



Carol Haig, Editor

A publication of [Village Movement California](#)

September 2022

Fall Focus

Fall and the start of the school year spur increased activities in our communities and our villages. September is National Hispanic Heritage Month and also marks the start of the Jewish New Year with Rosh Hashana preparations for our synagogue-based villages.

Contents

- Diversity, Equity & Inclusion: DEI Training Institute, National Hispanic Heritage Month
- Introducing New Executive Directors
- Tales From the Village: A Valuable Partner – Your County Area Agency on Aging
- Village Movement California's Communications Plan
- Job Announcement: Village Movement California Communications and Administration Manager
- Grant from the May and Stanley Smith Trust
- Buddies for Older Adults During Heat Waves
- Over-the-Counter Hearing Aids
- Upcoming Events
- Ask an Expert

From the Executive Director



Charlotte

I feel the rhythm of the new school year within Village Movement California's work. Summer's end and school's opening coincide with a new phase in our organization's development.

We graduated from being a start-up organization around the time of our annual convening, and we are now headed into a period of expansion and impact.

Three long planned initiatives are coming to fruition: the Diversity Equity and Inclusion Training Institute, the Village Incubator, and a new communications plan for Village Movement California.

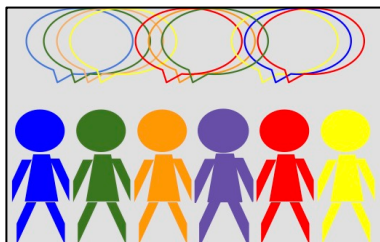
We have two full time staff people now that Carolyn Ross has started her new position as Director of the Village Incubator. Staffing will expand again when we hire a part time Communications and Administration Manager later this fall. See the job announcement below.

What does this have to do with your village? Everything! Our expanded staff capacity means we will have more eyes and ears attuned to the challenges you face and more capacity to address them. As your Executive Director, I will be able to spend more time advocating for funding and partnership with State officials, healthcare systems, and agencies within the aging services continuum. I'll be asking you to join me in this advocacy by meeting with local and state policymakers. We'll support these meetings with workshops, materials, speaking points, and more. Stay tuned for details!

Diversity, Equity & Inclusion

DEI Training Institute

By Charlotte Dickson



Earlier this month, eighteen village leaders met with the Village Movement California DEI Team and our two consultants, Yvette Leung and Gregory Mengel, to get to know each other and begin a journey of learning and practice.

Our shared goals? Expansion of our knowledge and skills to engage diverse communities in California villages. That work starts with learning more about ourselves and our identities.

The first cohort of the Training Institute will meet four times, September, November, December, and January. Participating Villages are:

- Ashby Village
- Palos Verdes Peninsula Village
- Pasadena Village
- San Francisco Village
- Village Santa Cruz County
- Tierrasanta Village
- Village Sonoma Valley

- Villages of San Mateo County
 - Westside Pacific Villages
-



National Hispanic Heritage Month

National Hispanic Heritage Month runs from September 15 through October 15. This year's theme is *Unidos: Inclusivity for a Stronger Nation*. The month celebrates the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America. September 15 is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18.

Introducing New Executive Directors

Welcome Jeanette Macht, ChaiVillageLa



Jeanette brings an extraordinary diversity of skills and experience to ChaiVillageLa, including a deep commitment to older adults, closely aligning with the Village's mission and goals. Most recently, Jeanette worked as a Care Manager and Aging Life Care Specialist for Senior Support Solutions in Lexington, MA where she provided compassionate care management services to older adults.

Her credentials include master's degrees in both social work and Jewish communal service, as well as a law degree. Jeanette looks forward to partnering with ChaiVillageLa's dedicated members "...as we build upon the excellent programming and services while we continue to grow the country's first synagogue-based Village." Contact Jeanette at Jeanette@chaivillagela.org or call (310) 592-0321.

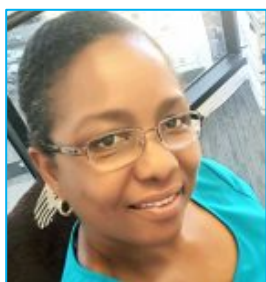
Welcome Sue Eldredge, Villages of San Mateo County



Sue Eldredge's life work has been dedicated to nonprofit and philanthropic public service, including managing a successful youth development organization for over 20 years. Most recently, she was a non-profit consultant focused on strategic planning, leadership transitions, and scaling for growth. Sue brings her strengths in change management, collaboration, fundraising, and team building to Villages of San Mateo County. She will help guide an expanding VSMC to take on a bigger role for the benefit of its' members and the community.

Sue says, "I'm delighted to be a part of this community, so full of caring, generous, and committed people." Reach her at sue.villagesofsmc@gmail.com.

Welcome Marcia Salvary, Westside Pacific Villages



Marcia has a passion for working with vulnerable populations, including older adults and young people, making her well-suited to her new Executive Director role. We welcome her more than two decades of experience planning and executing comprehensive fund development, strategic planning, organizational development, and marketing and communications campaigns across the nonprofit and social services sectors.

Most recently, Marcia served as Director of Development and Communications for The Achievable Foundation, an organization specializing in health care for individuals with disabilities. She led teams with kindness and compassion and is dedicated to promoting a workplace environment that encourages collaboration and optimizing team performance. You can reach Marcia at msalavary@thewpv.org.

Tales From the Village

A Valuable Community Partner—Your County Area Agency on Aging

By Erik Larson, Executive Director, Village of Sonoma Valley



I was recently invited to attend a Sonoma county **Area Agency on Aging (AAA)** meeting to discuss a Community Needs Assessment the state requires each county's AAA to perform. All the AAAs are part of the statewide **California Association of Area Agencies on Aging (C4A)**. I was excited to learn how these organizations relate to government agencies as well as who some of the key players are for

Sonoma County. It was an opportunity to meet many of the people I wanted to get to know and introduce to the Village Movement and specifically the Village of Sonoma Valley (VSV).

At the meeting I learned that each county AAA must conduct a 4-year survey. The next survey begins in January 2023 and will help determine how County Supervisors allocate funds in Sonoma County for 2024 to 2028.

The meeting was well attended with representatives of several supervisors and legislators along with Catholic Charities, HICAP, and several other organizations. I was received warmly and offered an opportunity to introduce myself, Village Movement California, and VSV. I was given ample time to explain our mission and goals. There were about 25 people attending.

As the meeting unfolded, I recognized an opportunity to expand the representation of my community and the Village of Sonoma Valley. I volunteered VSV to help sponsor/coordinate a series of virtual focus groups in Sonoma Valley, adding more diversity, broadening awareness, and bolstering engagement in the overall Community Assessment for the county. So, VSV helps AAA complete its survey and gives Sonoma Valley's older adults a voice in the county funding allocation process. A complete win/win proposition.

VSV is a fledgling organization, still in our 1st year. In my research on strategies to build community membership, a frequent suggestion is to engage in social activism around a topic that evokes passion and has the potential to unite a broad audience. The strategy excites people to participate and promotes brand recognition for the village. What better call to action, than to create a platform for people to tell our government what we need and how we think our tax dollars should be spent?

I urge all village leaders to learn more about their county AAA and the 4-year county-wide Community Needs Assessments. I imagine they are happening at the same time throughout the state. My connection was made through the Program Analyst at the Area Agency on Aging, County Human Services Department. The more villages contribute statewide, the more recognition and credibility Village Movement California will garner for all of us at the state level.

Good Luck! Let me know if I can help: erick.larson707@gmail.com

Village Movement California's Communications Plan

By Charlotte Dickson



The Communications Team has been working with the [Lightbox Collaborative](#) to create a communications plan for this new phase of Village Movement California's development. The plan builds upon the brand that [Mission Minded](#) created for Village Movement California's launch. The brand remains the bedrock of our communications. Visit our website's Member Dashboard to access the Village Brand Toolkit and training videos [here](#).

Lightbox Collective consultants Amanda Cooper and Catherine Brozena took a deep dive into all things Village Movement California – website, newsletters, brand book, social media – and then interviewed ten stakeholders. Amanda and Catherine used these findings to draft communications goals and strategies and presented them to the Team. The Team gave feedback and is now waiting for the finalized plan. From there, the Team will set priorities and share the plan with you. This work is supported by a generous grant from the Arthur N. Rupe Foundation.

Village Movement California Job Announcement



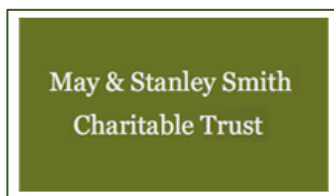
The **Communications and Administration Manager** is a new, half-time position (20 hours) created to support Village Movement California during an exciting time of growth.

The Manager is responsible for the implementation of specific communication strategies outlined in our communications plan (see above), including social media, website updates and maintenance, newsletter and e-blast production, and visual assets. The Manager is also responsible for executing specific administrative duties including managing the database and logistics for Zoom workshops.

The Manager is an ambassador for Village Movement California and will receive in-depth training about the goals, values, and strategies of the village movement. The Manager reports directly to the Executive Director and works closely with Village Movement California staff and volunteers.

Please read the job announcement [here](#), and the job description [here](#). Please share it widely!

Grant from the May and Stanley Smith Charitable Trust



The May and Stanley Smith Trust's Board of Directors has awarded Village Movement California a grant of \$50,000. The grant supports efforts to fulfill the village goal in the Master Plan for Aging. The grant will support the development and dissemination of a White Paper that makes the business case for equity-focused villages to be shared with legislature, stakeholders, and villages. The White Paper will contribute to Village Movement California's work to ensure sustainability .

Buddies for Older Adults During Heatwaves

By Carol Haig, Editor



Did you know that heatwaves cause more deaths than any other natural disaster? And that older adults are disproportionately affected? The recent extreme heatwave in California put a strain on the state's electric grid, tested air-conditioning systems, and made us acutely uncomfortable, and potentially unsafe, outside. Was your village able to check on the well-being of your members?

Our state's new *Extreme Heat Action Plan* calls for a "cool buddy" program that would "...enlist volunteers to bring resources to the people most vulnerable to heat waves – including seniors, disabled people and those without air conditioning." This program is a model for the kinds of connections villages make with their members and may be just the response to put in place in advance of our next extreme climate experience.

The full article, *Meeting Critical Needs of Older Adults and Other Vulnerable Populations During Extreme Heat Events* originally appeared in USA Today. Read it [here](#).

Over-the-Counter Hearing Aids

By Carol Haig, Editor



Many older adults are excited that as early as mid-October they will be able to purchase hearing aids over-the-counter at a much lower cost than getting a prescription from an audiologist. However, as AARP tells

us, there is more:

“A person’s ability to hear greatly affects their overall well-being including how they interact with other people, loved ones, and the environment around them...Left untreated, hearing loss can negatively affect older people’s quality of life by preventing them from engaging with others, leading to social isolation....”

Anyone 18 years or older who has mild to moderate hearing loss will be able to take advantage of this opportunity. Read the full press release [here](#).

Upcoming Events



Village ED Roundtable

September 28, 2022

2:00pm – 3:00pm

Village Executive Directors (paid and volunteer) are invited to a regular gathering with EDs of fellow villages. Members bring relevant and timely topics to learn from each other and create meaningful conversations.

To participate at the Roundtable email Katie Brandon, ED Pasadena Village: katie@pasadenavillage.org . Zoom link will be sent by Katie in advance of the meeting.



Words to Win By

October 9, 2022

2:00pm – 4:00pm

Ashby Village Arts & Culture Series and Elder Action present Anat Shenker-Osorio, principal of ASO Communications. Anat uses her way with words to empower social change agents on issues like protecting election results to police reform to engage the base, persuade the middle, and send naysayers packing.

Learn more about Anat [here](#). Register [here](#).



Village to Village Network Virtual Village Gathering October 11-13, 2022

Join Village to Village Network for their annual gathering online for sessions such as: *Village Basics* breakout sessions, *Panel of Pundits* featuring top Aging industry experts, IAARP speakers on volunteering and housing, and the upcoming *Leveraging Resources Guidebook* on how to work with your Area Agencies on Aging.

Member Rate \$75 Non-Member Rate \$100

See the full agenda - [here](#). Register [here](#).

Special COVID-19 Resources

Ask an Expert



A daily COVID-19 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 session discusses the possibility of yearly COVID shots [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 © 2020 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](#).

