



## Summer Activities

With recent graduations, upcoming vacations, and probably a wedding or two on the horizon, we happily launch the summer season. In this issue:

- The Age of Leadership – A Success!
  - **Tales From the Village:** Pasadena Village Advocates
  - You and Village Movement California – An Ongoing Conversation
  - **New!** In the News: The Epidemics of Loneliness and Isolation
  - Update: California Master Plan for Aging
  - Notices
- 

## From the Executive Director



*Charlotte*

I was thrilled to see many of you at The Age of Leadership, our first statewide convening. Our time together was packed with activities that amplified our collective expertise, strengthened inter-village connections, conveyed cutting edge information and practices, and aimed our movement toward the future.

The photos from the convening show lots of smiles and laughter, signs of a successful day. I am grateful for our sponsors, the program team, the facilitators and volunteers, and Hoag Hospital staff who made the event possible. Please read the article about The Age of Leadership and follow the links to resources shared at the convening.

Village Movement California was formed to accelerate growth, deepen impact and ensure sustainability of our movement. My remarks during The Age of Leadership focused on a path to sustainability and kicked off the work we will embark upon together in Year 2. This next year will be full of opportunities for us to take villages from being “the best kept secret” to being “go to” communities for healthy aging. Specifically, we will work to get villages written into the State’s Master Plan for Aging, lay the groundwork for a 2021 application to Medicare Advantage covering village memberships, and develop the rationale for scaling the village movement to stem and prevent social isolation and loneliness. We welcome you to join our work

by lending your time and expertise to one of our teams. Use the [Contact Us](#) feature to let us know your interests.

This edition of the newsletter is chock full of resources that contribute to sustainability. Please read the articles and follow the links. We are committed to archiving all of the resources we present to you on our website so that you can share them with your colleagues, and come back to them as you develop your programming.

I kicked off The Age of Leadership with Village Movement California's one-minute message. It ends with this statement: *"Together we can make so much more progress than we can ever achieve alone."* I am excited to be working together with you!

---

## The Age of Leadership – A Success!

By Carol Haig

Were you able to attend our first convening on May 31 in Newport Beach? If you were there, this will refresh your thinking about the issues presented; if you were not able to be with us, we hope you'll be inspired by them. The program and materials from all the sessions are available [here](#).

### Conference Agenda

With a high-energy vibe that was evident from the start, our day was filled with activities and information that engaged participants and sparked lively discussions.

**Welcome, Goals for the Day**, with Kate Hoepke, ED San Francisco Village and Chair, Village Movement California, and Charlotte Dickson, ED Village Movement California. The over-arching goal for the day was to reveal the leadership qualities we already possess and help us to leverage them to contribute to the evolving village model.

**Café Conversations**, with Laura Peck, Laura Peck Consulting, and Ashby Village. Using the World Café format, we gathered in small groups to answer three questions:

- What have you found most meaningful about your involvement with your Village? What in particular has surprised or enriched you?



Barbara Sullivan, Executive Director of Village to Village Network (right) shares her thoughts with Pat Brown, Villages of San Mateo County (left), Dave Kukyendell, SLO Village, (middle left) and others during The World Café.

- What have you found to be the particular challenges of taking on a leadership role in a Village setting?
- What are the vital connections and partnerships your Village has formed that benefit both the village and the larger community?

***Social Isolation and Loneliness: A Crisis We Can Solve Together***, with Maureen Feldman, Motion Picture Television Fund. Social Isolation and Loneliness are related but not the same. Loneliness is what we feel, social isolation can be quantified. Maureen's presentation brought this pressing challenge to the forefront and enabled us to explore how villages can/do respond. See more below in our new feature, **In the News**.

***Decisive and Democratic Leadership – Yes, Both***, with Dr. Joan Straumanis, Ashby Village. With Joan's guidance, we compared and contrasted the characteristics of a democratic but indecisive leader with a decisive but undemocratic leader to discover how effective a decisive democratic leader can be.

***Building a Diverse and Inclusive Village Movement***, with Carol Kitabayashi, Westside Pacific Villages, and Carlene Davis, Sistahs Aging with Grace & Elegance. We explored the definitions of diversity and inclusion and discussed our vision, and our attempts, to expand the membership of our villages to reflect our communities. We heard about the experiences of older African American women and the exploration of an African American village in Leimert Park, Los Angeles.

***Village Movement California A Roadmap for Building Our Movement***, with Charlotte Dickson. Village Movement California's work is organized around growth, impact, and sustainability. Charlotte used these three goals to talk about the work done to date to get Village Movement California striding forward and to look into upcoming initiatives to build sustainability. All of us were encouraged to get involved.

## Participants Said...

"Thank you for a wonderful day on all levels! It was informative, engaging and a



Karen Strolia of Covia (L) and Wendy Burkhardt (Right) of Silvernest connect

valuable choice to learn from your villages! We have some new ideas on how we can further support VMC and look forward to sharing them with you. Thank you also for the inspiration and vision you are providing." – *A sponsor*

"It was an excellent gathering. I feel so powerful after meeting and talking with other villages. We will definitely Age. Better." – *A member*

“We learned from fellow villages and set the path for long-term relationships.” – *A member*

“Thank you for moving the village movement forward.” – *A member*

## Convening Sponsors

Hoag Hospital’s Conference Center was a convivial location for **The Age of Leadership**. We were warmly welcomed by Susan Johnson, Program Manager, Health Ministries & Nursing Outreach. Hoag works closely with Care Connections Network, the village in Huntington Beach, and graciously donated the meeting space and critical audio-visual support as an expression of their collaboration with CCN. Ms. Johnson was thrilled to learn about the village movement and is planning to introduce us to the statewide network of faith nurses.

Our more than 100 participants had ample opportunity to meet each other, exchange information and ideas and chat with representatives of our valued event sponsors:

- Silvernest
- Lyft
- Covia
- Providence TrinityCare Hospice
- Lifelong Medical Care
- Homebridge
- The Institute for Human Caring
- AARP California
- Martha’s Senior Gourmet
- Hoag Hospital
- Village to Village Network
- Helpful Village
- The Transitions Network: San Francisco Bay Area Chapter

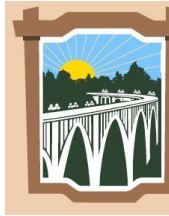
Much of Village Movement California’s work is in strengthening relationships with our sponsors to broaden our connections and open more doors to the village’s critical position for California’s older adults.

Be sure to see the program, presenters’ materials and descriptions of our sponsors [here](#).

---

# Tales From the Village

## Pasadena Village Advocates: Engaging the “Younger Olders”



To leverage the interest and commitment of adults in the 50 – 60+ year range, Pasadena Village has implemented a new program, Pasadena Village Advocates. The program aims to educate and enroll younger adults in the village as volunteers, donors, and eventually, members. Two Board members and a committed volunteer of this age group are leading the initiative.. A description of the initiative is [here](#).

At the March kick-off event 15 village members and 35 prospective advocates participated. The program included testimonies by current village members about the value of their memberships, remarks about the statewide movement by Charlotte Dickson, and a call to action.

Since March, 18 people have joined the Advocates and another handful have sought additional information. First up on the Advocates’ agenda is getting those who want to actively volunteer vetted so they can fulfill service requests. The group will plan their course of direction over the summer.

The engagement of “younger elders” is a fundamental sustainability strategy for our villages. This group is identified as a key audience in the Village Brand Toolkit with messages crafted for this audience. The Toolkit is available [here](#) to Village Movement California members.

For more information about Pasadena Village Advocates, contact Peggy Buchanan, [peggy@pasadenavillage.org](mailto:peggy@pasadenavillage.org), or Mike Babcock, [mikebabcock1060@gmail.com](mailto:mikebabcock1060@gmail.com)

---

## You and Village Movement California – An Ongoing Conversation

With so many organizations, causes, and people wanting to capture our attention, it can sometimes feel as if we are drowning in requests for our time, energy, and information. While Village Movement California is part of this crowd, we strive to offer our members and followers information of value and want to provide it in forms that are worthwhile and welcoming. We use



Communications Tree

multiple channels of communication to make dialog and information exchange possible wherever our audience may be. Below is a list of the ways we communicate with you:

**Newsletter** – Delivered every 4-6 weeks, the newsletter seeks to be a rich source of resources to help villages do their work. All newsletters are archived on our website [here](#), serving as both current information and history.

**Website** – Our online home where we provide background on Village Movement California, spotlight current activities and archive resources like webinar recordings and PowerPoint Slide decks. It includes: the value of joining with us, how we represent our members and advocate for California's older adults, the difference that we make, member-exclusive information and materials, and where we spotlight current activities.

**Bulletins & Emails** – We use these brief contact formats for quick updates and information.

**Webinars** – These online learning opportunities enable you to spend an hour with selected presenters exploring specific topics to help you and your village achieve your goals. We record and archive webinar recordings on the website along with the PowerPoint slide decks.

**Convenings** – Our recent Leadership convening was the first of what we plan to be many valuable gatherings for villages and interested individuals coming together to learn and explore what will help us best serve our communities. We archive the resources and materials shared during our convenings.

**Presentations to Villages** – Charlotte has visited 38 Villages and is delighted to come and speak about issues of concern to your village. Members of the Leadership Team are also available make village visits.

As Village Movement California grows, we may expand our channels for outreach. Please contact Charlotte, [charlotte@villagemovementcalifornia.org](mailto:charlotte@villagemovementcalifornia.org), if you would like to see another type of communication.

---

## New Feature: In the News

From time to time we will introduce a compelling issue facing older adults and explore how villages are or can offer solutions. This month we explore the epidemics of loneliness and isolation.

---

# The Social Isolation and Loneliness of Seniors

Every week we read about the epidemics of social isolation and loneliness and their impact on older adults' health and well-being. Government, healthcare, social services, behavioral health and other sectors serving older adults are calling for evidence-based solutions to isolation and loneliness.

**Social isolation** describes a lack of social connections and can be quantified.

**Loneliness** is the feeling of being alone and being upset about not having enough social relationships or contact with others. It is possible to be either socially isolated or lonely, or both.

## Why it Matters

Our social living patterns are changing. More older people live alone due to divorce, having fewer or no children, and their families moving away. Some have never married, some have adult children who are not available. Social isolation and/or loneliness often result.

These conditions create health concerns, as this group runs a higher risk of needing long-term care, making frequent visits to the ER, developing dementia, and dying younger. Most at risk for these health challenges are caregivers and veterans. And, by 2030, one in five Americans will be 65+.

## Villages are an Antidote to Social Isolation and Loneliness

Villages have been addressing these epidemics for 10+ years in California, well before the epidemics were named. Building social connections is in our organizational DNA. Village Movement California's brand states that our leading value proposition is connection, the natural antidote to isolation and loneliness. A key to our movement's sustainability is linking our work to this call for evidence-based strategies. Together we must ramp up our work to demonstrate our impact.

You will be learning more about Village Movement California's plan to utilize our existing data to make the case for villages as an evidence-based, scalable prevention strategy.

*For further reading: How Experts are Working to Find Solutions for Loneliness. Retrieved from <https://www.nextavenue.org/finding-solutions-loneliness/>*

---



## Update: California Master Plan for Aging



Governor Newsom signed an executive order calling for a [Master Plan on Aging](#) earlier this month, setting in motion a 16-month process to create a comprehensive actionable blueprint that addresses the needs of California's burgeoning population of 65+ adults.

Village Movement California is committed to writing villages into the Master Plan. Inclusion in the Plan will propel the scaling of our movement and contribute to our sustainability. Toward that end, Village Movement California recently gained membership in the California Collaborative for Long Term Services and Supports ([CCLTSS](#)). This coalition is the powerhouse of advocates working on behalf of older adults aging in community and sits at the center of the Master Plan.

We recently held a productive meeting with the Assistant Secretary of California's Health and Human Services Department to share our model and advocate for the inclusion of villages in the Plan. A point of agreement is the importance of addressing the needs of moderate and middle-income older adults to age in community. These adults, our constituency, are attracting a great deal of attention in California and across the nation.

This Spring, [Health Affairs](#) published several articles describing the “Forgotten Middle”, older adults who are squeezed by housing and healthcare costs yet do not qualify for publicly funded services like in-home support services. The articles raise the imperative to address the needs of this population as they age in community. The Master Plan must support healthy aging, keep families from being forced to spend down their assets to get care, and prevent the public senior services system from being overwhelmed. Villages already are serving this population, and we need to scale up to be able to serve more.

A Village Movement California advocacy team is forming to sort out the opportunities in front of us. Please let us know if you are interested in being a part of the team by using this [“Contact Us”](#) link.



# Notices



## Join/Renew Village Movement California Membership

Please use this [link](#) to join or renew your membership. We offer:

- Individual membership at \$50
- Partner memberships at the supporter (\$350) and sponsor (\$1000) levels
- Two village membership levels
  - \$250 for villages that are also members of Village to Village Network
  - \$300 for those that are not.

Village to Village Network will likewise reduce its member fee from \$425 to \$375 for Village Movement California members.



## National Village to Village Network Conference

Make plans now to attend the Village to Village Network's annual conference in Chicago, September 18-20, 2019. Kate Hoepke will deliver the opening keynote address. She will describe the sustainability path for villages, drawing upon the work we are doing together in California. Charlotte Dickson and Maureen Feldman will lead a breakout workshop on the village model as an antidote to social isolation and loneliness. Register by following this [link](#).

---

**All newsletters are archived [here](#)**

*Copyright © 2019 Village Movement California, All rights reserved.*

**Our mailing address is:**

3220 Fulton Street San Francisco, CA 94118

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

