

CCoA
California Commission on Aging

AGEWATCH

“Reframing Aging” to address public perceptions and needs of the nation’s older adults

Eight of the nation’s leading aging-focused organizations have formed an unprecedented partnership to create a better public understanding of older adults’ needs and contributions to society — and subsequently to improve the lives of all people as they age.

This coalition includes **AARP, the American Federation for Aging Research, the American Geriatrics Society, the American Society on Aging, The Gerontological Society of America, Grantmakers in Aging, the National Council on Aging, and the National Hispanic Council on Aging.** Together they represent and have direct access to millions of older adults and thousands of individuals working in aging-related professions.

Working collaboratively with the FrameWorks Institute, the eight organizations will address public perceptions of older adults: who they are, what issues affect them, how they contribute to our society, and how society can best integrate their needs and contributions. The project is managed by Laura Robbins of Laura A. Robbins Consulting, LLC.

Funding for the initiative has been provided by AARP, the Archstone Foundation, the Atlantic Philanthropies, the John A. Hartford Foundation, the Fan Fox and Leslie R. Samuels Foundation, the Retirement Research Foundation, and the Rose Community Foundation.

Ongoing research from the initiative will help guide discussions on how the national narrative about aging must change. The latest reports include:

[Aging, Agency, and Attribution of Responsibility: Shifting Public Discourse about Older Adults](#) This new report compares media and advocacy organizations’ narratives about aging and older adults through six narratives that are regularly disseminated: the Throwaway Generation, Vibrant Seniors, Independent Seniors, Aging Workers, Demographic Crisis and Government Actions. The report compares differences in how advocate and media professionals tell each of these narratives and assesses the impacts of these stories on public thinking about aging.

[Gauging Aging: Mapping the Gaps Between Expert and Public Understandings of Aging in America](#) This report lays the groundwork for a larger effort to develop a new, evidence-based narrative around the process of aging in our country and the needs and contributions of older adults. By comparing experts’ views to those of average Americans, the report details a set of communications challenges to efforts to elevate public support for policies and programs that promote the well-being of older adults.

Excerpted from *The FrameWorks Institute*, <http://www.frameworksinstitute.org/reframing-aging.html>



AGE WATCH is an occasional publication of the California Commission on Aging (CCoA) intended to inform, educate, and advocate. The CCoA is an independent state agency established in 1973 to serve as the principal state advocate on behalf of older Californians. The CCoA office is located at 1300 National Drive, Suite 173, Sacramento, CA 95834. (916) 419-7591

www.ccoa.ca.gov

White House Conference on Aging Final Report Released

The sixth White House Conference on Aging, which President Obama hosted on July 13, was informed by a year of pre-conference activities and conversations that allowed a broad range of stakeholders to provide substantial input. At the conference, the Administration announced a number of new public actions and initiatives across the government and across the country to help ensure Americans have increased opportunity and ability to retire with dignity; that older adults enjoy the fullest physical, mental, and social well-being; that older adults can maximize their independence and ability to age in place; and that elder abuse and financial exploitation is more fully recognized as a serious public health challenge and addressed accordingly and effectively.

This month the White House released the [final report](#) for the 2015 White House Conference on Aging that summarizes the work of this eventful year as well as the feedback we have received in the course of carrying it out.

2016 Older Americans Month Planning Begins

Throughout the network of Older Americans Act programs, May is annually recognized as Older American's Month (OAM), a time to celebrate the valuable contributions of older adults. The Administration for Community Living (ACL) has announced the theme for the 2016 OAM event is [Blaze a Trail](#), and in May partners across the nation will take the opportunity to raise awareness about issues facing older adults, and highlight the way older Americans are advocating for themselves, their peers, and their communities.

The new OAM logo reflects the tone of the month and ACL's vision, perfectly—people celebrating and helping one another to thrive. ACL invites all aging service providers to Blaze a Trail by promoting activities, inclusion, and wellness for older Americans. The new logo is available for your use [here](#), and more information on how you can participate in OAM is coming soon.

Information from the ACL website and NASUAD Friday Updates, January 8, 2016.



New Funding Available for Programs Serving Elderly & Dependent Adult Victims of Crime

New grant opportunities are now available to organizations providing services to victims of elder abuse. Announced this month by the Victims' Service Division of California Governor's Office of Emergency Services (Cal OES), the new Victim Assistance grant funds, recently announced new and expanded grants for direct services to underserved victim groups. Funded through an increasing allocation from the federal Victims of Crime Act, the new programs include:

- Elder Abuse Program (includes multidisciplinary teams)
- Unserved/Underserved Victim Advocacy and Outreach Program
- Victims with Disabilities Program
- Transitional Housing
- Legal Services

To view the RFPs, visit the [OES Grants Division](#). A webinar focused specifically on the grants available to aging service providers is also available [here](#).



Looking for RESEARCH PARTICIPANTS Who have lived in nursing homes

The Pacific ADA Center is working with six Americans with Disabilities Act (ADA) Centers across the nation to learn about participation disparities experienced by people with disabilities who moved out of nursing homes.

The Center is looking for 50 people with disabilities to help with the study. Participants will be asked to be part of **one 90-minute interview** to talk about their experience with living in the community after transitioning out of institutions.

If you are interested in participating in the study, please contact the research team at 510-286-5600. Please mention that you are interested in the "ADA study."

Principal investigator: Erica C. Jones

Project Director: Lewis Kraus

In order to participate, you must meet the following criteria:

- have a disability as defined by the ADA
- be 18-64 years old
- have lived in an institution (e.g., public nursing home, institution for mental disease, intermediate care facility, or large group home)
- are currently close to moving out of an institution OR have transitioned out of an institution within the past 18 months

All participants will receive a \$25 gift card for completing the interview.

Supportive Services Demonstration for Elderly Households in HUD-Assisted Multifamily Housing

The U.S. Department of Housing and Urban Development (HUD) announced it is making approximately \$15 million available to test a promising housing and services model for low-income seniors to age in their own homes and delay or avoid the need for nursing home care.

HUD's Supportive Services Demonstration for Elderly Households in HUD-Assisted Multifamily Housing will offer three-year grants to eligible owners of HUD-assisted senior housing developments to cover the cost of a full-time Enhanced Service Coordinator and a part-time Wellness Nurse. The purpose of the Demonstration is to test the effectiveness of this enhanced supportive services model for elderly households and to evaluate the value of enhanced service coordination paired with affordable housing for seniors. The demonstration will be independently evaluated to determine the impact of the enhanced supportive services model on: Aging in place in HUD-assisted senior developments; avoiding early transitions to institutional care, and; preventing unnecessary and often costly health care events-such as some emergency room visits and hospitalizations-for residents in HUD-assisted senior developments. Grant applications must be submitted electronically by **Monday, April 18, 2016, at 11:59 p.m. ET.**

[Click here](#) to view the full posting.



Don't forget to contribute to

The Triple-A Council of California (TACC) on your state tax return.

TACC is supported through **Code 400 on your 540 or 540A State Tax return!**

TACC (California Seniors Special Fund) !

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Guest Editorial By Eric Dowdy,
Vice President, Policy & Communications
LeadingAge California

Special Statement on the 2016-2017 Budget Proposal

LeadingAge California Responds to 2016-17 Budget Proposal
Action Must be Taken on Affordable Housing This Year



SACRAMENTO, CA – As the major association specifically representing affordable housing for seniors, LeadingAge California calls on the governor and the Legislature to take action this year to address the extreme need for housing for older Californians. Today, many Californians are faced with record-high housing costs, our seniors are among the most rent-burdened in the nation, and California accounts for twenty percent of the nation's homeless population. The average age of an individual experiencing homelessness in California is 55 years old, and that age increases by eight months every year. If this trend continues, in a little more than ten years, persons age 62 and over will comprise the bulk of our homeless population.

Despite a projected \$3.7 billion revenue surplus, the Governor's proposal does not include any new funding for housing or homelessness initiatives. While this announcement comes as a disappointment, it does not come as a surprise. Despite numerous opportunities to act in the contrary, Governor Brown continues to ignore California's housing crisis, even as the pleas for intervention become deafening. "We must focus our efforts on educating this governor on the critical situation facing many California seniors," said Eric Dowdy, Vice President of Policy for LeadingAge California. "Californians are asking for change and they have the support of their legislators, the press, and thousands of housing advocates. The piece that is missing is support from the administration."

In fact, the Governor has a track-record for opposing important housing policies. Last year Governor Brown vetoed two bills that had bi-partisan support and would have expanded California's Low-Income Housing Tax Credit program, leading to the development of more affordable housing in California. He has also elected to not fund California's Multifamily Housing Program for two years in a row.

"LeadingAge California will continue to advocate alongside of our housing coalition partners to increase funding for affordable housing," said Meghan Rose, LeadingAge California's Director of Housing & Community-Based Services. "We support Senate President pro Tem Kevin de Leon's proposed plan to use \$2 billion of California's budget surplus to build permanent housing for our homeless and increase subsidies for seniors."

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January 2016

UPCOMING EVENTS

February 9-10, 2016 - LeadingAge CA 2016 Policy and Leadership Summit, Sheraton Grand, Sacramento. Information and registration [here](#).

February 23-24, 2016 - Triple-A Council of California. Vagabond Inn, Sacramento. www.4tacc.org for information.

March 9, 2016 – California Budget & Policy Center Policy Insights 2016, Sacramento Convention Center. Information and registration at policyinsights2016.eventbrite.com.

California Commission on Aging staff:
Sandra Fitzpatrick, M.A., Executive Director
Carol Sewell, Legislative Director
Marcella Villanueva, Administrative Assistant