LTSS System Reform: 
Listen to Voters’ Voices

Jeannee Parker Martin, Leading Age California
Justin Wallin, J. Wallin Opinion Research
Pablo Espinoza, California State Assembly

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Speakers:

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Special Projects Media Consultant
California State Assembly

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Forging LTSS System Reform through Communication, Engagement and Activation

Jeannee Parker Martin
President & CEO, LeadingAge California

2018 LTSS Summit
September 27, 2018
Setting the Context: The Perfect Storm

- Population Aging
- Limited Resources
- Workforce Shortages
- Lack of system planning
How to Change the System?

Communicate  Engage  Activate
Raising Awareness

- West Health
- The SCAN Foundation

- LeadingAge CA’s Public Relations Campaign
#StandWithSeniors

www.WeStandWithSeniors.Org
Public Awareness & Activation Campaign

Goal: Influence Legislators. Raise Awareness

- Long Term Services and Support Financing
- Growing Aging Population
- Workforce Needs
CALIFORNIA IS FACING AN AGING CRISIS

The workforce and related long-term services are not keeping up with our aging population

We need your help

#WorkForceShortage
Jeanne slide(s) re public campaign and insert video.
What do California’s Voters Think?
LTSS System Reform: Hearing from Voters

Justin Wallin, CEO
J. Wallin Research

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California Statewide Voter Survey

**WHEN**
Friday, June 8 through Monday, June 11, 2018

**WHAT**
1,000 respondents were interviewed using live, professional interviewers, speaking Spanish and English languages and calling both mobile and landlines. A survey of this size yields a margin of error of +/-3.1% (95% confidence interval). Our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of the state’s voting population.

**WHO**
J. Wallin Opinion Research performs research on behalf of business, government and political clients.
What is top of mind to Californians?

Question: In your own words, what do you feel is the most important issue facing your community today?*
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- Affordable Housing / Living: 12.0%
- Homelessness: 11.9%
- Healthcare: 11.0%
- Jobs / Economy: 8.4%
- Public Safety / Drugs: 6.0%
- Security / Terrorism: 5.8%
- Moral issues: 5.3%
- Immigration / Illegal Immigration: 4.9%
- Government: 4.3%
- Education / Schools / Higher Education: 4.0%
- Transportation / Traffic / Roads: 3.4%
- Taxes: 2.2%
- Environmental/Water/Drought: 3.3%
- Poverty: 1.5%
- Over Population / Controlling Growth / Development: 1.2%
- Other/Nothing/Unsure/Refused: 14.8%

*Open-ended question
What do Californians want to see prioritized for more public investment?

Question: I am going to read a list of issues facing the state of California. Please listen to each and then tell me if that issue should be a top priority, high priority, medium priority, or low priority for more public investment?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Top Priority</th>
<th>High Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caring for our senior population, focusing on living healthier, independently and successfully</td>
<td>44.0%</td>
<td>24.1%</td>
</tr>
<tr>
<td>Police shootings and civil rights</td>
<td>37.3%</td>
<td>25.3%</td>
</tr>
<tr>
<td>Providing services that will help care for California’s growing senior population</td>
<td>42.2%</td>
<td>20.3%</td>
</tr>
<tr>
<td>Immigration reform</td>
<td>34.5%</td>
<td>25.3%</td>
</tr>
<tr>
<td>Ensuring state programs are fully funded</td>
<td>38.0%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Repealing the gas tax</td>
<td>29.5%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Stopping illegal immigration</td>
<td>25.1%</td>
<td>17.9%</td>
</tr>
</tbody>
</table>
Is California failing seniors?

Question: Do you feel that California is prepared to care for its aging population?

*Open-ended question*
Voters want solutions

Voters Say Yes

A majority of Californians say the next governor and lawmakers – with the input of expert stakeholders – must develop and implement a master plan for aging.

9 out of 10

Feel it is important for California to have a master plan to invest in services that allow seniors to age in place.

64%

Say the state is not doing enough for seniors now.

73%

Say they are concerned about their ability to pay for long-term care.

86%

Say California must provide more caregiver services for seniors and their families.

More than half

57% of voters support a tax increase to fund a long-term care system for Californians who need senior services.
Question: Would you support or oppose a candidate for governor who has a vision and a long-term master investment plan to address the increasing need for senior services for California’s aging population and support enabling independent living? This plan would cover increased access to medical, mental and dental care; affordable housing; nutritious food and transportation specifically for seniors.

83.7% would support a candidate for gov. with a vision and long-term master investment plan..
Top three messages: retirement savings

Question: Nearly 40% of people working today do not have any money saved for retirement, and the number of seniors living at the poverty level in California will rapidly increase in the near future. Those seniors won’t be able to afford healthcare, food and even housing, with many slipping into homelessness. Would you be more likely or less likely to support a candidate for governor who has a vision and a long-term master investment plan to address the increasing demand for senior services for California’s aging population?

How does this affect those who initially opposed?

- More likely to vote for 21.1%
- Less likely to vote for 60.5%
- Makes no difference to me 18.4%
- Unsure/Refused 0.0%

How does this affect those who were unsure?

- More likely to vote for 37.7%
- Less likely to vote for 17.0%
- Makes no difference to me 5.7%
- Unsure/Refused 39.6%

*Open-ended question*
Question: Living in California is expensive. Renters are squeezed and homeownership is increasingly out of reach. Seniors are one of our state’s most vulnerable populations and many find it almost impossible to afford housing. Would you be more likely or less likely to support a candidate for governor who has a vision and a long-term master investment plan to address the increasing demand for senior services – including housing - for California’s aging population?

How does this affect those who initially opposed?
- More likely to vote for 78.5%
- Less likely to vote for 6.6%
- Makes no difference to me 10.8%
- Unsure/Refused 4.1%

How does this affect those who were unsure?
- More likely to vote for 28.6%
- Less likely to vote for 9.5%
- Makes no difference to me 35.7%
- Unsure/Refused 26.2%

*Open-ended question*
Question: Would you be more likely or less likely to support a candidate for governor who has a vision and a long-term master investment plan to address the increasing demand for senior services for California’s aging population if that vision and plan included support for caregivers, such as a tax break, stipend from the state or some other kind of support for those who provide care for seniors?

*Open-ended question

- More likely to vote for 77.5%
- Less likely to vote for 7.9%
- Makes no difference to me 9.0%
- Unsure/Refused 5.6%

How does this affect those who initially opposed?

- More likely to vote for 30.9%
- Less likely to vote for 48.5%
- Makes no difference to me 20.6%
- Unsure/Refused 0.0%

How does this affect those who were unsure?

- More likely to vote for 34.7%
- Less likely to vote for 11.6%
- Makes no difference to me 18.9%
- Unsure/Refused 34.8%
Let us know how we did!

Select “Surveys” from WHOVA home screen

Look for a printed evaluation form in your program

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