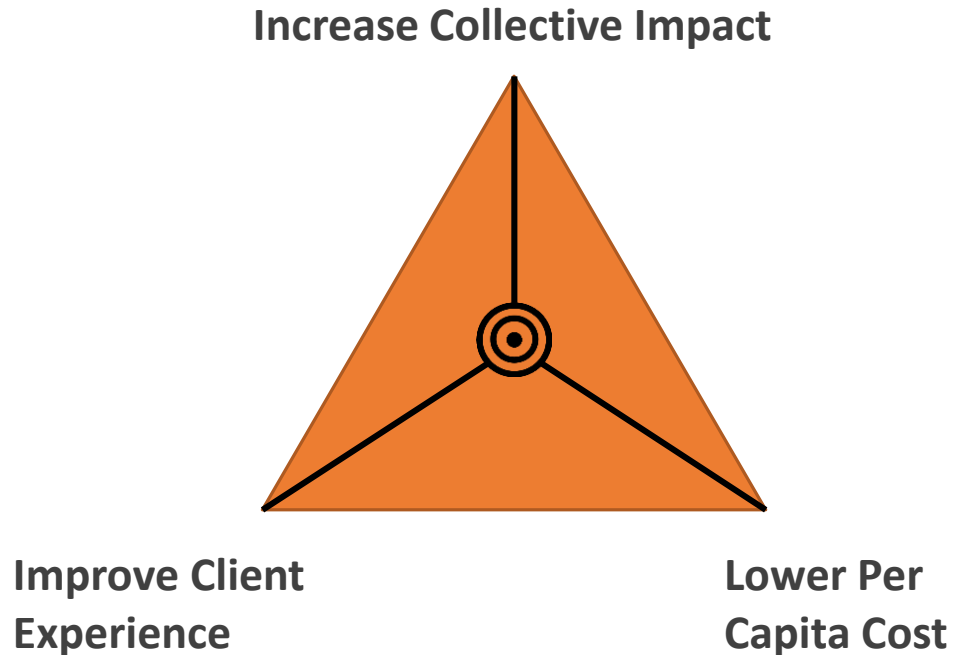
DIGITAL INFORMATION EXCHANGE: No Wrong Door

Strengthening our network through digital information sharing



Project Scope

TRIPLE AIM OBJECTIVES



SAMPLE GOALS

- **Increase** access and use of existing services.
- **Reduce client confusion** through access to consistent information regardless of point of service.
- **Improve quality of referrals** – better fit with client needs and less “bouncing” around the system.
- **Reduce cost of duplication and inefficiency** in collecting and organizing information

Project Scope

- **Pilot Team:** County Aging Services, Whistlestop, WMSS, MCIL, JFCS
- **Backend Data Library - NOT** another Online Directory or CMS (Client Management System)
- **Keep it Simple** - “push/pull” excel tool aggregates and merges data from existing systems
- **Phase I – Data Exchange**
Phase II – Data Integration
- **Local IT developer** both creates tool and provides technical assistance with implementation
- **Integrate with various client data systems** to track impact and interagency referrals

Information, Assistance & Resource Referral Workgroup

Next Steps & Resources

- Sign up for the next Inform & Connect training on June 29th, 2016 by calling MarinSpace at 415-492-9444
- Attend the Fall Inform & Connect professional networking event
- Want to join the Workgroup or receive notifications about future events? Email us at support@agingactioninitiative.org or call MarinSpace at 415-492-9444

Food & Nutrition Workgroup

Food Policy & SSI Reform

PILOT COOKING CLASS

Food Policy & SSI Reform

1,300
SSI/SSP Recipients
in Marin County are
65+

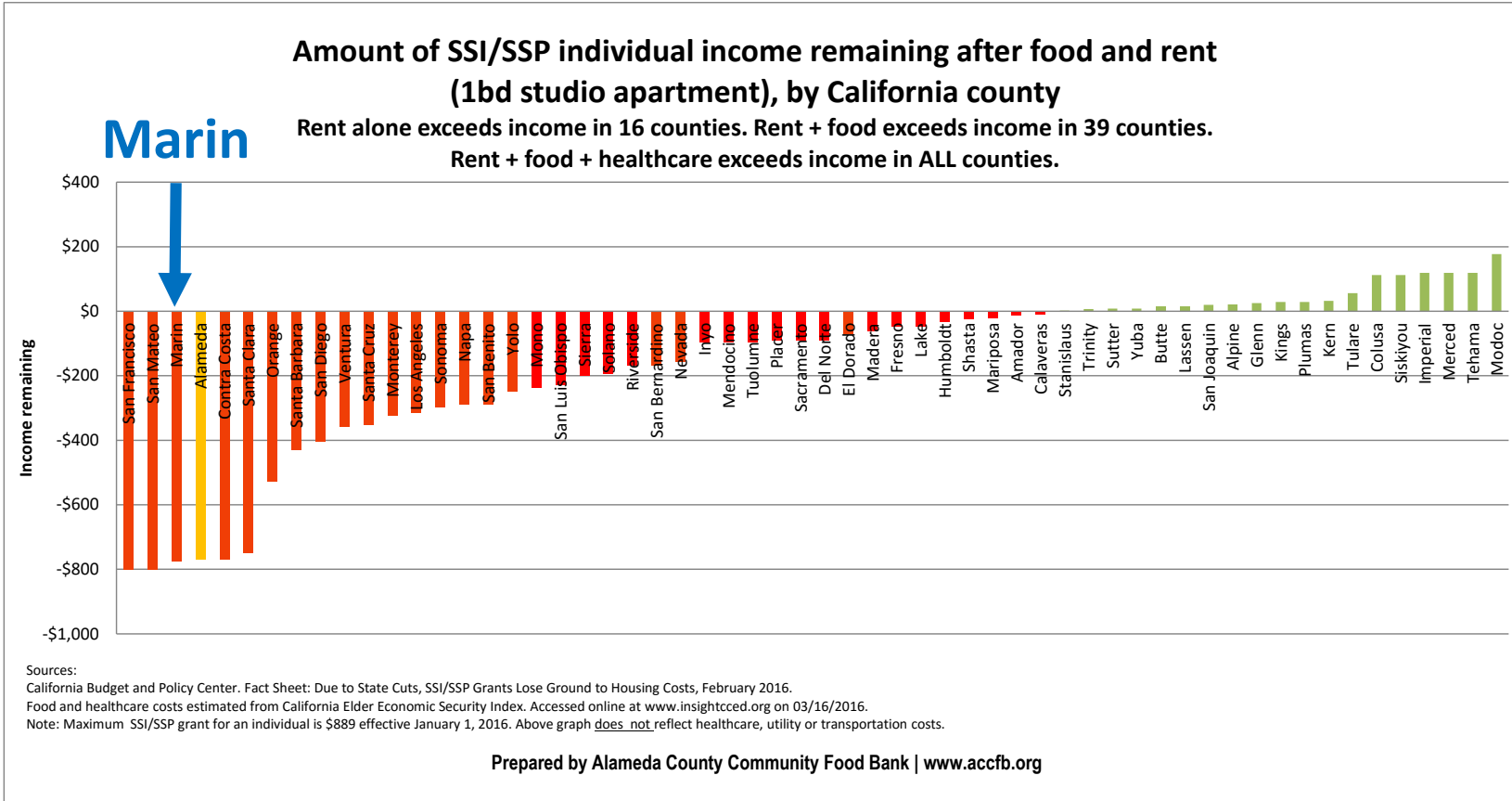


Louis Kravitz

SSI/SSP a cash benefit for *older adults* and people with *disabilities* who are considered *low-income*

- \$889 = max. for single person
- Not eligible for CalFresh

Food Policy & SSI Reform



Cuts to SSI/SSP since 2009:

- COLA eliminated
- SSP cut by \$77

Meanwhile, cost of living increased by 14%

That means increased:

- Homelessness
- Hunger
- Medical needs

Food Policy & SSI Reform

State-wide Initiative



CA4SSI Statewide Organizational Endorsers

AARP, ACLU California, AllCare Alliance, California Association of Food Banks, California Alliance for Retired Americans, California Association of Public Authorities for IHSS, California Church IMPACT, California Council of the Blind, California Emergency Foodlink, California Food Policy Advocates, California Foundation for Independent Living Centers, California IHSS Consumer Alliance, California Partnership, California Senior Legislature, Californians for Disability Rights, CLUE: Clergy and Laity United for Economic Justice, Community Services Unlimited Inc., County Welfare Directors Association of CA, Courage Campaign, Disability Rights California, Food Chain Workers Alliance, Housing California, IHSS Consumers Union, Insight Center, Jewish Public Affairs Committee of California, Justice in Aging, Lutheran Office of Public Policy – California, Magnolia Women's Recovery Center, National Association of Social Workers/CA Chapter, National Center for Lesbian Rights, ProduceGood, Redwood Empire Food Bank, Resources for Independent Living, SEIU, Service Center for Independent Life, UDW/AFSCME Local 3930, Western Center on Law and Poverty

Bay Area

ABD Productions, AIDS Housing Alliance/SF, Alameda County Commission on Aging, Alameda County Community Food Bank, Ala Costa Center for the Elderly, Bay Area Community Services, Berkeley Food Pantry, City of Berkeley, City of Oakland Human Services Department, Community Services for Independent Living, CSI Support & Development, Disability Services & Legal Center, Downs Memorial United

Marin Asian Advocacy Project,

Community Action Marin,

Marin Aging Action Initiative

House Ministries, Hayward Seventh Day Adventist Church, Hazon Bay Area, Hope 4 the Heart, Food Pantry, LIFT – Levantate, LightHouse for the Blind and Visually Impaired, Los Robles Meals on Wheels of Alameda County, Meals on Wheels of San Francisco, Mercy Brown Bag, San Francisco Food Security Task Force, Satellite Affordable Housing Associates, Second Harvest Food Bank, Services Coalition of Alameda County, Sevenson Valley Independent Living Center, Society of Saint Vincent de Paul-San Leandro Conference, South Hayward Parish, St. Anthony Foundation, St. Francis Center, Street Level Health Project, Tenderloin Housing Clinic, The Cubin Project, The Neighborhood Village, The R.E.S.U.R.C.E. Tri-City Volunteers, United Whistlestop

Marin Food Policy Council,

SF-Marin Food Bank,

Central Valley

Community Action Partnership of Kern County, Community Food Bank, Disability Resource Agency for Independent Living, FoodLink for Tulare County, Second Harvest Food Bank of San Joaquin & Stanislaus Counties

Los Angeles / Southern California

ACLU of Southern California, Adams Vermont/Gardena CFMS, Center for Health Care Rights, Clergy Caucus of Inland Congregations United for Change, CLUE-LA, Communities Actively Living Independent & Free, Community Action Agency, Community Action Partnership of San Bernardino, Dayle McIntosh Center, Educate. Advocate., Disabled Resources Center, Inc., Fair Trade LA, Feeding America Riverside-San Bernardino Counties, FIND Food Bank, Food Bank Coalition of San Luis Obispo County, Foodbank of Santa Barbara County, Food & Water Watch, Friends Across The Line, Friends In Deed, Guerrilla Food Not Bombs, Homeless Health Care Los Angeles, Hunger Action LA, Huntington Hospital Senior Care Network, Jewish Family Service of Los Angeles, Jewish Labor Committee Western Region, Latino Diabetes Association, Latino and Latina Roundtable of the San Gabriel and Pomona Valley, Los Angeles Aging Advocacy Coalition, Los Angeles Community Action Network, Los Angeles for a New Economy, Los Angeles Regional Food Bank, Orange County Food Access Coalition, MLK Coalition of Greater Los Angeles, Orange County Food Bank, Orange County Hunger Coalition, Personal Assistance Services Council of LA County, Project Angel Food, Prototypes, Santa Barbara Food Alliance, Second Harvest Food Bank of Orange County, SEIU Local 721, Social Justice Learning Institute, Southern CA Resource Services for Independent Living, Starting Over, Inc., St. Barnabas Senior Services, Thai Community Development Center, Time for Change Foundation, Urban & Environmental Policy Institute at Occidental College, VELA, Veterans For Peace Los Angeles, Westside Center for Independent Living, Women Organizing Resources, Knowledge & Services, Youth Justice Coalition

Sacramento/Northern California

2-1-1 Humboldt, Area 1 Agency on Aging, California Emergency Foodlink, Capitol People First, Cottage Housing Inc., Food for People, Inc., Ford Street Project, Life Support Alliance, Humboldt Area Center for Harm Reduction, Mary Immaculate Residential Facility, Mendocino Food & Nutrition Program, Placer Food Bank, Placer Independent Resource Services, River City Food Bank, Sacramento Housing Alliance, Sacramento Homeless Organizing Committee, Sacramento Loaves & Fishes, Sacramento Regional Coalition to End Homelessness, The Resource Connection Food Bank, Yolo County Commission on Aging and Adult Services, Yolo Healthy Aging Alliance, Yuba-Sutter Gleaners Food Bank, Inc.

San Diego

Access to Independence, A New PATH (Parents for Addiction Treatment & Healing), Community Resource Center, Feeding America San Diego, Hunger Advocacy Network, Imperial Valley Food Bank, Jewish Family Service of San Diego, Leichtag Foundation, Meals-on-Wheels Greater San Diego, Inc., San Diego Food Bank, San Diego Hunger Coalition, San Diego Senior Alliance

Food Policy & SSI Reform

Get on the bus! A.A.I goes to the Capitol with CA4SSI



Join us April 28th for the
Senate Budget Hearing on
SSI/SSP

To RSVP:

bgershon@sfmfoodbank.org

(415) 282-1900 x317

For more info:

<http://ca4ssi.org/>



Nutrition Education Cooking Class

Cooking Class at Homeward Bound

January 21, 2016

OVERVIEW

- **Menu** - Stuffed portobellos, jambalaya & lemon ricotta cake
- **Location** – Key Room Professional Demonstration Kitchen
- **Transportation** – to/from Whistlestop
- **Time** – 3 hours: class and lunch

FEEDBACK

- 55% found recipes “manageable”
- 44% said class would help them “eat healthier”
- 33% learned of class through flyers
- 31% came for “outing,” and 28% to “learn new recipes”
- comments varied...

Marin Community Foundation Study



Marin Community Foundation
Older Adults, Healthy Eating Active Living
Needs Assessment
March 2016

- Primary Purpose – MCF Grantmaking
- Coordinated Data Sources with Aging & Adult Services Need Assessment
- Summary, report, and datasets available on AAI website

46% of respondents below the Elder Index report **running out of money for food each month** compared to 7% of older adults above the Elder Index (Marin County Aging and Adult Services Needs Assessment, (2015).

Respondents below the Elder Index are 2.2 times more likely to **report eating alone most of the time** than those above the Elder Index (Marin County Aging and Adult Services Needs Assessment, 2015)

Next Steps Being Discussed

EASIER DESIGN...

- ❖ **Everyday Recipes**
- ❖ **Try Other Locations**
- ❖ **Hot-plate Road Show Format**
- ❖ **Hands-on Interactive**
- ❖ **Affordable Foods**

...NEW TARGET AUDIENCE(S)

- ❖ **Caregivers**
- ❖ **Isolated**
- ❖ **Spanish & English Speakers**
- ❖ **Low Income**

Food & Nutrition Workgroup

Next Steps & Resources

- Host an AAI Cooking Class event by calling MarinSpace at 415-492-9444
- Add your organization to the list of agencies supporting statewide SSI legislative reform: <http://ca4ssi.org/>
- Check out the Marin Community Foundation's community needs assessment information on Healthy Eating Active Living [here](#)
- Access the County's Area Agency on Aging 2016-2020 Community Needs Assessment report [here](#)
- Want to join the Workgroup or receive notifications about future events? Email us at support@agingactioninitiative.org or call MarinSpace at 415-492-9444

Economic Security Workgroup

Does Marin County Have An Economic Security Problem?



America's 10 Richest Counties

8. Marin County, California, Average income:

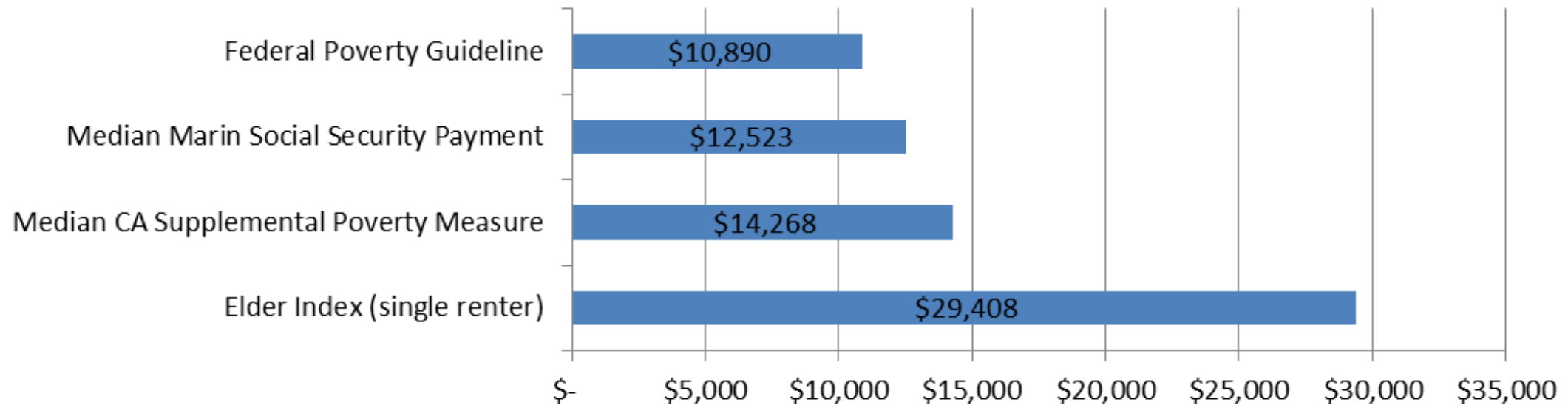
\$128,544

Source: CNBC, Census Bureau Data, 2006-2010

Marin Elder Economic Security

Measuring Economic Security

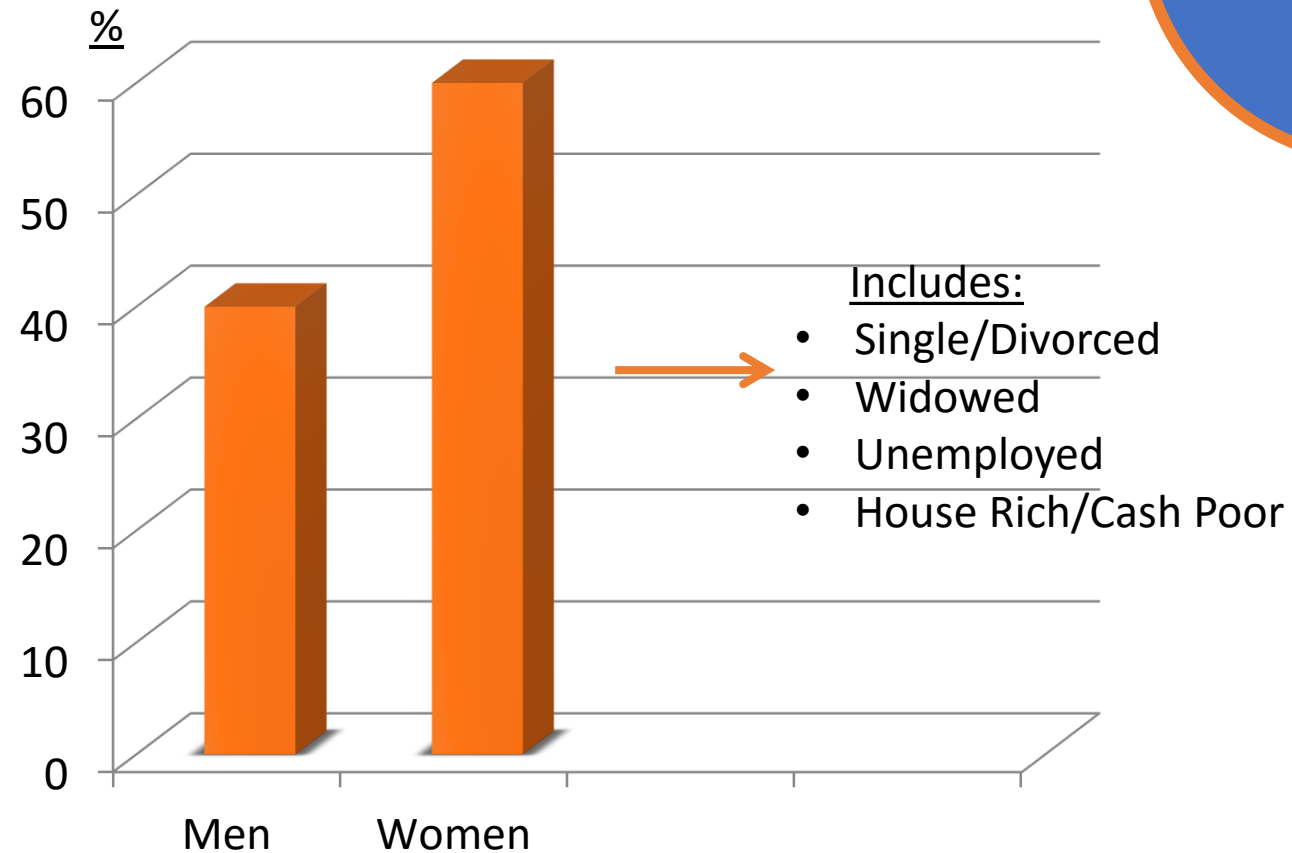
Seniors Living Alone Struggle with
Gap Between Income & Basic Expenses
2011 Data: Insight Center for Economic Development



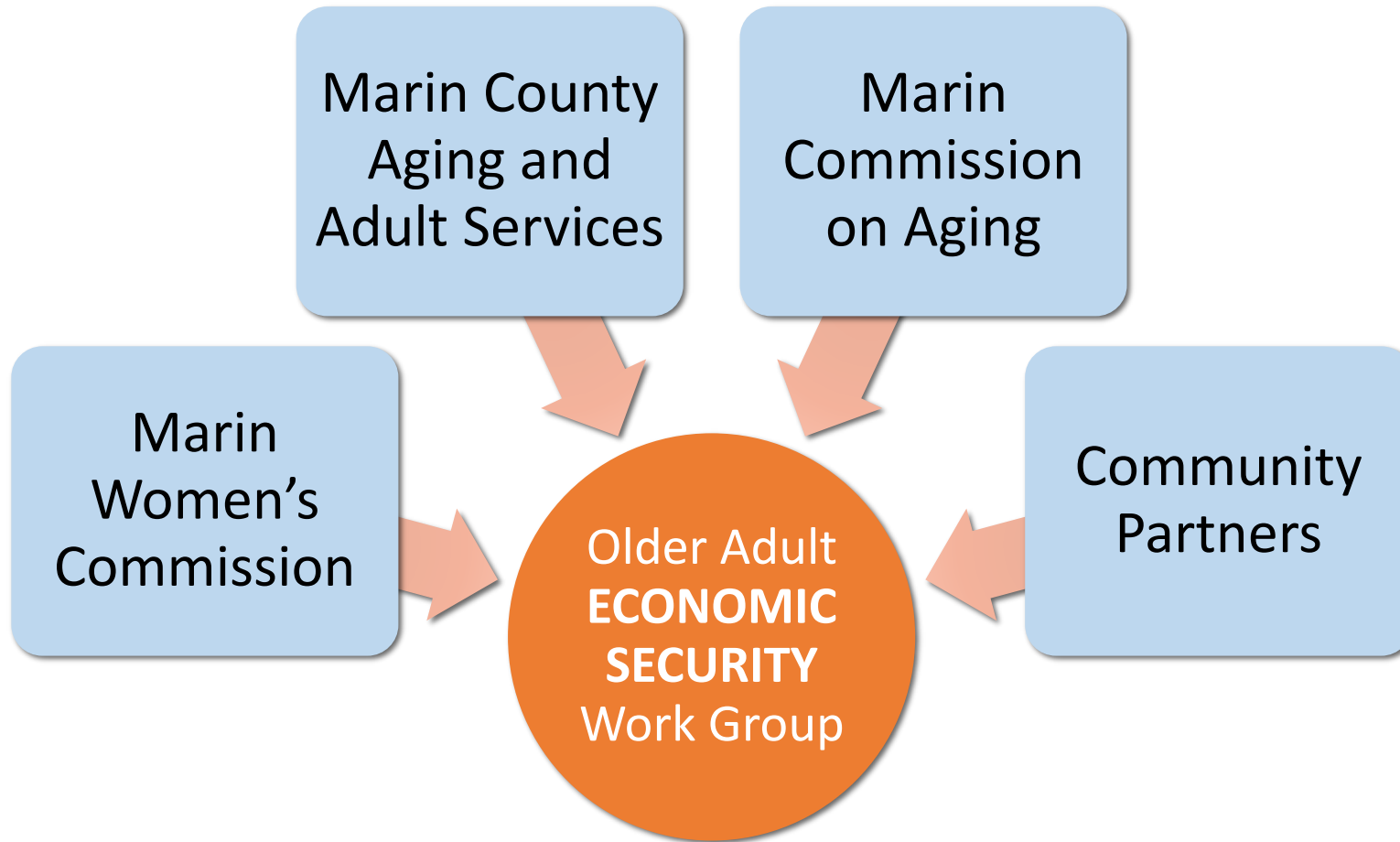
>20% Marin Seniors, Over 12,000, Below Elder Index

Marin County Residents

1x to 3x
Federal Poverty Level



INTRODUCING: A.A.I.'s Fourth Workgroup!



OUR GOAL: Compel People to Act!



Reach People in New Ways

BRANDING



Logo/Tagline

Key Messages

Immersive Web Presence

*How We Can All
AFFORD MARIN*

OUTREACH



1-on-1 Consulting

Deep Dive Workshops

Culturally Competent

Transportation

Friendly

RESOURCES



Physical/Virtual Listing

Local and Online Services

“Lives” in Community

We Welcome Your Talents and Help!

BRANDING



Marketing and
Communications

OUTREACH



Event Planning
Community
Ambassador

RESOURCES



Research and
Publishing

Economic Security Workgroup



Co-Chairs

- Teri Dowling, Marin Commission on Aging, mtdowling55@gmail.com
- Diane Krantz, Marin Women's Commission, diane.krantz@gmail.com

Members

- Allan Bortel, Commission on Aging
- Maureen Di Nieva, Marin Department of Aging and Adult Services
- Stanley Green, Financial Planning Association
- Catherine Hargrave, Marin Women's Commission
- Lee Pullen, Marin Department of Aging and Adult Services
- Skip Schwartz, West Marin Senior Services (AAI Steering Committee Liaison)
- LaSaunda Tate, SparkPoint Marin Center
- Sharon Turner, Commission on Aging (AAI Steering Committee Liaison)
- Jane Winter, YWCA

Economic Security Workgroup

Next Steps & Resources

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Mental Health & Dementia Workgroup

Detect & Connect²

QUICK REFERENCE GUIDE

Detect & Connect²



Source: The Power of Empathy, Dr. Brene Brown

Empathy vs. Sympathy

We all have an intuitive sense of when behaviors don't seem "right".

Detect

behaviors


Connect

communication

refer to services

The Behavior Spectrum

Notice behaviors that move from 1 to 2
Not about “diagnosing” disorders



1. Functional

Occasional and/or
episodic, does not
completely
interfere with daily
functioning

2. Disruptive

Ongoing or
dramatic
interference with
daily functioning



Referral

3. Disorder

Clinical, chronic,
severe

Communication Strategies

- **Active Listening**
- **Empathy:** Understand the thoughts and feelings of another
- **Validate:** Reflect/accept without judgment to validate feelings not facts
- **Clarify:** Gather information and break down ideas to both simplify and clarify
- **Summarize/Restate**
- **State ideas in positive terms**

Observable Behaviors

- Restlessness, irritability
- Changes in sleep and/or appetite
- Low energy
- Hoarding

Depression

10-15%

of older adults
experience depression



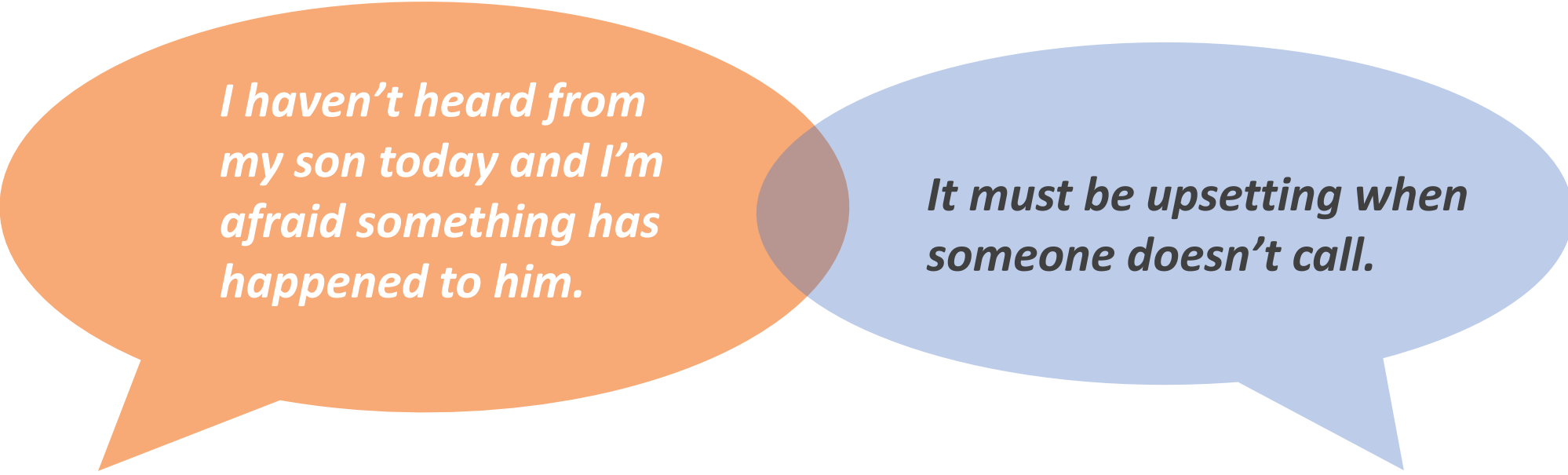
Mrs. B., 82, is widowed and laments “losing friends all the time.” She sighs and questions if her life has meaning.



“I’m sorry you’ve lost your friends. Tell me about some of your favorite memories of them.”

Communication Strategy

Use empathy—understand and acknowledge the thoughts and feelings of another



I haven't heard from my son today and I'm afraid something has happened to him.

It must be upsetting when someone doesn't call.

Detect & Connect²

CONNECT: Non-verbal accounts for 93% of communication!

NON-VERBAL

Body Language	Open, friendly, calm
Facial Expression	Convey empathy, compassion, attune to the client
Voice	Calm, kind, only as loud as necessary
Touch	Consider using safe, gentle touch
Get at Patient Level	Squat, sit in a chair, allow for personal space

VERBAL

Reassure the person that they are safe, and that you are there to help them

Don't argue or try to reason

Focus on feelings, not facts

Keep things simple, say or ask one thing at a time

Use humor when appropriate, redirect toward soothing activities

ACTIVE LISTENING

EMPATHY	It sounds like you feel . . . It must be painful, frustrating, upsetting . . .
VALIDATE	I hear that you are trying to be (do) . . . It sounds like you want, believe . . .
CLARIFY	Do I understand correctly that . . . ? I hear you saying . . .
SUMMARIZE	So when you say _____, you mean _____ ? Did I leave anything out?

If you suspect elder abuse, contact
Marin County Adult Protective Services
(415) 473-2774 or call 911

Marin County Non Emergency Line
(415) 479-2311

Marin County Aging and Adult Services
Information & Assistance Line
(415) 457-INFO

Alzheimer's Association Helpline (24/7)
1 (800) 272-3900

County Mental Health/Substance Use Hotline
1 (888) 818-1115

Institute on Aging Friendship Line (24/7)
1 (800) 971-0016

A.A.
Aging Action Initiative

AgingActionInitiative.

QUICK REFERENCE GUIDE

Mental Health & Dementia Workgroup

Next Steps & Resources

- Interested in copies of Detect & Connect Quick Reference Guide to distribute to your clients? Call MarinSpace at 415-492-9444
- Want to join the Workgroup or receive notifications about future events? Email us at support@agingactioninitiative.org or call MarinSpace at 415-492-9444



Aging In Marin: What's Next?

Questions?

Conversation Topic #1

IN A.A.I. OR THE AGING WORLD YOUR INVOLVED IN . . .



What's Working Well?
Keep it & Amplify it



What's Been Challenging?
Suggested Changes?

Conversation Topic #2

WHAT'S NEXT?



... for you and the aging-related projects you're involved in?

Conversation Topic #3

WHAT DOES SUCCESS LOOK LIKE?



How will we know that we've changed the world of aging in Marin? How would you best measure it?



Aging Action Initiative

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