



## Celebrating Women Who Tell Our Stories

Let's join the Women's History Alliance during Women's History Month in "...honoring women in every community who have devoted their lives and talents to producing art, pursuing truth, and reflecting the human condition decade after decade."

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## From the Executive Director



*Charlotte*

We have lots of good news to share with you this month. It puts a "spring" in my step!

First, we welcome Patrick Shandrick as our new Communications Manager. Patrick brings a wealth of experience, curiosity, and enthusiasm to our work. I'm excited that he will be able to help us tell our stories and convey the value the village movement offers to older adults, their families, and communities. Read his profile below.

Second, we are launching the Village Incubator this month! A committed group of volunteers and staff have worked for over a year to bring the Incubator online. Read the article and stay tuned for much more detail.

Third, our annual conference is scheduled for June 2 in the San Francisco Bay Area with an optional dinner the evening of June 1. I'm excited we will be meeting in person after three years of virtual gatherings. Our theme is *Fulfilling Our Potential*. Read more about it.

March is Women's History Month. The Bay Area, California, the U.S., and the entire world are celebrating the life and contributions of [Judith Heumann](#), the "mother" of the Disability Rights Movement. Ashby Village was fortunate to host her in a [speaking engagement](#) earlier this year.

The theme for Women's History Month 2023 is *Celebrating Women Who Tell Our Stories*. This resonates for the village movement as we share success stories to illustrate the value of villages in a wide range of communities.

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## Learnings from the DEIB Workshop Series: Pasadena Village

By Charlotte Dickson



On February 22, six leaders of Pasadena Village shared their journey towards growing a village that reflects the demographics of their service area, the cities and communities of Alhambra, Altadena, East Los Angeles, Glendale, La Canada Flintridge, Monrovia, Pasadena, San Gabriel, San Marino, South Pasadena. Their stories and expressions of joy, curiosity, and love were inspiring!

Here are highlights from their presentations along with questions to guide your village's own work. You can view the video recording [here](#).

### The Big Picture - The Strategic Plan

Pasadena Village used their strategic planning process to strengthen their commitment to growing a village that mirrors their region's demographics: nearly 20% of older adults are African American. The new mission and vision statements are written to encompass Diversity, Equity, Inclusion, and Belonging. "Welcome" is a key value that is communicated in all outreach materials, website, and emails.

**What do you say in your village's foundational documents?**

## The People

Pasadena Village's leaders are passionate about building a welcoming culture. They are curious about the older adults living in their area.

**Who are your people? What are their experiences and passions that can form the basis for expanded outreach? Does your village provide a platform for them?**

## The Community

Pasadena Village looked for organizations and events they could join. They formed an outreach team to participate in events and came up with a list that included chambers of commerce, faith-based organizations, businesses, and LGBT organizations.

**What events and organizations are out there for your village to discover and contribute to?**

## The Approach

Pasadena Village leaders learned that success in forming relationships with new communities requires listening and learning, asking how the village can be of help, and showing up repeatedly to do helpful work. A benefit is the personal reward of learning new things and forming relationships with new people.

**Is your village able to commit to being helpful to other community organizations?**

## Accessibility

Pasadena Village did some hard work to restructure their dues to accommodate a variety of income levels. They decided to open their Zoom-based programs to the community for free. Their office is located in an area that feels safe and accessible to many segments of the population.

**How could your village be more accessible to the communities you want to attract?**

## Communicating value

All six speakers shared enthusiasm for the value of their village. Here are some things they said:

- The village is welcoming and inclusive
- The village offers opportunities to make friends
- It is an organization accepting of LGBT older adults
- It offers the opportunity to volunteer
- It offers opportunities for personal enrichment
- The village is a real community coming together post-COVID
- It is a place of mutual support

**How does your village communicate its value?**

## Words of Wisdom

Karen Bagnard, outgoing chair of Pasadena Village's Inclusion Committee, shared her two pearls of wisdom:

- Four things bring people together, so use them: Art, Music, Food, Laughter
  - Growing a welcoming community is a long game
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## Introducing Patrick Shandrick, Communications Manager



Please welcome our new Communications Manager to Village Movement California. Patrick empowers nonprofits and government agencies through advocacy and strategic communications. He served as a Communications Officer at the California Community Foundation where he helped guide the organization's Los Angeles county-wide response to the COVID-19 pandemic. For many years, Patrick worked on behalf of the homeless in the Skid Row community at organizations Chrysalis and the Downtown Women's Center. He has taught nonprofit communications at UCLA Extension, served on the City of West Hollywood's Human Services Commission, and has consulted with clients including the City of Santa Monica and Habitat for Humanity of Southern Santa Barbara County.

Patrick holds a master's in communications from the Annenberg School at the University of Southern California and a bachelor's in marketing from Parsons School of Design at the New School.

Reach Patrick at [patrick@villagemovementcalifornia.org](mailto:patrick@villagemovementcalifornia.org)

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## Save the Date! Annual Statewide Conference June 2, 2023



Our conference theme is *Fulfilling Our Potential*. We will gather in person on Friday, June 2, in the San Francisco Bay Area.

Get ready to meet old and new colleagues, learn about opportunities for village growth, impact, and sustainability, and hear from leaders in the aging field and government

Details and Registration coming in April.

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## Village Incubator



Village Movement California will launch the Village Incubator on March 21. The Incubator is an innovative program to spark the development of villages throughout the state. Keep an eye on your inbox for up-to-date information.

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## Watch Out for New Medicare Card Scams in 2023!



While the rollout of new Medicare cards ended in 2019, scams about Medicare cards continue. You will not be getting an updated Medicare card this year, but scammers may try to convince you otherwise.

For example, scammers may falsely tell you that Medicare is again issuing new cards—perhaps plastic ones, metal ones, chipped cards, or black and white COVID-19 cards? No, this isn't true. This is a scam. The scammers may tell you that to receive your new Medicare card, you must verify your identity, which may include your Medicare number. This is an attempt to gain your personal or financial information.

Beware of unsolicited calls from anyone claiming to work for Medicare or anyone who asks you to verify your identity so they can send you an updated Medicare card.

Remember:

- *Medicare will never call you uninvited to request personal or private information to get a new Medicare card.* If this happens, just hang up.
- *Medicare won't charge you for a new card.* If a caller claims you need to pay a fee to get a new or upgraded Medicare card, it's a scam.
- *Medicare doesn't need to "verify" your information and never threatens to cancel benefits.*

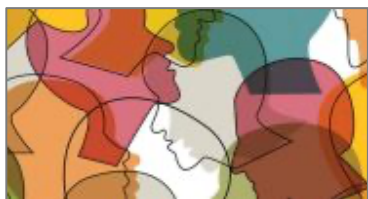
If you come across any such scams, always hang up the phone and call our **California Senior Medicare Patrol at 1-855-613-7080**. If you've been scammed, they can make things right again.

Please share this information in your newsletter. Let Charlotte, [charlotte@villagemovementcalifornia.org](mailto:charlotte@villagemovementcalifornia.org), know when you have published it.

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## Upcoming Events

### Diversity, Equity, Inclusion, and Belonging Monthly Workshop Series: San Francisco Village



**March 22, 2023 10:00 – 11:30a.m.**

Our second workshop on DEIB and Villages will continue our deep dive into the work of villages expanding membership to mirror the demographics of their communities. Leaders of San Francisco Village's DEIB effort will share their thoughts and experiences. Don't miss it!

Register [here](#).

The third workshop in this series will be presented by Ashby Village on **April 26, 2023**.

Register [here](#).

## Medicare Fraud Workshops



Three workshops are offered to your members on the important topic of Medicare Fraud. Please share the information through your newsletter, website, and social media. These are funded through an agreement with California Health Advocates and the Administration for Community Learning.

### Medicare Advertising: What's Legit and What's a Scam?

**April 13, 2023 10:00 – 11:00a.m.**

Medicare Plan mailings are landing in mailboxes well before open enrollment begins. It's not too early to learn which ones are legitimate and which ones are scams. Tatiana Favreaux, long time bi-lingual Training and Education Specialist with [California Health Advocates](#), will explain how to navigate the information.

Register [here](#).

### Protect Yourself From Medicare Fraud

**April 18, 2023 10:00 – 11:00a.m**

Each year billions of dollars are stolen from older adults through Medicare Fraud schemes like: Medical Identity Theft, Medicare Marketing Violations / Enrollment Fraud

Hospice Fraud, Durable Medical Equipment Fraud, Home Health Care Fraud, and more.

This seminar hosted by Village Sonoma Valley will help you recognize a fraud scheme right when it is happening and teach you how to protect yourself on the phone, on the internet, and by mail. Frank Nelson, Medicare expert and counselor with the North Bay's Regional Health Insurance Counseling and Advocacy Program (HICAP), is the presenter.

Register [here](#).

## Protect Yourself From Medicare Fraud - In Spanish

**April 20, 2023 1:00 – 2:00p.m.**

This seminar, similar to the April 18 workshop, will take place in Spanish. Tatianna Favreaux, long time bi-lingual Training and Education Specialist with CA Health Advocates, will make the presentation.

Register [here](#).

## Past Event Recording

Keep Reading with Free Devices, Audiobooks, Magazines & More!



Did you know there is a free library for those with low vision and/or physical limitations that prevent them from reading traditional print or holding heavy books? The staff of the [California State Library's Braille and Talking Book Library](#) and the [Braille Institute Library](#) gave a presentation explaining how to apply for free offerings from these libraries. The Recording is on the YouTube Channel, [here](#).

## Special COVID-19 Resources - Ask an Expert



A daily feature on the San Francisco Bay Area all-news radio station, KCBS, each Q&A session has a pandemic-related subject and compiles listener questions into a 20-minute discussion with a subject matter expert. All discussions are available in recorded and transcribed formats [here](#).

A recent discussion explored the State of California ending the COVID-19 state of emergency. Listen [here](#).

Another speculated on U.S. health officials recommending a new COVID booster this spring. Listen [here](#).

## Notices

Have an upcoming event you'd like to open to other villages? Send the information to the newsletter editor: [carolhaig@earthlink.net](mailto:carolhaig@earthlink.net)

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