



November 28, 2018

3:00 – 4:30 p.m.

Santa Ynez Valley Marriott • 555 McMurray Rd. • Buellton, CA 93427

MINUTES

Attendance: Donna Beal, Ashley Costa, Cheri Jasinski, Vicki Johnson, Patricia Low, Adrianna Rojas, DeAnn Rosenberry, Arcelia Sencion, Margaret Weiss,

Special Guests: Chris Donati, Santa Barbara County Public Guardian; Lauren Ferguson, NurseCore; Angie Rodriguez, NurseCore; Becky Santana, Cottage Health; Lenda Smith, Senior Planning Services

Staff: Barbara Finch and Gloria Munoz

1. Welcome & Introductions

Barbara Finch opened the meeting and introductions were made.

2. Approve Minutes, July 25, 2018

Cheri Jasinski motioned to approve the minutes from July 25, 2018 and Vicki Johnson seconded the motion. Donna Beal, Arcelia Sencion and Margaret Weiss abstained from voting; all others voted in favor and the minutes were approved

3. Public Comment

There was no public comment.

4. Highlights from the SCAN Summit

- **Message from Governor-elect Newsome**
- **Reframing LTSS Efforts for Greater Impact**
- **Media Advocacy to support Aging with Dignity**

Barbara Finch, Jennifer Griffin and Cheri Jasinski attended the SCAN Summit in September. AAN members viewed a video from the Summit that features Governor-elect Newsome talking about his commitment to addressing aging issues:

<https://www.westandwithseniors.org/ontherecord/>

We Stand With Seniors is a public awareness campaign that was initiated by The SCAN Foundation and West Health. They commissioned a survey and polled 1,000 people in California with the following results:

- 9 out of 10 people feel it's important for California to have a Master Plan to invest in services that allow seniors to age in place
- 64% say that the state is not doing enough for seniors right now
- 73% say they are concerned about their ability to pay for long-term care
- 57% of the voters support a tax increase to fund a long-term care system for Californians who need senior services

Barbara added that several of the workshops at the summit had to do media and messaging. They talked about the importance of being cohesive with messaging and figuring out what is the most effective way to talk about aging issues.

Barbara and Jennifer Griffin attended a workshop by an organization called Frame Works Institute. Frame Works Institute does evidence-based research about effective messaging. During the presentation, they discussed creating an age-integrated society, building a better understanding of aging and ageism, providing tools so stakeholders can be aligned in the language they use and the messages they convey. The project invites new ways of thinking that are productive in advancing aging issues. There is a Communications Toolkit on their website that has more information. Barbara suggested inviting somebody from the Frame Works Institute do a workshop to help our community align its messages.

Cheri Jasinski attended the workshop on Media Advocacy to Support Aging with Dignity & Independence. Cheri mentioned the importance of disrupting the system and be willing to be out there talking to people and doing the work. She emphasized the importance of having a structural process that identifies desired outcomes and the steps to achieving them. The workshop included a Strategic Communication Plan that included several guiding questions. Cheri suggested having the AAN members fill one out at a future meeting and share ideas.

5. Revisiting Suggestions for Supporting Older Adults & People with Disabilities

Barbara Finch stated that at the last AAN meeting, Joyce Ellen Lippman shared the Elder Needs Assessment and asked members for suggestions on ways that the Area Agency on Aging can support them. Members' suggestions included:

- Messaging to seniors who don't identify as aging
- Targeting the adult children of seniors
- Having talks in schools to raise awareness (engaging activities)
- Speaking to senior clubs that aren't involved with senior centers
- Trying to get on different groups' agendas and talk about senior issues
- Creating a Speaker's Bureau
- Hosting community trainings to bring awareness about Alzheimer's/dementia
- Planning and promoting events like the Frank Ostaseski event & workshops
- Organizing a Speed Dating event for senior centers and agencies serving older adults to share information

Barbara noted the prevalence of ideas related to messaging and increasing public awareness.

Cheri Jasinski endorsed the idea developing a Speaker's Bureau. She suggested that AAN members could share information about their programs at places like the Kiwanis, Rotary, etc. Adrianna shared that when her network was in its first year, a large part of her job was doing outreach and going to civic and private clubs to talk about what new services were being offered at their hospital. She felt that these groups were constantly looking for guest speakers for their weekly or monthly meetings and would welcome speakers from AAN. If the Network decides to create a Speaker's Bureau, it could be worthwhile to develop messaging so that presentations are consistent.

Donna Beal mentioned that she has spoken with Joyce Ellen about doing regional Speed Dating events for senior centers, churches, and any other older Americans clubs. The idea is to have wine, cupcakes, and cheese, have different tables with resources, and have everyone move from table to table based on their interest. Donna will be creating an

executive summary that she can share with the group. Arcelia suggested looking into existing opportunities as well.

Ashley mentioned Caring Together Santa Barbara as a potential resource for targeting adult children and seniors through media. This is something that can happen fast because it is already in existence. The biggest challenge would be to find a budget to pay for social media management.

Barbara shared an inquiry from Supervisor Hartmann about training that might be available for community members who interface with older adults at their places of business. Her concern came from something that happened in Santa Ynez Valley. Given that there are several residential communities for older adults in Santa Ynez and Solvang, this region might provide an opportunity to educate community members and try out new messaging strategies. Margaret Weiss suggested looking into working with employers to enhance their orientation and training processes. AAN could create and offer a simple handout or YouTube video that had tools and tips for working and communicating with older adults.

Barbara concluded by stating that it has been over five years since the last AAN strategic planning session. She suggested having a conversation about what the needs of the community are and what AAN members would like to prioritize.

6. Regional Opportunities: Seniors and Aging Solutions

Kris Martin, from Homewatch Caregivers of Thousand Oaks (HWCG), gave an update on Seniors and Aging Solutions (SAS). HWCG and SAS present a Dementia Live Experience in their Mobile Unit to promote a heightened awareness of dementia, improve the quality of care for those living with dementia and aid in maintaining the dignity and independence of local seniors. It gives people a chance to experience what people with failing senses endure on a daily basis. Since they have launched, they have put over 1,000 people through the Mobile Unit and it has included first responders, directors of facilities, caregivers, private caregivers, family caregivers and many others. They have presented in Los Angeles and Santa Barbara County. Kris shared the following video of a participant who went through the tour: <https://www.youtube.com/watch?v=7GfRWZoMtGY>

Kris created SAS and their mission is: Educating and Bringing Awareness to an Aging Population. In 2019, SAS will be launching additional training: Compassionate Touch. It is a means to reduce behavioral and psychological symptoms of dementia and create positive engagement of elders, staff and family caregivers.

Barbara suggested bringing the Mobile Unit to Santa Ynez Valley as part of the effort to educate community members. Donna mentioned that there is a three-day first responder training that happens every year in Santa Barbara. This would be a great opportunity for the Mobile Unit because it is the right audience. Chris Donati mentioned that it is important to include the youth. He recently visited San Marcos High School and a lot of students wrote to him that they don't know what to do with their grandparents that have Alzheimer's or dementia. It was invigorating for him to see their willingness to see this problem and he feels they can benefit from the Mobile Unit experience.

7. Member Updates and Announcements

- **Donna Beal** announced that the Alzheimer's Women's Initiative is holding its luncheon on Friday, November 30, 2018 at the Hilton Santa Barbara Beachfront Resort at 11:00am.

- **Margaret Weiss** mentioned that Healthy People Healthy Trails is a program designed to strengthen connection between the use of local public parks and trails and individual healthcare. It is in its early stages in South County and they are hoping to expand to Lompoc. If you would like to get involved in South or mid-county, please contact Margaret.
- **DeAnn Rosenberry** announced that Family Service Agency has hired someone to facilitate a Spanish-speaking caregiver support group in Santa Maria.
- **Arcelia Sencion** stated that both their local cities have adopted to be Healthy Eating Active Living (HEAL) resolutions. There is a group of community members in the Santa Ynez Valley that have convened and part of the discussion is to make sure they cover the entire age span. Arcelia added that they will be doing a small needs assessment and asked folks to contact her if they would like to share information to help inform some of the needs.
- **Cheri Jasinski** mentioned that they will be meeting with Senator Jackson in December and she would like folks to let her know if any legislative activity is necessary from their perspective. Please contact Cheri if you have any ideas or questions.

8. Adjourn – Next meeting January 23, 2019

The meeting adjourned at 4:38 p.m.

Respectfully submitted by Gloria Munoz