



The Stage is Set

With the groundwork laid for the next phase in the growth of the village movement, the stage is set for an organizational transition where we have a recognized voice in aging services in California.

Contents

- Diversity, Equity, & Inclusion – LGBT Inclusive Villages
- National Hispanic Heritage Month – September 15 – October 15, 2021
- September 20-24, 2021 – National Falls Prevention Week
- Hubs & Spokes Townhalls – Make Your Voice Heard
- **Tales From the Village:**
 - Avenidas Village Grows Membership in the Wake of COVID
 - Tierrasanta Village San Diego – R.I.P. Janice Trantham
- SMP Update – Cardiovascular Genetic Testing Scam
- Upcoming Events: Webinars & Programs
- COVID-19 Information & Resources

From the Executive Director



Charlotte

During this month’s Village Movement California Board of Directors’ meeting, I described how we are in the midst of a major organizational transition. Over three short years, we’ve gone from a coalition start-up to a recognized part of the statewide aging services continuum. Being included in the Master Plan for Aging is a significant achievement and a major turning point for our movement.

Over the summer, I’ve been setting the stage for what’s

coming next with lots of support from Kate Hoepke, our Board Chair, Yvette Leung, our DEI and organizational consultant, the board, and many of you. Together we

conceptualized a robust organizational structure to scale the movement and submitted four grants to implement it. We'll be notified about funding in November and December.

Late last month we received a significant donation from an anonymous supporter. This unexpected contribution confirmed my strong sense that Village Movement California's aim to think big and lay bold plans is correct. I have faith in what we offer to older adults and their intergenerational communities, and in our ability to impact hundreds of thousands of lives.

I am thrilled that our workshop, *LGBT Inclusive Villages and Belonging*, was well attended and has already resulted in local village action. I give a big "shout out" to Pasadena Village for bringing Sherrill Wayland, National Training Director of [SAGEUSA](#), to California. The upcoming event with Sistahs Aging with Grace and Elegance, *Sankofa Stories*, has been three years in the making. I can't wait to see what comes from learning about Black women's experiences and perspectives.

Let's think big and go for the gold together. I plan to come back to you later in the fall with the specifics of Village Movement California's plan to scale the movement. Stay tuned...



Diversity, Equity, & Inclusion

LGBT Inclusive Villages

By Karen Bagnard, Pasadena Village

On August 8, 2021, Village Movement California and Pasadena Village co-sponsored an excellent presentation on *LGBT Inclusive Villages* presented by Sherrill Wayland of [SAGE](#), a long-established organization that provides advocacy and services for LGBT older adults.

With clarity, frankness, and a deep commitment to the LGBT community, Sherrill enlightened us on many issues. Beginning with an explanation of gender identity, sexual orientation, and the importance of using proper pronouns, she pointed out the common pitfalls of making assumptions about people.

Our world is increasingly more open, yet we still have much work to do—as individuals and as villages. As we know, there are many challenges to growing older and for LGBT seniors these challenges are exacerbated by decades of marginalization and discrimination. These often translate into greater isolation, as well as limited family support. And housing and other forms of discrimination still exist.

By connecting with our LGBT peers, we offer solutions for isolation, opportunities to broaden our understanding, and we discover common ground on which to build lasting bonds. The results are enriching for all.

Pasadena Village is making important progress in building relationships with the LGBT community. We are developing cultural competency with the guidance of the Inclusivity Committee and the openness and welcoming attitude of our members.

If you were not able to attend the Village Movement California presentation on *LGBT Inclusive Villages and Belonging*, be sure to watch the recording on our website [here](#).



National Hispanic Heritage Month September 15 – October 15

This year's theme is *Esperanza: A Celebration of Hispanic Heritage and Hope*. The theme invites celebration of Hispanic Heritage, resilience, and hope. It encourages us to reflect on all the contributions Hispanics have made in the past and will continue to make in the future. It is also a reminder that we are stronger together.

Village Movement California honors and celebrates Hispanic and Latinx communities and looks forward to building partnerships with their organizations. We have much to learn from and offer to the older adults they serve. The work of adapting the village model to reflect the strengths of California's diverse communities requires that we build strong relationships in Hispanic and Latinx communities. The recently released 2010 census data shows that these communities represent 39% of Californians.

Our [Diversity, Equity, and Inclusion page](#) features several resources about race, ethnicity, and nationality. Check them out as you take time to learn more.



National Falls Prevention Week: September 20 -24 2021

Did you know:

- Falls are the leading cause of injuries, both fatal and non-fatal, for older Americans
- Falls threaten the safety and independence of older adults and their quality of life

- Each year, ¼ of Americans over the age of 65 fall
- The population of older adults is expected to increase by 55% by 2060, with more falls and increased spending on health care
- By 2030, treatment for falls is likely to increase to more than \$101 billion

The National Council on Aging (NCOA) includes the *National Falls Prevention Resource Center* which supports falls awareness and education. This group promotes evidence-based falls prevention programs nationwide. The *Falls Free Initiative*® is a key component of a national effort to raise awareness for and address falls, falling injuries, and deaths. Learn more [here](#).



Hubs & Spokes Townhalls – Make Your Voice Heard!

By Charlotte Dickson

The California Department of Aging (CDA) and its partners are leading a statewide discussion to reimagine and reinvent regional aging services. The current systems are decades old. With the Master Plan for Aging in place, it's time to update to meet the needs of California's growing and diverse older adult population and to make sure villages, an important component of this initiative, are included.

More and more diverse Californians want to live in their chosen homes and communities as they age. Nationwide, a new poll from the [SCAN Foundation](#) found that 88% of Americans prefer to receive assistance living at home or with loved ones. People age 60+ are now almost 25% of the population. They need a strong network that easily connects them to services that help them live where they choose. Such a structure is essential for a California for all ages to thrive, and key to all California adults and families navigating and accessing their choices for home and community living.

Vision – A strong *Aging Hub and Spokes* structure in every community that:

- Offers easily accessible *Hubs* to provide people with information, planning, and care coordination for aging services
- *Spokes* that then connect people to a range of community, county, health, and other partners to support health, life satisfaction, and longevity
- Together, the *Aging Hub and Spokes* networks deliver person-centered and culturally responsive information and resources

Opportunity – Currently we have extraordinary resources proposed at the state and federal levels for home and community living as we age, and a bold Master Plan for Aging. The proposed resources and the Master Plan, coupled with the lessons and losses from the COVID-19 pandemic, provide a historic opportunity for California’s aging and adult services to "build back better."

Invitation – We have a unique, time-sensitive opportunity to include villages in the regional hubs and spokes networks for aging services!

To carry forward these initiatives, the CDA and the California Council on Aging (CCOA) invite you to participate and engage in dialog. Share your thoughts, feedback, questions, and concerns at one of our virtual townhall discussions. Your thoughts and ideas will be compiled in a report to be produced by the CDA in December 2021. Potentially, this could result in legislative, regulatory, budgetary, administrative, and/or partnership proposals in 2022. Your feedback is important as we begin to “build back better” a California for all ages!

Village Movement California’s position is that villages must be included as a *Spoke* program in each region of the state. Here are [speaking points](#) to help you make that case during your region’s townhall meeting.

Please select your region’s meeting (**note:** the meetings for Sacramento & Central Valley and Bay Area & Central Coast have already been held) from the list below and register to attend. You’ll learn a lot, and you’ll raise awareness of our movement. Details are below.

Rural & Remote California Townhall

September 28 2:00pm – 3:30 pm

[Register here](#)

Los Angeles & Southern California Townhall

October 12 2:00pm – 3:30 pm

[Register here](#)

[Learn more about the Hubs & Spokes Network for Aging & Disability](#)

Tales from the Village



Avenidas Village Grows Membership in the Wake of COVID

By Carol Haig, Editor

As the Pandemic continues to stage-manage our lives after more than a year of challenges and loss, we have also gained much in our ability to adapt rapidly to changes in every aspect of our lives. We have embraced new ways of working, learning, and communicating, adopted sophisticated technologies, and stretched our horizons well beyond what we thought were our limits.

Expanded Offerings

Villages have led the way as they reassessed their members' needs in our new world and explored ways to ensure they were met. Erika Thomas, Executive Director of [Avenidas Village](#), relates that as their village expanded programming and services during the progression of COVID, members' perception of the value of their village increased. Simultaneously, members, staff, and volunteers raised their awareness of what their village could achieve post-COVID.

Webinar Marketing

The Growing Challenges of Aging in Place is a webinar that Chuck Sieloff, co-chair of the Avenidas Village Advisory Council, offered to the larger community in May of this year. He presented compelling statistics about aging issues, many of which we have written about in this newsletter, along with key strategies for aging in place. Chuck noted that more than 90% of older adults wish to stay in their own homes and communities, but most lack a proactive plan to make this happen. He concluded by presenting several aging in place scenarios, including some background information about the Village movement.

To broaden the appeal to various service organizations and retiree groups, the webinar is deliberately not a "sales pitch" for Avenidas Village. Instead, it makes the case that, if you are hoping to stay in your own home you need to have a plan in place. Erika reports that Avenidas Village membership now totals 300+ with 70 new members joining after Chuck gave his presentation several times. View his presentation [here](#).

So, you ask:

- Can our village use and customize Chuck's webinar to attract new members?
- Would Chuck be willing to answer our questions?
- How do we best reach members of our broader community?

The answers:

- Yes, you are welcome to follow the [link](#) to Chuck's session and use what suits your purposes for your village
- If you'd like to contact Chuck, email him as directed in the last slide in his presentation

- For ideas on how expand your outreach and get the word out about your village and what you have to offer, Avenidas Village has some suggestions below

Expand Your Outreach

Avenidas Village is affiliated with the Avenidas Senior Center in Palo Alto. As with many affiliated villages, benefits include:

- Office and facility space
- Access to (an extensive) mailing list
- Senior Center activities and programs
- Technology support
- Senior Center members as prospective villagers

Regardless of your village's affiliation status, you can conduct outreach to increase your membership:

- Expand your mailing list by including community partner contacts, local government representatives, donors, members' friends and family, local services representatives and anyone who is interested in what your village offers
- Segment your mailing list to send targeted e-blasts about your village to partner organizations to stay on their radar
- Keep your village website current and engaging by including stories and testimonials from your villagers—see examples on the [Avenidas Village home page](#)
- Get your village added to the resources lists of your partner agencies
- Offer informational webinars like Chuck's and publicize widely
- Post such presentations and invite others to view and share them
- Invite participants for follow-up coffee chats—live and/or online

The pandemic has brought the world extreme challenges while it has made us all push for new and better ways of living and working. Consider how your village can leverage uncertain conditions to expand offerings and attract new members.

For more information about Avenidas Village and Chuck's webinar, please contact Erika Thomas, ethomas@avenidas.org.



R.I.P. Janice Trantham
President, Tierrasanta Village San Diego

TVSD members are grieving the passing of president and long-time board of directors member, Janice Trantham. She was vibrant, intelligent, and creative, a loss to the TVSD Village and to the greater Tierrasanta community.

Janice was a visionary and critical thinker who set judicious village goals and brought a higher level of governance to the board. Critical Community Outreach and Partner positions were created under her leadership along with a part-time marketing position to both sustain and grow TVSD. Her agendas, action items, newsletter articles, and grant-writing abilities all exemplified her organizational skills and commitment to perfection. She introduced the village to Zoom and taught this new form of communicating and meeting during the pandemic.

Janice was the consummate professional, a compassionate leader, and a tireless worker. She will be greatly missed by all. You can read the full tribute to Janice [here](#).



New Fraud: Cardiovascular Genetic Testing Scam

“Every time there’s a medical advance, there’s a scammer waiting around the corner to exploit it,” says [SMP](#)’s latest press release.

What – The scam is called *cardio genetic testing*, or *comprehensive cardiovascular panel*, or *hereditary cardiovascular profile*. Scammers offer Medicare members genetic testing cheek swabs to access their Medicare information. Then they fraudulently bill Medicare or steal the victim’s medical identity.

How – Scammers call Medicare members, saying their cardiologist wants them to have this test. They offer to send a kit. Of course, the cardiologist did not make this request.

Result – Those who fall victim to this scam are at considerable financial risk. If Medicare denies a cardiovascular genetic test claim, the beneficiary could be responsible for the entire cost of the test averaging \$9,000 - \$11,000.

Medicare does cover legitimate requests for this test when ordered by a treating physician as a diagnostic service.

Tips for Avoiding this Scam

- Know that Medicare covers genetic tests to detect heart disease, but these do not predict or screen for cardiovascular disease
- Do not give your personal information to anyone who calls and says your cardiologist has requested cardiovascular testing for you

- Do not give out your personal information or accept screening services from anyone at a community or public event
- Always read your Medicare Summary Notice or Explanation of Benefits — “gene analysis”, “molecular pathology,” or “laboratory” may indicate fraudulent genetic testing
- If you receive a cardiovascular genetic testing kit or test that was not medically necessary, report your concerns to your local SMP: 855.613.7080

Upcoming Events



Hubs & Spokes Townhalls – Make Your Voice Heard!

Attend a virtual Townhall in your region to advocate for your village as a part of this initiative for one-stop services for older adults.

- Rural & Remote California Townhall – **September 28 2:00 – 3:30 pm**
[Register here](#)
- Los Angeles & Southern California Townhall – **October 12 2:00 – 3:30 pm**
[Register here](#)



Sankofa Stories Report Release Event

September 30 4:00 – 6:00 pm

A strategic collaboration between Village Movement California and Carlene Davis, Co-Founder of [Sistahs Aging with Grace & Elegance](#), offers *Black Women Reflect on Aging in Place and Community: A*

Narrative on Policy. Register [here](#).



National Virtual Village Gathering – The Power of Community Connection

October 5 – 7

Explore best practices for new and mature villages and learn about current village movement trends during the pandemic. Register [here](#).



Compassionate Communication: Effective Strategies From the Alzheimers Association

October 14 1:00 – 2:00 pm

Communication is more than just talking and listening. Join Pasadena Village's Educational Programs Committee, Village Movement California, and the Alzheimer's Association to explore how to decode the verbal and behavioral messages delivered by someone with dementia. We'll identify strategies to help you connect and communicate at each stage of the disease. Presenter John Awad is a volunteer with the Alzheimer's Association promoting and participating in public education and working towards a cure for Alzheimer's disease. Please download and share this [flyer](#) with your village community. Register [here](#).



Sponsorship As a Sustainability Strategy, Part 2

October 21 1:00 – 2:00 pm

During *Reimagine* we learned about Pasadena Village's newly formed and highly successful business sponsorship program. View the slides [here](#).

Part 2 invites discussion about challenges and successes in building a sponsorship program. Katie Brandon, Pasadena Village Executive Director, will respond to questions and concerns, and offer new information. Participation in *Reimagine* is not required to attend this upcoming workshop. Register [here](#).

COVID-19 Information & Resources



Ask an Expert

This daily COVID-19 feature on the San Francisco Bay Area all-news radio station, KCBS, has resumed since the advent of the Delta variant. 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 and recorded [here](#).

Notices

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

All articles and notices published here are available for use in your village newsletter. Please include this citation: *Reprinted with permission, Village Movement California*

[CLICK HERE TO JOIN!](#)

All newsletters are archived [HERE](#)

Copyright © 2021 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](#).

