



Happy Holidays

Welcome to our last newsletter of 2019. We've had a productive year. Major accomplishments include advancing support for villages in the California Master Plan for Aging and securing resources to connect and grow the village movement through partnership with the healthcare delivery system. We look forward to an exciting New Year and wish you a joyful holiday season.

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From the Executive Director



Charlotte

During my remarks at last May's convening, The Age of Leadership, I talked about the importance of seizing opportunities to grow the village movement in California. I noted changes in Medicare Advantage (MA) that could lead to coverage for village memberships and services, and I stated that Village Movement California would submit an application for coverage within two years.

Seven months later, I am thrilled to announce that Village Movement California has received a very generous grant from [Carestar Foundation](#) to develop a plan to expand

our movement through connecting with the healthcare delivery and financing systems. The \$185,000 award will enable us to hire Anne Tumlinson Innovations (ATI), a nationally recognized healthcare consulting firm to help Village Movement California determine the optimal strategy for securing a favorable position in the healthcare sector and make plans to implement it. We expect that the resulting strategy will support expansion of our movement into California's diverse communities of older adults and create a path towards financial sustainability.

The good news doesn't stop there! We also received a \$15,000 matching grant from The Joseph and Vera Long Foundation to support the Village Movement California Capacity Network Program. The Foundation is dedicated to promoting healthy aging through social connection. The matching grant will support a professional video, still photography, a social media campaign, training, and coaching to support your village's marketing to members, partners, and funders. We will ask each of our village members to contribute \$200 to fulfill the match. Stay tuned for more information.

Please continue reading the newsletter to learn more about the progress we've made towards seizing other opportunities before us, for example the Master Plan for Aging. I know that 2020 will be a transformative year for Village Movement California. I look forward to continuing our journey together and, in the meantime, I wish you a warm, nourishing holiday season.

Public Safety Power Shut Off: How Prepared is Your Village?

By Carol Haig

The recent PG&E Public Safety Power Shut Offs (PSPS) in Northern California sparked concern and raised questions for villages. Leaders considered what role villages should have in supporting their affected members and ensuring they were properly provisioned and safe.



Village Movement California considered its responsibilities as well, giving rise to a video conference call on December 5 among all interested California villages. The purpose was to share recent PSPS experiences and look ahead to what villages and Village Movement California should do during future emergencies of all kinds. During the call Charlotte Dickson shared highlights from an emergency preparedness workshop she recently attended, hosted by PG&E with contributions from Southern California Edison and San Diego Gas & Electric.

Three questions provided the framework for our conversation:

- What did your village do in response to PG&E's first PSPS announced and implemented September 22-25? (For So Cal villages, have you gone through something similar?)

- How did your village respond to the announcement of the second PSPS announced November 18? What questions came up regarding your village's aspirations, limitations, role? (For So Cal villages, have you gone through something similar?)
- What factors should we address as we think about villages' role with PSPS and the larger challenge of emergency preparedness?

Representatives from a range of villages participated in the discussion. In answering the questions above, the information shared fell into three categories:

- Initial responses by villages as PG&E released information and maps of projected outage areas
- Actions villages took in response to PSPS #1, September 22-25 and PSPS #2, November 18
- Future village actions

Initial Response

Villages considered such questions as:

- What is our responsibility in a PSPS
- Are we equipped to support our members
- What liability might we have if we become involved
- How do we best communicate with our members when there is no power
- How do we ensure the safety of our vulnerable members – those who use medical equipment such as oxygen, dialysis machines – those who live in remote areas or who are alone, and those who use village services

Actions Taken in Response to PSPS #1 and #2

Villages responded as best they could:

- Studied PG&E maps to identify members affected by the PSPS and contacted them
- Consulted neighborhood map to identify fire, police, meeting places with generators, etc. and shared with affected members
- Emailed, phoned, or texted affected members as well as those most vulnerable
- Used Group Texting to Circle Groups to provide updates and ask questions
- Fielded member questions about food safety during prolonged outages
- Used [EZ Texting](#) to contact members
- Used home safety evaluation information collected when a member joins to determine those most likely to need help

Future Village Actions

- Neighborhood Council to make recommendations for future emergencies
- Establish phone trees
- Ask Neighborhood Captains to contact members in their territory
- Hold emergency preparation planning meetings
- Connect with local CERT organization
- Set up a communications strategy to reach all members

- Use existing Neighborhood Circles more actively
- Determine if local emergency response agencies keep lists of vulnerable residents
- Communicate with members about signing up with local emergency response agencies for alerts and on-going information
- Survey members to determine who can provide food and lodging during an emergency

Who are Your Village Partners?

A brief discussion helped identify agencies and other groups villages can partner with during an emergency and included:

- Local fire, police, and other emergency providers
- CERT in some areas
- Senior centers
- Area Agency on Aging
- Nextdoor.com

Next Steps

The three major California utilities each have a Medical Baseline Program to serve residents who have medical equipment that requires electricity. Help your affected members register with the local utility so they will be notified in an emergency. You can find links to each utilities' medical baseline programs [here](#) along with an abundance of information and resources to help prepare for future PSPS.

The detailed notes from this call are archived [here](#).

New Campaign Fights Ageism



Reframing Aging San Francisco is an innovative ageism awareness campaign to disrupt negative stereotypes of older adults and connect the city's older residents with supportive services. Reframing Aging San Francisco engages the public with vivid imagery featuring older adults juxtaposed on younger faces, prompting the viewer to reconsider their expectations of the aging experience.

In addition to attracting the attention of younger adults, the campaign engages older people to learn more about ageism and lists available resources that support community connection. The campaign is sponsored by the City and County of San Francisco's Department of Disability and Adult Services, the [Community Living Campaign](#), the [Metta Fund](#), numerous community-based organizations including San Francisco Village, and neighbors.

The campaign's website, <http://endageism.com>, hosts a photo gallery of older adults, a TED Talk by Ashton Applewhite, articles, demographics, links, and more!

What is Ageism?

Ageism is prejudice or discrimination based on assumptions about age. The basics:

- Ageism is self-prejudice – rather than thinking negatively about aging, positive thoughts can actually increase our lifespan by 7.5 years
- Aging is trending – Older adults are the fastest growing age group in San Francisco with their experiences, insights, and energy to share
- Aging is diverse – with long-time residents, newcomers, many spoken languages and backgrounds, households of differing composition, and a wide range of experiences

Take Action

Ageism can end with action. Visit <http://endageism.com> to learn more and pledge your support.

Conference Updates

California Association of Area Agencies on Aging Annual Meeting and Allied Conference



Village Movement California staffed a booth at this annual conference, and conducted a workshop with leaders of Conejo Valley Village and Westside Pacific Villages, “Village Movement California: Scaling the Village Model and Ideal.” Thirty participants learned about the vision, mission, and goals of Village Movement California, village services and programs, and specific information about the two participating villages. The workshop slides are available [here](#).

League of California Cities



From left: Aisha Jasper, Charlotte Dickson, John Hall, Steve Lustig

Charlotte Dickson, Village Movement California Executive Director, Aisha Jasper, City of Fremont, John Hall, University of Arizona, and Steve Lustig, Ashby Village and the Berkeley Continuum, presented the workshop “Villages and Resilient, Age Friendly Cities” to 60 city officials during the League of California Cities annual conference in Long Beach. Their workshop slides are available [here](#), and an article about the workshop is available [here](#).

BRAVO Meeting Highlights

By Tricia Smith, Sausalito Village



“What is your village doing new that excites you the most?” was one of several questions that elicited animated conversations among members of BRAVO, the support group for villages in the greater Bay Area, at our half-day meeting in Sausalito in October. BRAVO has been gathering semi-annually for nearly six years and moves the venue each time to allow different Villages in different counties to host. It has become clear that the most valuable aspect of membership in BRAVO is the sharing of practical information that is relevant to all.

This meeting also provided an opportunity for discussing happenings at the State and National level. BRAVO members who attended the National Village to Village Conference gave an update of the meeting for those unable to make the trek to Chicago. Both social isolation and the importance of villages as providers of social support to members as they age were key topics at the National Conference. Funding and partner alliances were also top trends discussed there. Charlotte Dickson presented an overview of the work of Village Movement California as well as California’s Master Plan on Aging.

Members stayed after the meetings’ end to continue conversations with new acquaintances and old friends. Although everyone left with information and ideas to take back to their own village, the greatest takeaway of the meeting was the sense of feeling supported in this village journey.

Thursday, March 26, 2020 is the date set for the next BRAVO meeting which will be hosted by Hotel Oakland Village.

In the News

Seniors are Attracted to New Housing Arrangements

By Carol Haig

Housing can be a challenge for older adults. For reasons that may be financial, social, health-related, or the result of changing circumstances, many find themselves considering new living arrangements. In our August 2019 newsletter we wrote about California resources such as [SilverNest](#) and [Covia](#) that have various programs to meet a range of housing needs.



In the September 27, 2019 issue of the New York Times, Paula Span wrote about current trends in housing alternatives for older adults and cited several programs in the New York City area. “As a graying population confronts the limited options for senior housing, seeking ways to maintain independence without the isolation that can accompany so-called aging in place, various grassroots alternatives are gaining footholds.”

Programs include:

- Shared housing – where typically an older homeowner looking for a roommate is matched with someone, often younger, to share expenses, space, and chores and be sociable
- Co-housing – a planned community designed and built by a multi-generational group with common interests, with individual living quarters but shared communal space for meetings, events, and meals
- The Village Movement – the newest approach to addressing the housing needs of older adults, enables dues-paying village members in a community to live where they wish, participate in educational and social events, and receive critical services such as transportation and basic home maintenance

Of villages, Barbara Sullivan from the Village to Village network says, “You’re still able to be active and part of the community, and you have a sense of a caring group of people beyond your family. It’s very cool.”

Read the full article [here](#).

Update: CA Master Plan on Aging



Goals: The California Department of Aging (CDA) continues to roll out a set of activities and timelines to gather input to shape the Master Plan for Aging. The CDA’s recent [newsletter](#) outlined new information about activities and timelines, and pledged to bring more transparency to the process. New announcements include the launch of “Webinar Wednesdays” that will cover a range of topics and elicit input from participants. We will send out information about these as soon as we have it.

The CDA and the Master Plan Stakeholder Advisory Committee has organized the plan around four goals:

- **Goal 1:** We will be able to live where we choose as we age and have the help we and our families need to do so
- **Goal 2:** We will live in and be engaged in age-friendly communities
- **Goal 3:** We will maintain our health and well-being as we age
- **Goal 4:** We will have economic security and be safe from abuse, neglect, and exploitation throughout our lives.

Village Input: Village Movement California is preparing a formal letter describing the ways in which villages address these goals, especially # 1, # 2, and # 3, and calling for villages to be included in the plan as part of an effective, low cost infrastructure for social care throughout the state.

Village Movement California is working closely with the CDA and two rural villages, Redwood Coast and Sierra Foothills, to organize two roundtables. These will explore needs and solutions related to social isolation and loneliness, transportation, and emergency preparedness in Nevada and Humboldt Counties. The roundtables are scheduled for December 2019 and April 2020.

Village Movement California's Master Plan team participated in a public discussion of the Master Plan for Aging in Glendale on November 20. The discussion was sponsored by Assembly member Nazarian, Chair of the Assembly Committee on Aging and Long Term Care. Members of the Conejo Valley and Pasadena villages spoke about villages' work in the areas of social isolation and loneliness and transportation. [Click here](#) and then scroll down to read about the November 20 discussion, learn about public engagement events to date, and follow links to meeting minutes and additional resources.

Take the Pledge: We encourage village leaders and members to "Take the Pledge" and provide input into the Master Plan. The pledge asks a few simple questions about the respondent, and then asks them to "share suggestion(s) to make California an age-friendly state by 2030." Use this [sample text](#) to ask your members to take the pledge. We want thousands of villagers to complete it!

Timeline: The CDA has announced that a draft set of policy goals will be released in early 2020, along with a plan for public input to refine and flesh them out. The draft Master Plan will be vetted over the summer and finalized by October 2020.

Upcoming Events



The following webinars are being planned for the first quarter of 2020. Registration information will be forthcoming:

- Mapping the Local Aging Services Continuum – we will discuss essential village partners and how to approach them
 - The Master Plan for Aging: Initial Policies – we will learn about the plan's initial policies and discuss how to gather and amplify contributing ideas from villages.
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All newsletters are archived [here](#)

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Newsletter and email text for the Master Plan Pledge for Action

Please use this text in emails and newsletters to encourage your members and volunteers to take the Master Plan for Aging's Pledge for Action.

We encourage all of our village leaders and members to take the [Pledge for Action](#) on [TogetherWeEngage.org](#), the state's central website for the Master Plan for Aging.

Please include something about villages in your answer so that we can spread the word about our movement. For example, you might write

"Make the village model more available to more seniors throughout California" or

"My village (*add name of village*) makes it easy for me to make friends, stay involved, and stay in charge of my life. More older adults should have a village."

Write about what's true for you, and include all the things you think are needed to make California an Age Friendly State.

10.3.19