

# 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](mailto:Engage@aging.ca.gov).



# Welcome & Introductions

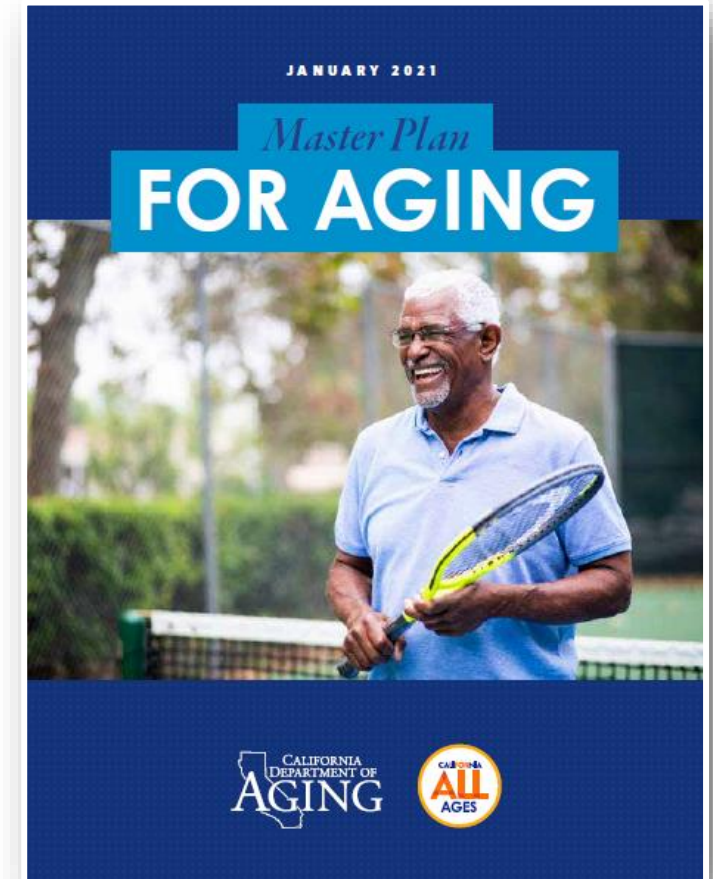
***Susan DeMarois***

*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. 20<sup>th</sup> 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*



# Master Plan for Aging

COMMUNICATIONS CONSULTING 4.18.22



rse



# 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.



# TEAM RSE



Jillian Rice (she/her)  
Account Supervisor

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.

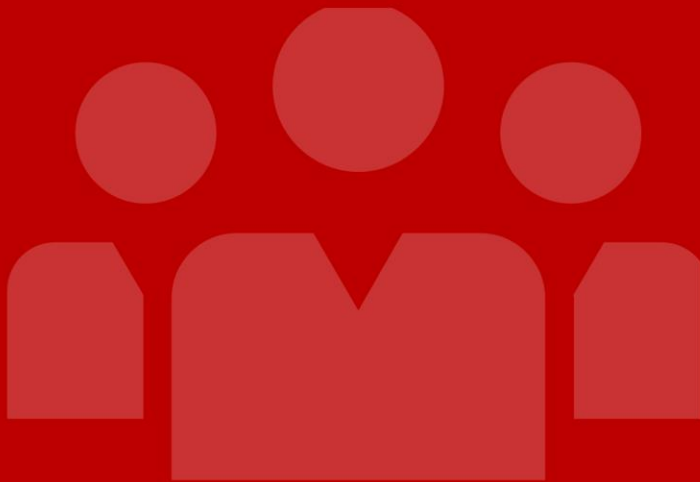
Worked extensively with diverse communities around a variety of health topics and issues, including access and quality concerns pertaining to oral health, behavioral health, culturally competent care, reducing health disparities and delivery system integration projects.



Jodie Miller (she/her)  
Account Manager

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



# 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?



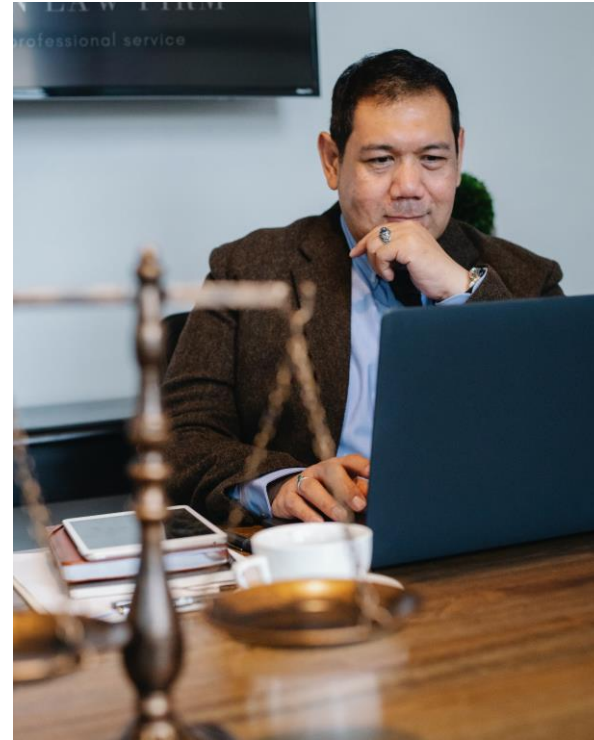
# TARGET AUDIENCES



**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 DeMarois**  
*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*

# Division of Aging Policy, Research and Equity

## Objective:

Advance Policy, Research, and Equity in alignment with the Master Plan for Aging

## Focus:

Apply an equity lens that elevates older adults, people with disabilities, and caregivers across program, policy and research efforts

## Partners:

- CalHHS departments
- Other state agencies
- Stakeholders
- Older Adults, People with Disabilities and Caregivers

# DAPRE Team

## The DAPRE Team

**Equity Team**

**Research Team**

**Policy Team**

**Workforce Team**

**MPA Team**



# CA AGING & DISABILITY RESEARCH PARTNERSHIP



# 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



Together, We're Just Getting Started

MPA Contact: [Engage@aging.ca.gov](mailto:Engage@aging.ca.gov)