California Master Plan for Aging
IMPACT Stakeholder Committee

April 19, 2022
2:00pm – 4:00pm
Meeting Logistics

Telephone or webinar (Zoom) only - No in-person meeting

Telephone: 888-788-0099
Webinar: Join by smart phone, tablet, or computer
Webinar ID: 833 1124 2559

American Sign Language Interpreting & Live Closed Captioning Available

Meeting slides, video recording & transcript will be posted to the CalHHS MPA webpage
Public Comment

Public comments during meeting, as on agenda and announced:

Attendees joining by phone, press *9 on your dial pad to join line. The moderator will announce the last 4 digits of your phone number and will unmute your line.

Attendees joining by webinar (Zoom), click the raise hand button to join line. The moderator will announce your name or your last 4 digits of your phone number and will unmute your line.

For additional public comment or for meeting feedback email Engage@aging.ca.gov.
Welcome & Introductions

Susan DeMaroís
Director
CA Department of Aging
Meeting Agenda

2:00 - 2:05: Welcome & Introductions
2:05 - 2:45: MPA Reflections & Recommendations
2:45 - 3:00: MPA Communications Strategy
3:00 - 3:25: Sept. 20th CA Aging & Disability Event
3:25 - 3:45: Data & Research Updates
3:45 - 3:50: Closing Thoughts
3:50 - 4:00: Public Comment
IMPACT Stakeholder Committee Members

Elizabeth Edgerly, PhD, Executive Director, Alzheimer’s Association Northern California & Northern Nevada Chapter

Andy Imparato, JD, Executive Director, Disability Rights California

Nancy McPherson, MPA, State Director for AARP California

Sarita Mohanty, MD, MPA, MBA, President and Chief Executive Officer, The SCAN Foundation

Doug Moore, Executive Director, United Domestic Workers of America
IMPACT Stakeholder Committee Members

Sharon Nevins, LCSW, MPA, Director, San Bernardino County Department of Aging & Adult Services/Area Agency on Aging

Kevin Prindiville, JD, Executive Director, Justice in Aging

Kiran Savage-Sangwan, MPA, Executive Director, California Pan-Ethnic Health Network

Fernando Torres-Gil, PhD, MSW, Director of the UCLA Center for Policy Research on Aging, Professor of Social Welfare and Public Policy at UCLA, Adjunct Professor of Gerontology at USC
MPA Reflections & Recommendations

Presentation by IMPACT Stakeholder Committee Members
MPA Communications Strategy

Jillian Rice
Account Supervisor, RSE
60+ years, Sacramento based full-service agency (in house creative, media, digital) that provides both paid media and public relations solutions for our clients.

We work primarily on “social impact marketing” which focus on behavior change and public awareness campaigns rather than promoting product sales for private companies.
A decade of progressive experience in strategic communications, marketing and public health policy.

Lead communications campaigns in the private, public and nonprofit sectors — carrying policy ideas from development to implementation across multiple levels of government.

Worked extensively with diverse communities around a variety of health topics and issues, including access and quality concerns pertaining to oral health, behavioral health, culturally competent care, reducing health disparities and delivery system integration projects.

Four years of experience in strategic communications, marketing, and public relations.

Managed strategic communications campaigns in the nonprofit sector promoting public safety, health, and wellness and implemented comprehensive programs to support those initiatives.

Jillian Rice (she/her)
Account Supervisor

Jodie Miller (she/her)
Account Manager
PROJECT DELIVERABLES & SCOPE

DEVELOP MPA BRAND COMMUNICATIONS
• Audit existing materials and channels
• Provide strategic input on creative assets and messaging as needed

MEDIA RELATIONS
• Identify and maintain media list(s).
• Develop key messages for media relations and outreach use.
• Pitch stories to various outlets
• Reach out to non-traditional media outlets.

PARTNERSHIP OUTREACH
• Audit CDA outreach list(s).
• Conduct statewide outreach.
• Promote events
• Promote public and stakeholder input mechanisms.
• Develop new collateral to support outreach efforts,
GOALS

BUILD AWARENESS OF AND INCREASE PARTICIPATION IN THE MASTER PLAN FOR AGING (MPA)

- Tell story of MPA in more human, accessible way
- Gather input – from who and how?
TARGET AUDIENCES

PUBLIC

STAKEHOLDERS

LEGISLATORS

PHILANTHROPISTS
FUNNEL APPROACH

BUILD AWARENESS WITH MEDIA

ENGAGE YOUR NETWORKS THROUGH OUTREACH

CONNECT DIRECTLY THROUGH DIGITAL
CHALLENGES & OPPORTUNITIES

- Current audience involvement
- Website & collateral
- Key messages
- CTA
NEXT STEPS

YOUR FEEDBACK

COMMUNICATIONS PLAN

IMPLEMENT TOGETHER
Thank you
September 20, 2022
CA Aging & Disability Event
Role for IMPACT

Susan DeMaroïs
Director, CA Department of Aging
Save The Date: September 20, 2022

- Modeled after the White House Conference on Aging w/expanded focus on aging, disability, and equity
- Support by MPA philanthropic partners
- Stakeholders invited to present priorities and platforms
- Cross-sector engagement on systems transformation
Data & Research Updates

Sarah Steenhausen
Deputy Director
Division of Aging Policy, Research & Equity
CA Department of Aging
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<tr>
<th>Objective:</th>
<th>Focus:</th>
<th>Partners:</th>
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| Advance Policy, Research, and Equity in alignment with the Master Plan for Aging | Apply an equity lens that elevates older adults, people with disabilities, and caregivers across program, policy and research efforts | • CalHHS departments  
• Other state agencies  
• Stakeholders  
• Older Adults, People with Disabilities and Caregivers |
Research Partnership Purpose

Advance Age, Disability, and Equity-Focused Research

Advise on Key Performance Indicators for the Data Dashboard for Aging

Model an Equity-Focused Research Partnership between Academia, Philanthropy and the State
Webinar Wednesdays Series
(Monthly, March - December)

March 9 - CalAIM Community Supports: Leveraging Aging & Disability Partnerships
April 6 - Reimagining Nursing Homes: Emerging State & Federal Opportunities
May 4 - Advancing Age-Friendly Systems
June 8 - Alzheimer’s and Dementia in Focus
July 13 - Uplifting Community Engagement & Volunteerism
August 10 - The Intersection of Older Adult and Disability Data with Equity
September 7 – Addressing Climate Change and Emergency Preparedness
October 12 – Best Practices in Disability Awareness and Employment
November 9 – Caring for the Caregiver: Friend and Family Support
December 7 – MPA: Two Years of Policy, Budget, and Program Progress
Closing Thoughts
Public Comment

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Together, We’re Just Getting Started

MPA Contact: Engage@aging.ca.gov