



Addressing the Needs of Older & Disabled Adults in Rural Communities:

Findings from the California Rural Master
Plan for Aging Initiative

Dec 6, 2023

Housekeeping

This session is being recorded. The recording and presentation will be shared via email post webinar.

Closed Captioning is available. Enable captions by selecting the transcript icon from your toolbar.

Chat is open. Please remain respectful.

We are saving time for Q&A. Please select the Q&A icon on your toolbar to submit questions for panelists. You may submit questions at any time.



Welcome

Mariya Kalina
Executive Director
California Collaborative for
Long-Term Services and
Supports (CCLTSS)





Introduction

Kali Peterson
Program Officer
The SCAN Foundation



Rural Master Plan for Aging (MPA) Project Introduction

In January 2022, The SCAN Foundation provided support to three advocacy coalitions to develop local MPAs addressing the unique challenges of aging in rural communities.

Over a process of two years, these coalitions worked on creating local MPAs covering seven counties:

[Diversability Action Network \(DAN\):](#) Shasta/ Butte/ Glenn

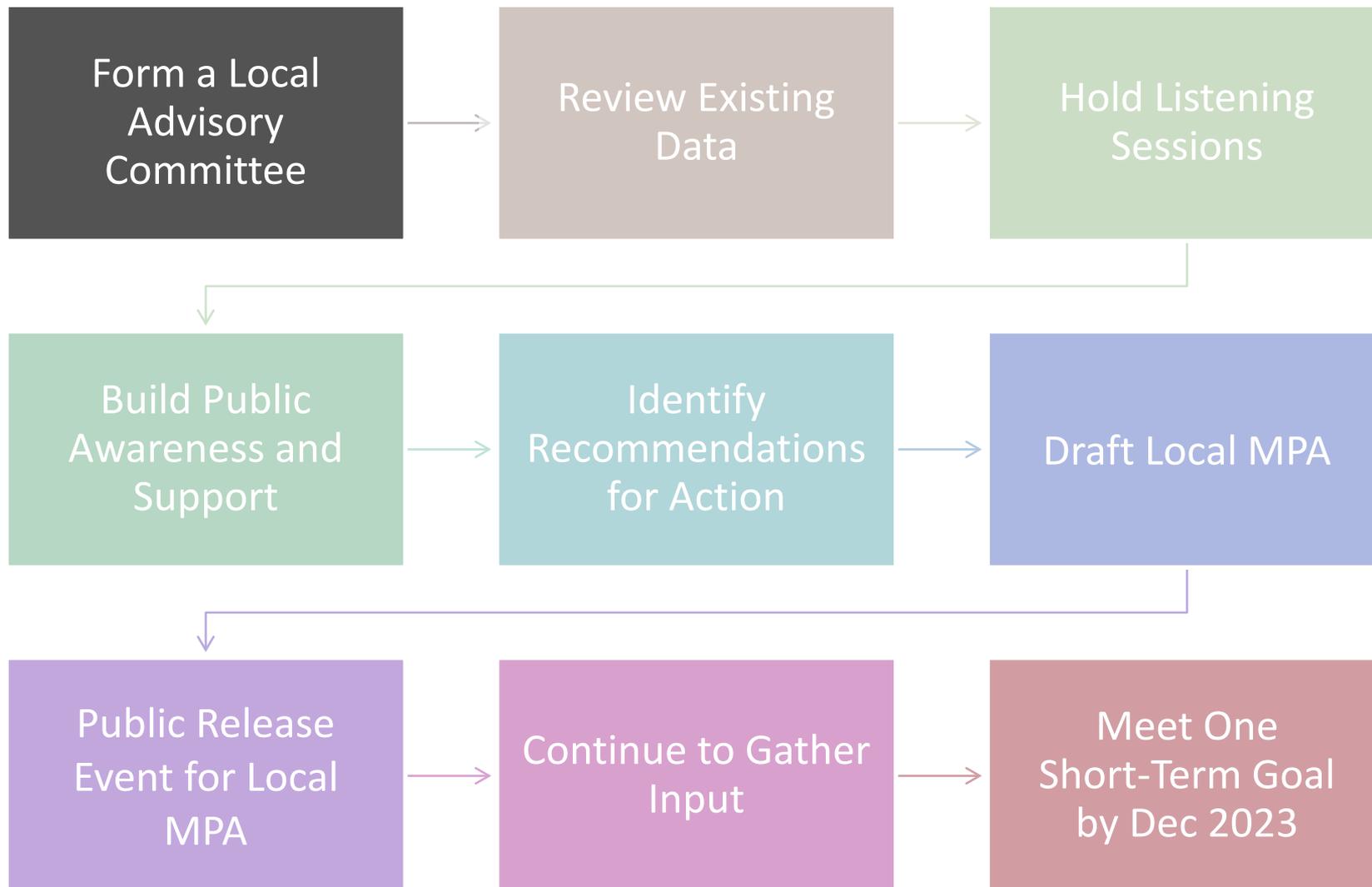
[Central Valley LTSS Coalition:](#) Kings/ Tulare

[Inland Coalition on Aging - San Bernardino/ Riverside](#) (the 'Inland Empire')



SCOPE OF PROJECT OVERVIEW

JANUARY 2022 – DECEMBER 2023



Advisory Committees

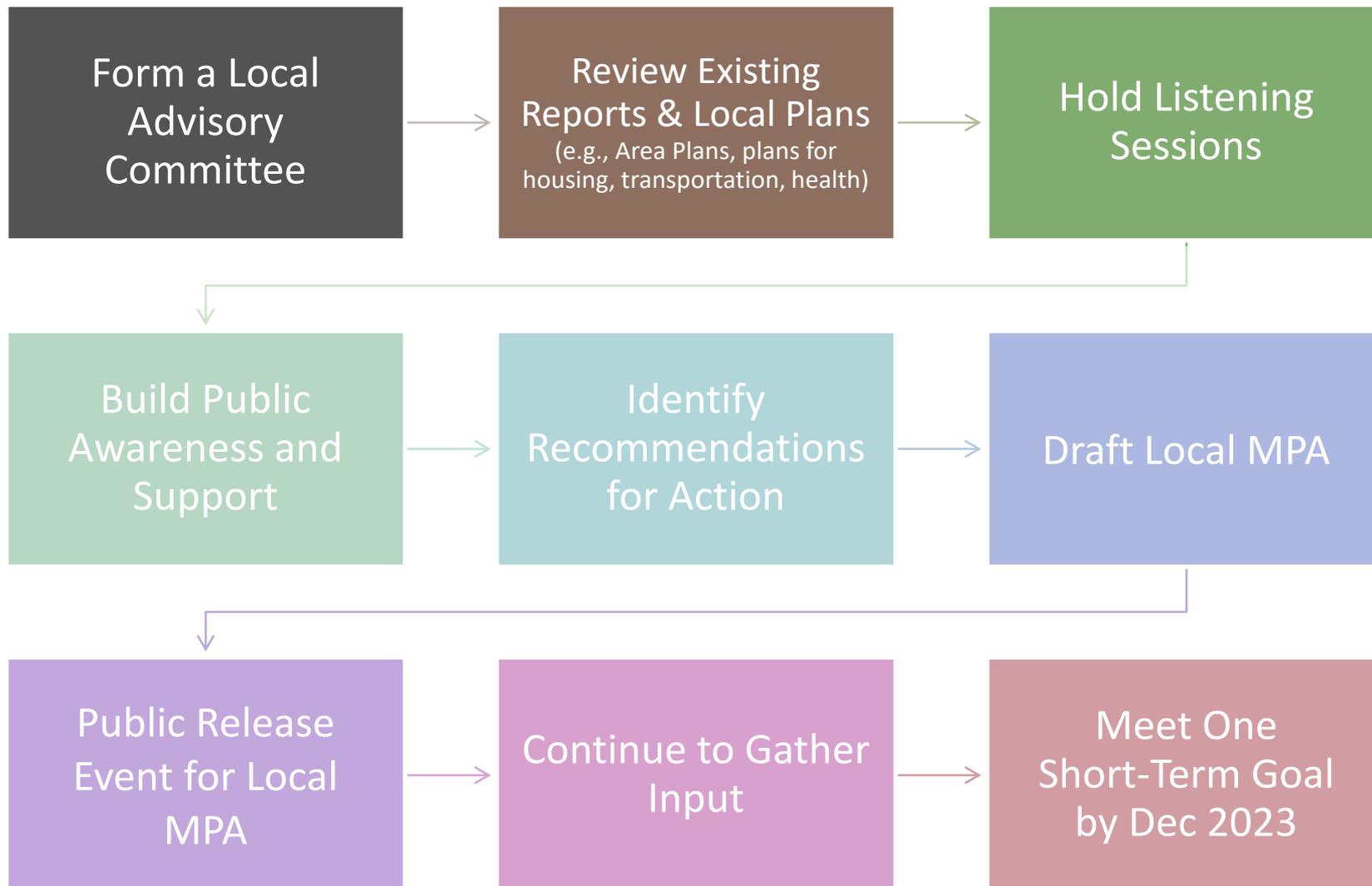
- County Staff
- Elected officials
- Local Commission on Aging
- Area Agency on Aging
- Independent Living Centers
- California Caregiver Resource Centers
- United Way/ 211
- Local Health Plans and Community Health Centers
- Transportation Agencies
- Housing-focused Representatives (e.g., homelessness, affordable housing, home sharing)
- Other Community-Based Organizations, (e.g., California Southland Chapter, Alzheimer's Association; Community Services Employment Training (Tulare County); Peg Taylor Adult Day Health Care (Butte County)).



Photo: Inland Empire MPA Advisory Committee

SCOPE OF PROJECT OVERVIEW

JANUARY 2022 – DECEMBER 2023



State MPA

Housing for All Stages & Ages
Health Reimagined
Inclusion & Equity, Not Isolation
Caregiving That Works
Affording Aging

Local MPAs

Priority Domains	Shasta/ Butte/ Glenn	Kings/ Tulare	Inland Empire
Housing	X	X	X
Healthcare	X		X
Transportation	X	X	X
Behavioral Health			X
Alzheimer's and Other Dementias			X
Caregiving		X	X
Outreach/ Education & Awareness		X	(X)
Food Security		X	

Subpopulations Engaged in Listening Sessions

August 2022 through April 2023

- » Advisory Committee
 - » Provider Groups
 - » Family Caregivers
- Older adults:
- LGBTQIA+
 - Veterans
 - Latinx
 - African American
 - Hmong
 - Native American/Indigenous
 - Low Income
 - Unhoused
 - Formerly Incarcerated
 - Fire Impacted

For more info on needs assessment process, view our webinar from December 2022:

- ✓ View recording: <https://bit.ly/ruralMPAwebinar2022>
- ✓ View slides: <https://bit.ly/ruralMPAwebinar2022slides>

Identifying Recommendations for Action

April 2023 through September 2023

Recommendations were informed by:

- Findings from the listening sessions,
- sample programs and policies from other communities across the US, and
- committee members' expertise.

Some recommendations were actionable (e.g., an event or program), while others highlighted opportunities for advocacy.

Most recommendations require collaboration across agencies and sectors.

Draft Local MPA Reports *coming soon...!*

2023 Inland Empire Master Plan for Aging Riverside & San Bernardino Counties



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 - Behavioral Health & Social Support.....
 - Caregiving.....

- Advisory Committee Recommendations.....

2023 Local Master Plan for Aging Shasta, Butte & Glenn Counties



2023 Local Master Plan for Aging Kings & Tulare Counties



Inland Empire MPA Launch Event



View IE-MPA Recommendations:
<https://bit.ly/IEMPArecommendations2023>

Kings & Tulare MPA Event

**Master Plan for Aging
Kings and Tulare Counties
October 19, 2023**

The Kings/Tulare Master Plan for
Aging Advisory Committee



Stay Connected

Join the Roundtable

Please visit the Master Plan table if your organization would like to join the roundtable.

Help with Outreach

If your organization holds or has space for resource fairs, connect with us at the Master Plan table.

Improve the Plan

Provide feedback and comments for our planning purposes at the Master Plan table.

Shasta/Butte/Glenn LMPA



North State Master Plan for Aging Community Awareness
October 20, 2023
1500 S Jackson St, Red Bluff, CA 96080

Leadership Voices on Healthcare Direction

Questions | Assistance: 530-893-8527 carolyn@actionctr.org

Save the date

Registration Now Open

12:00 – 4:00 PM • No Cost to Attend

Register here for October 20 - LMPA

<https://northstate-lmpa.eventbrite.com>

Join us for a regional update on the California Rural Local Master Plan for Aging

➔ KEYNOTE ADDRESS: California's Master Plan for Aging – Susan DeMarois, Director, California Department of Aging



- ➔ Introduction of the North State MPA Advisory Committee
- ➔ Findings from Rural MPA Focus Group Activity
- ➔ Meeting Rural Provider Service Challenges



Media



Helen Miltiades gives an overview of the "Master Plan for Aging."

Committee Presents the Kings/Tulare 'Master Plan on Aging'

The Kings/Tulare Master Plan for Aging Advisory Committee presented its findings to the receptive crowd that filled the room at the Wyndham Visalia Hotel on October 19th.

Committee members included people representing various organizations, non-profits, governmental and county agencies, and county officials committed to improving resources and services for older adults in both counties.

Ph.D., Senior Strategist for the California Master Plan for Aging with the California Department of Aging.

Helen Miltiades, Ph.D., a consultant to the committee, then explained how the survey was conducted.

"Seniors" are so vital to our community," said Tulare County Supervisor Pete Vander Pool. "It's lamentable how seniors in the U.S. are treated. Elders are

(continued on page 22)

<https://bit.ly/KingsTularePR2023>

Inland Coalition on Aging introduces roadmap for IE



NEWS PROVIDED BY
Inland Empire Health Plan (IEHP) →
19 Oct, 2023, 12:00 ET

SHARE THIS ARTICLE



RANCHO CUCAMONGA, Calif., Oct. 19, 2023 /PRNewswire/ -- Aging. It's part of life, but a group of advocates is working behind the scenes to make the process a bit easier.

<https://www.prnewswire.com/news-releases/inland-coalition-on-aging-introduces-roadmap-for-ie-301961299.html>

▲ | KFRQG • LATEST

Spirit of the I.E. - Inland Caregiver Resource Center seeks community feedback regarding Master Plan for Aging



Photo credit Heather Froglear / Audacy

<https://bit.ly/IEMPAradio>

Needs Assessment Findings & Recommendations

Shasta/ Butte/ Glenn

» Healthcare & Housing

- **Carolyn Nava**, Community Relations Director, Disability Action Center; Chair, Diversability Advocacy Network

Kings/ Tulare

» Caregiving

- **Helen Miltiades**, Professor of Gerontology, Fresno State University

» Education & Awareness

- **Dayna Wild**, Division Manager, Adult Services, Tulare County Health & Human Services

Inland Empire

» Transportation

- **Elizabeth Bogumil**, Independent Consultant

» Education & Awareness

- **Carmen Estrada**, Executive Director, Inland Caregiver Resource Center; Co-Chair Inland Empire – MPA Advisory Committee; Treasurer, Inland Coalition on Aging

HEALTH CARE OVERVIEW & CONCERNS

Health Care sessions focused on provider availability, non-emergency medical transport, and patient safety and security—including racial and gender identity discrimination.

- Gaps in eligibility or services
- Discrimination
- Demographic changes in neighborhoods leading to cultural changes, changes in support networks



“If I know that there’s an elderly person in our apartment where we live, we always target all of our elderly. We help clean their house, we wash the dishes, we do their laundry, and we cook meals for them, free. And we take turns. Sometimes it gets hard.”

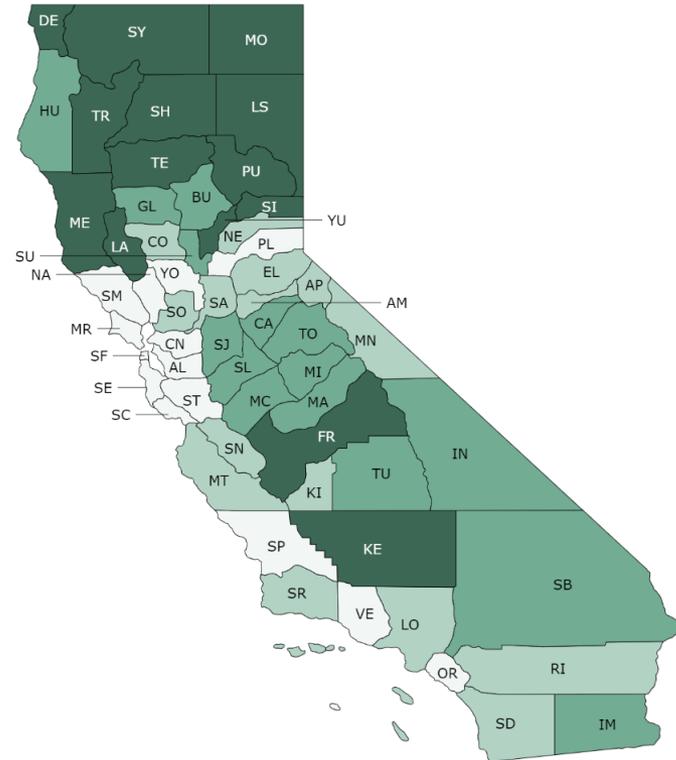


“If you got to be somewhere, the bus is not going to get you there punctually, unless you plan two hours in advance. And sitting on that bus station is not any fun if it’s raining or snowing or hot as could be.”

When compared to the balance of California state, the Far North shows higher premature deaths rates, overall death rates, and higher death rates from:

- Cancer
- Unintentional Injuries
- Motor vehicle crashes
- Suicide
- Firearms
- Drug-Induced

2023 Health Outcomes - California



Health Outcome Ranks  1 to 14  15 to 29  30 to 44  45 to 58

HOUSING OVERVIEW & CONCERNS

Housing insecurity focused on the lack of extremely affordable housing, disaster-related housing shortages, and the ability to maintain properties with aging.

- Varied household composition
- Grandparents caring for grandchildren
- Living arrangements provide support and financial security



"I'm in the red zone. I lost my insurance, and now I'm with CalFire and AAA; CalFire went from \$1,300 a year to \$9,000 a year."



"My theory is that they eyeball you from top to bottom, and if you don't look presentable, if you don't sound like you have sufficient funds, if you sound or look LGBTQ+, all of a sudden, I'm sorry, we have no rentals. I'm sorry we're full. There's a silent discrimination."

EARLY RECOMMENDATIONS

HEALTHCARE

Identify and engage social workers who focus on older adults as champions to encourage others to serve this population.

Improve coordination and communication among Aging Services providers to facilitate better understanding, planning, and collaborating on healthcare needs through data sharing, and creation of effective and streamlined referral processes.

Support and advocate for the identification and obtaining of more secure, ongoing funding streams for 211 throughout our region.

Advocate for local needs at a state/federal level to increase sustainable funding for existing successful, trusted programs so that they can serve more individuals.

HOUSING

City/County level - Modify zoning requirements to enable the development of affordable; alternate housing types.

Support and expand awareness about organizations that provide a place where older adults who are unhoused or in transition can safely store items and documents.

Conduct outreach to property managers and landlords to increase housing options for those with Section-8 vouchers by providing incentives, education, and support for those accepting these vouchers.

For affordable housing, identify older adults who are "over-housed" and identify resources to assist them, such as resources to renovate their property, participation in home sharing programs, and other options.

Needs Assessment Findings & Recommendations

Shasta/ Butte/ Glenn

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Kings/ Tulare

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KINGS AND TULARE COUNTY CONCERNS

KNOWLEDGE GAP

Many older adults are not aware of existing services and programs. They experience barriers such as rurality, ESL, and lack of tech knowledge in accessing services.

CAREGIVING & MEMORY LOSS

As more people are aging, physical and health limitations become more common. Families are increasingly stepping into the role of caring and need ongoing support.

HOUSING INSECURITY

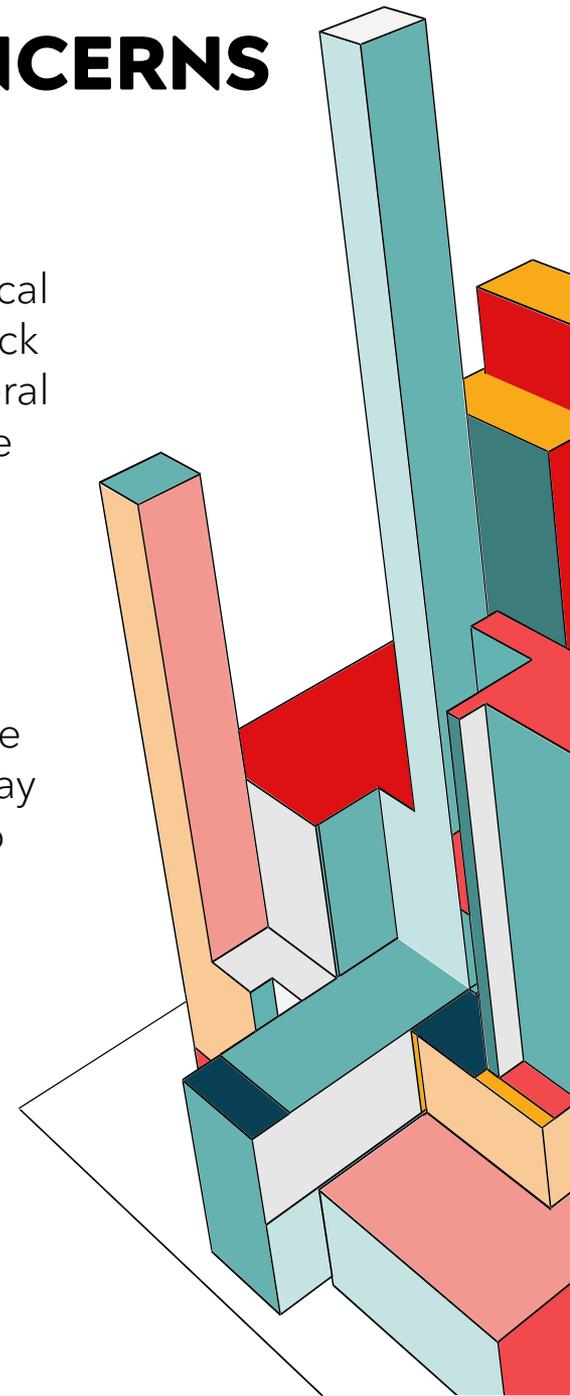
Affordable housing, affordable assisted living, and home modifications are needed to help older adults age with choice and dignity.

FOOD INSECURITY

Financial insecurity, physical limitations, rurality, and lack of transportation are several challenges that can create food insecurity.

TRANSPORTATION

Existing public and private transportation systems may not be best configured to meet the needs of older adults.



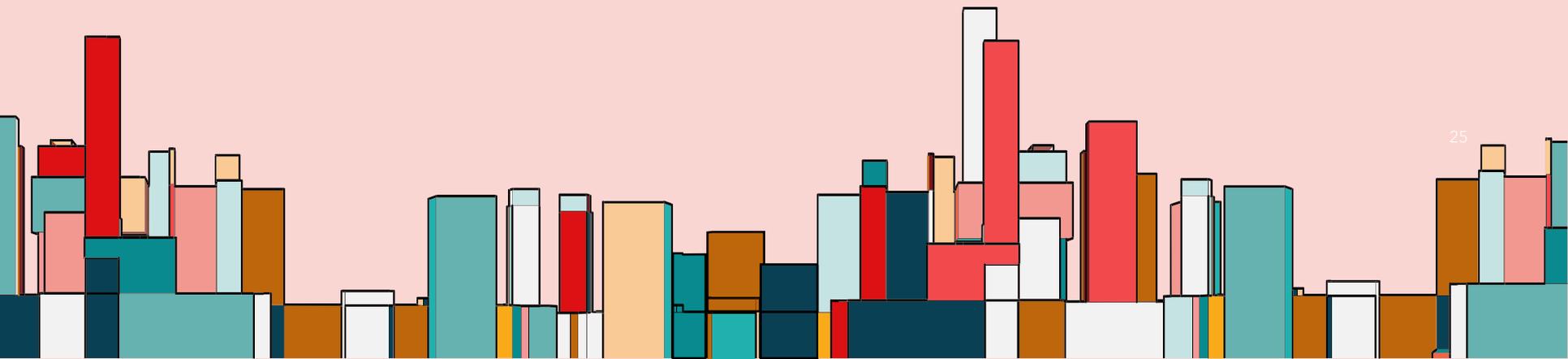
Caregiving



Helen Miltiades, PhD
Project Consultant

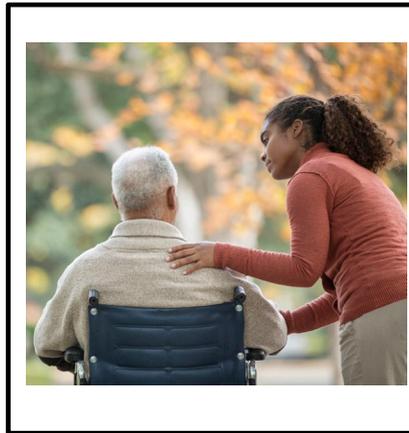
SUMMARY HIGHLIGHTS OF UNMET NEEDS

- Persons who were receiving services were mostly satisfied with those services.
- Of the services received, there were mostly suggestions for expansion/increase.
- Many of the expressed unmet needs were due to interviewees not being aware of existing services



CAREGIVING OVERVIEW

Caregiving includes either receiving help from family and/or friends, as well as receiving help from paid caregivers and/or In Home Supportive Services (IHSS).



- 33% were either current or past caregivers.
- 25% were receiving help from caregivers.

Survey Questions

Asked both caregivers and those needing care to discuss unmet needs and challenges.



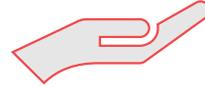
Interviewees discussed the types of help they need, solutions, and experiences with service providers.

CAREGIVER NEEDS



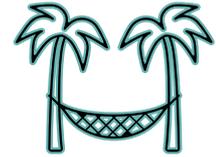
CAREGIVER TRAINING

- For persons with high level needs.
- Memory loss and/or behavioral challenges.
- Disease specific training.
- Provide information on available programs and services.



MENTORING & SUPPORT

- Agencies to remain connected to family throughout need.
- Need an advocate and support as families engage with the health and human service system.



RESPIRE

- Caregiver self-care.
- Lack of affordable paid caregivers.
- Overwhelming and caregivers need to complete many tasks.

RECOMMENDATIONS

SUPPORT AND TRAINING

- Increase capacity of existing service providers to offer more caregiver training, support groups, and respite services.
- Increase awareness of existing adult day care providers and their sliding fee scale.
- Increase awareness of existing services and resources through use of social media, connecting with non-traditional providers, and holding resource fairs.

SUPPORT AND TRAINING

- Advocate for coordination of care and streamlined communication between organizations/agencies in the health and human service fields.
- Raise awareness among health and human service providers to increase assistance with navigating the system, and paperwork.
- Connect with non-traditional sources of support (volunteers, college interns) to increase the level of support provided at home.

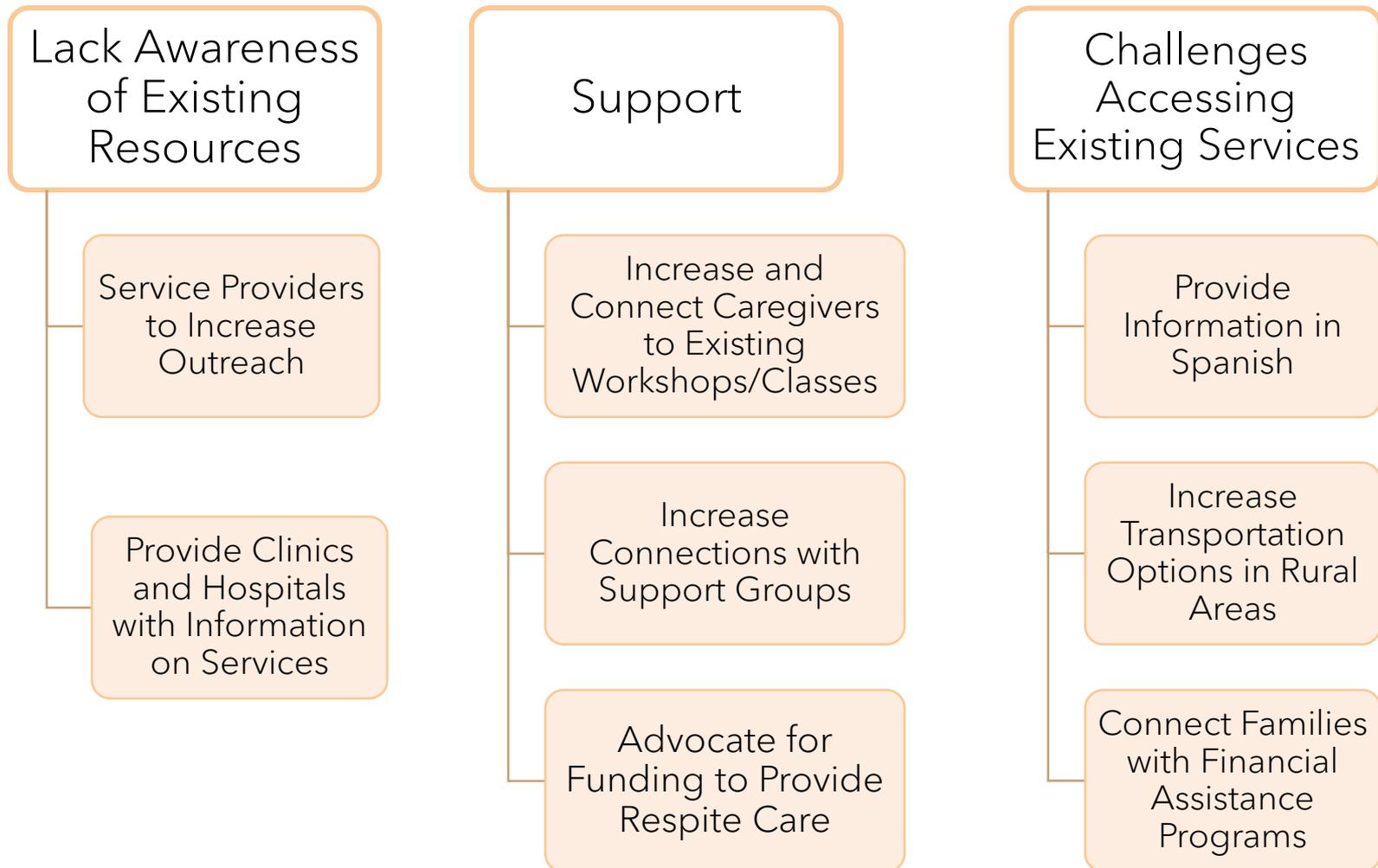
EMPHASIS ON CAREGIVING NEEDS DUE TO MEMORY LOSS

19 respondents knew someone in their family who was being cared for due to cognitive decline.

5 people self-identified as having memory issues.



RECOMMENDATIONS TO SUPPORT PERSONS EXPERIENCING MEMORY LOSS



CAREGIVING SUMMARY

- Increase knowledge and awareness of existing services.
- Increase capacity of existing services and organizations through partnerships and resource sharing.
- Increase support at home.
 - Advocate for resources to expand respite and caregiving services, including services within the In Home Supportive Services Program.
 - Home modifications (ramps, grab bars)

Outreach

Dayna Wild, MS
Division Manager, Adult Services
Director, Kings Tulare Area Agency on
Aging
Tulare County Health & Human
Services

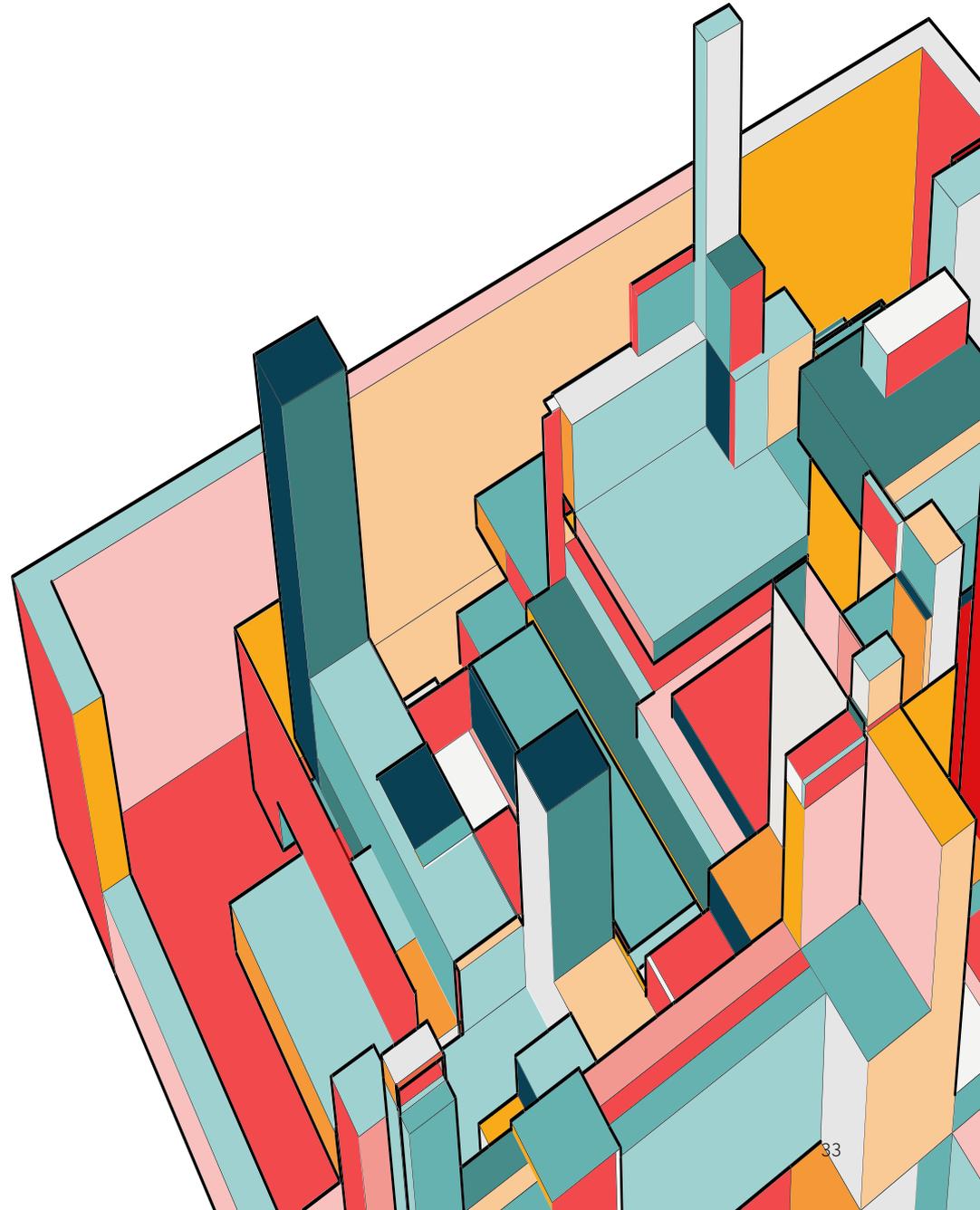


OUTREACH OVERVIEW

Not a specific survey category.

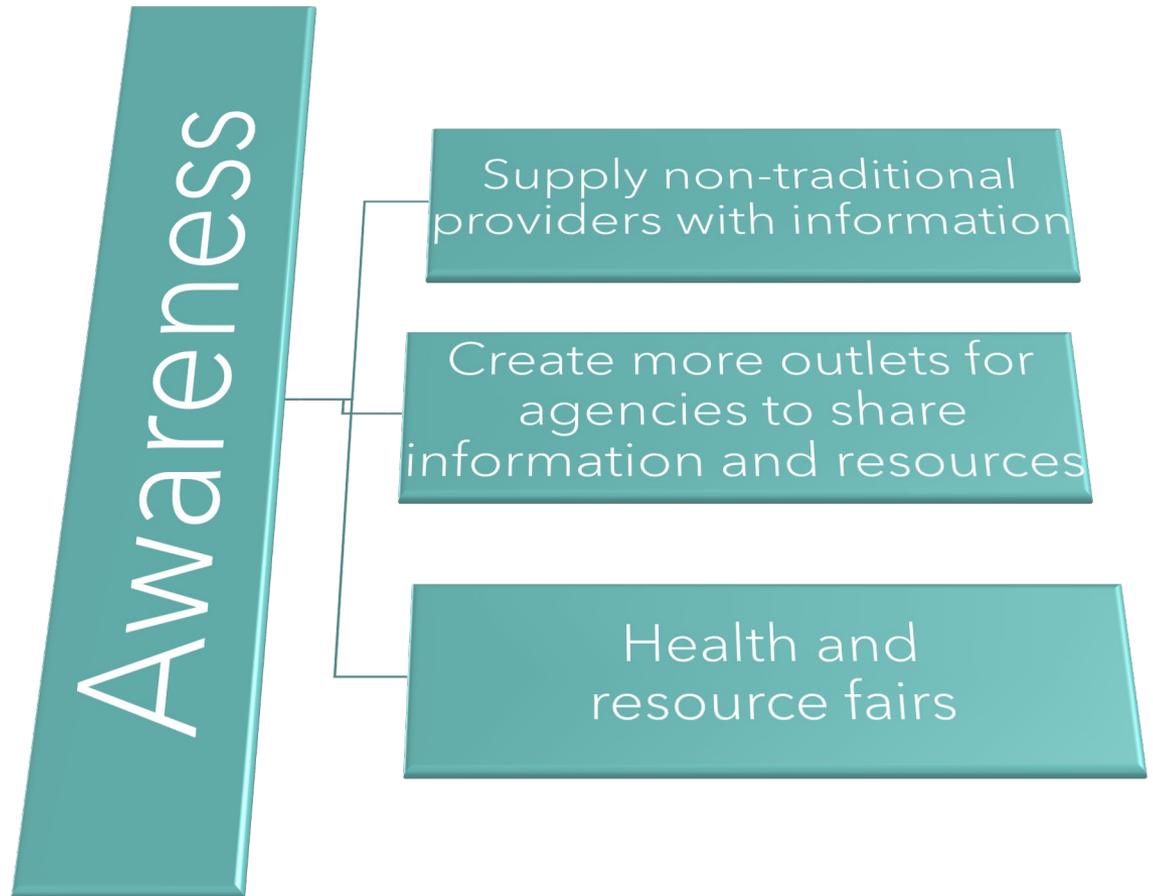
Almost all respondents indicated some lack of knowledge:

- Of existing services
- How to access services
- Of aging issues in general.



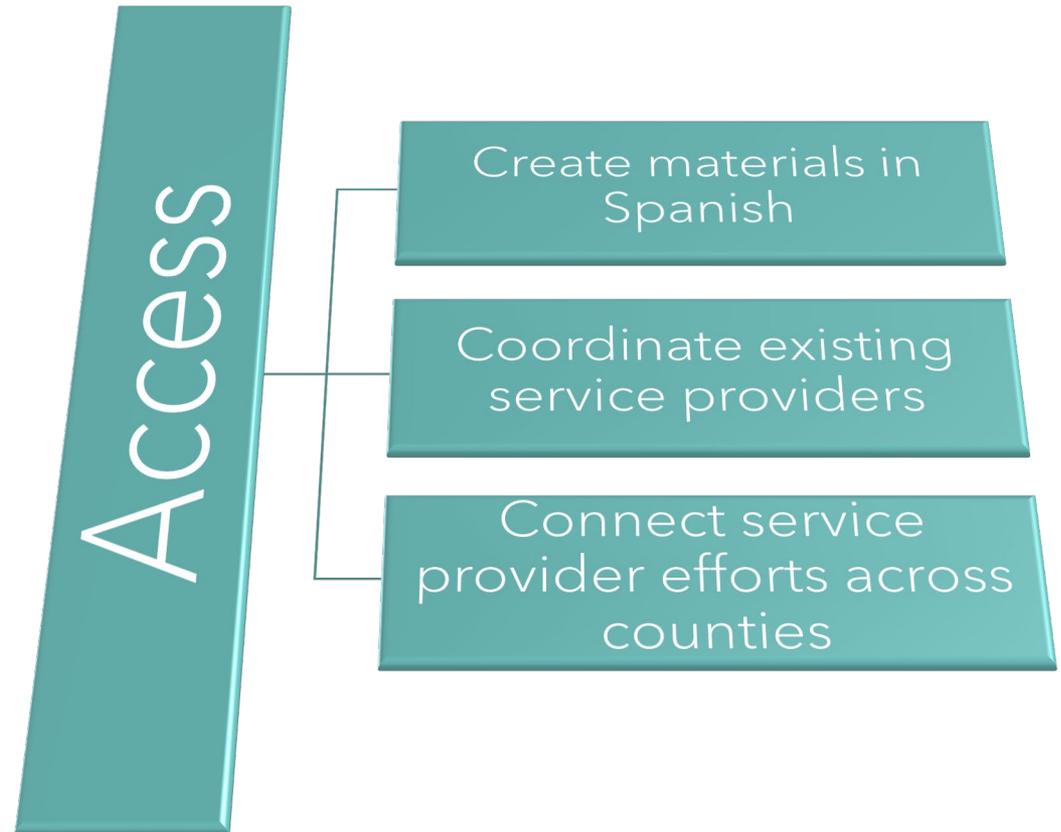
OUTREACH GOAL

Increase awareness of and access to services, by providing more community education and outreach.



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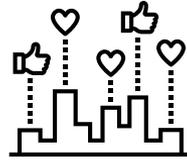
OUTREACH

Action Items



Roundtable

- Started monthly meetings
- Open invitations for other organizations to join.
- Working towards a coordinated care effort.
- Sharing of ideas, goals, resources.



Resource & Health Fairs

- Including more and varied service providers.
- Used the Master Plan event to network with organizations and providers interested in outreach.



Ideas & Suggestions

- Collected feedback and comments for planning purposes during the Master Plan event.

Needs Assessment Findings & Recommendations

Shasta/ Butte/ Glenn

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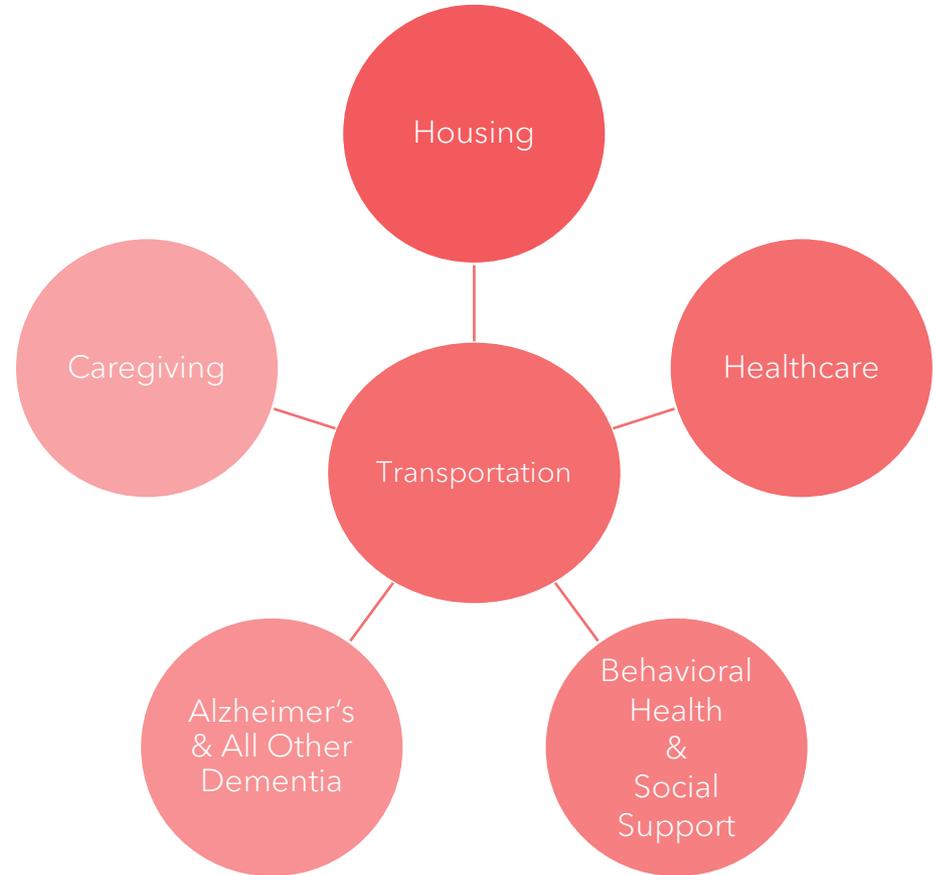
» Education & Awareness

- **Carmen Estrada**, Executive Director, Inland Caregiver Resource Center; Co-Chair Inland Empire – MPA Advisory Committee; Treasurer, Inland Coalition on Aging

TRANSPORTATION OVERVIEW

"I don't drive no more...I have the bus passes but can only ride the bus to the store 1 day or I can come here [Senior Center] 2 days. Shopping is hard because you can only take so many bags and I can't carry that much because I have to use my walker"
(Rural Individual)

"It's scary not being able to drive or the idea of not being able to leave the house freely"
(LGBTQIA+ Individual)



TRANSPORTATION FINDINGS



Public Transit

- Kindness of drivers
- Needs to go where people want and need to go (healthcare, senior centers, social activities, groceries, pharmacies, low-income food distribution centers)
 - Carrying groceries on the bus can be difficult
- Need to link care and housing
- Occupational health, Access, and dial-a-ride is challenging (e.g. timing, no-shows/late, restricted/limited places)



Driving

- Caregivers provided driving support
- Difficulty on dirt roads
- Long distances to get to necessary resources
- Fear of losing vision, not being able to drive, and losing social and resource connections

“If we stay in California, it won’t be this area because it’s too difficult with lack of transportation”

(English Speaking Caregiver)

TRANSPORTATION RECOMMENDATIONS

Implementation

Collaborate:

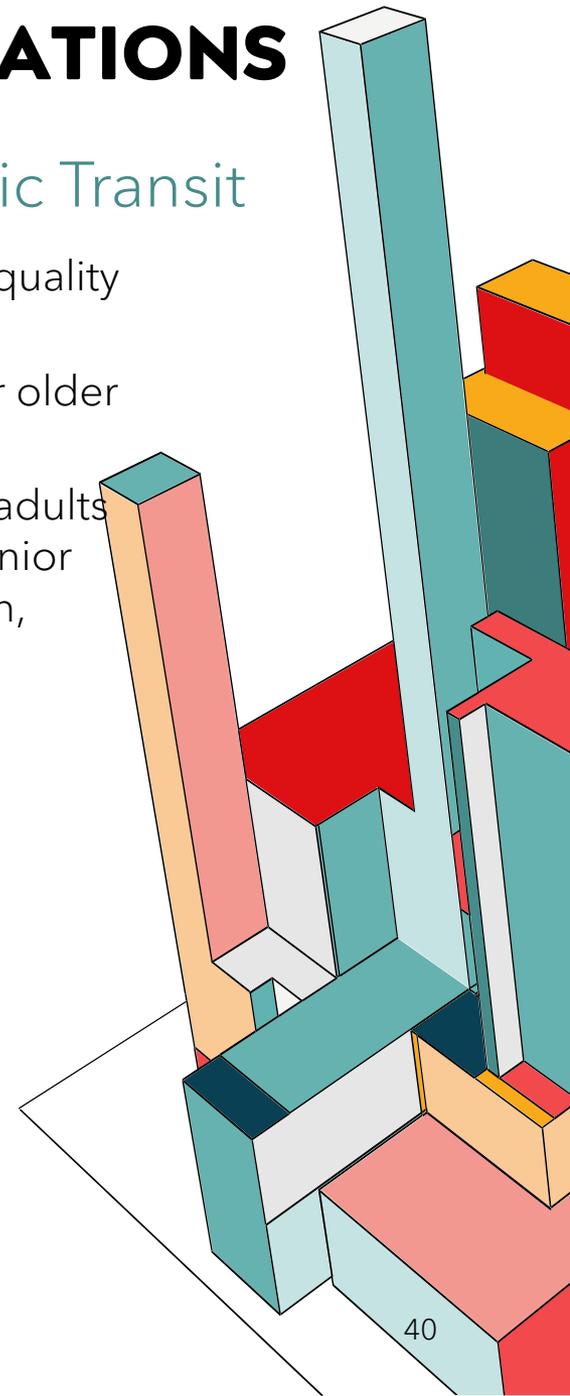
- Public and Specialized Transportation Advisory Coordinating Council (PASTACC)
- Hold summit meetings on transit
- Agencies that engage volunteer drivers
- Pair senior centers needing busses with unused shuttles
- Address paratransit needs among the disability community in Victorville

Train

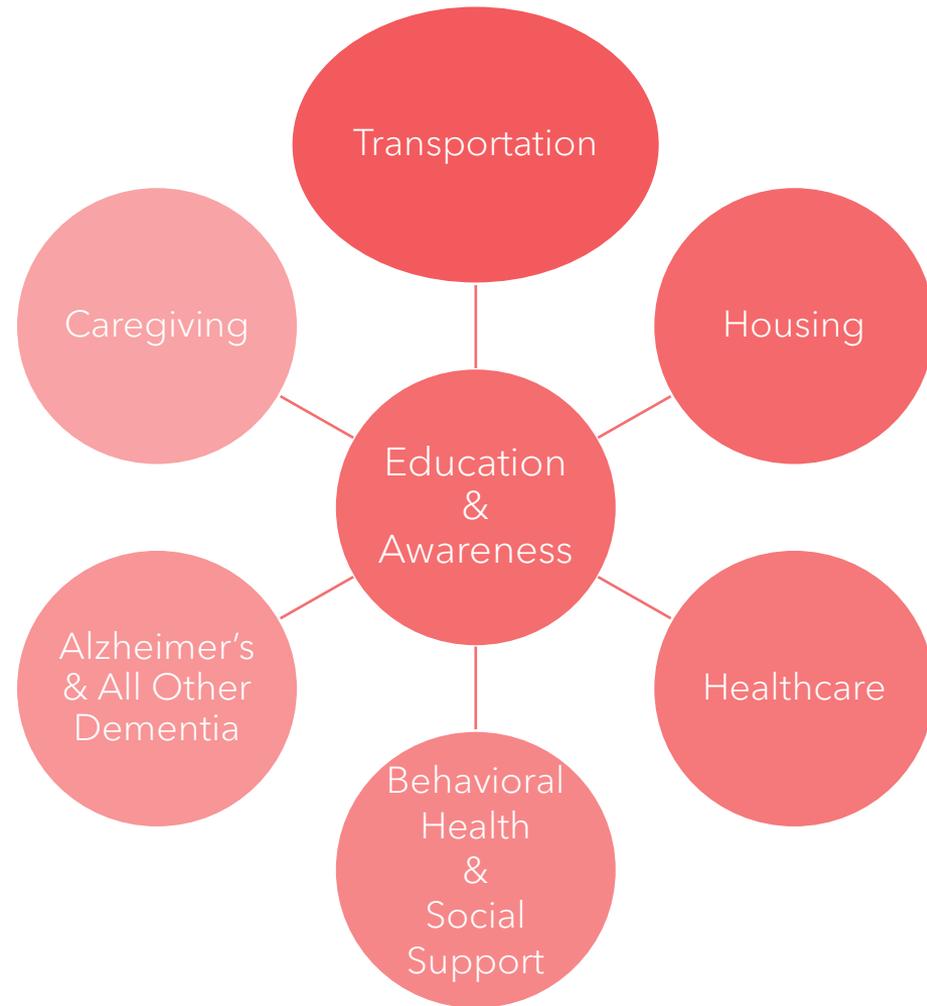
- Health providers in providing resources when driver's licenses are revoked
- Launch peer navigators program for transit

Advocacy for Public Transit

- Improve regulation and quality of public transit
- Free/subsidized rides for older adults
- Transit to connect older adults to relevant locations – senior centers, meal distribution, healthcare



EDUCATION & AWARENESS OVERVIEW



When the word caregiver/ cuidador was mentioned, they thought it referred to a professional care provider who is paid. They did not see themselves as caregivers/ cuidadores even though in their stories, they were caring for someone.
(Spanish Speakers)

"In our culture it is difficult to accept the need of a psychologist."
(Spanish Speaking Caregivers)

EDUCATION & AWARENESS FINDINGS



Knowledge of Existing Resources

Focus group participants had limited knowledge of what resources were available or how to access them.



Collaboration

Agencies and providers were sometimes siloed and there is a need to encourage collaboration with the shared goal of encouraging age and disability friendly communities.



Population Appropriate

Services and supports being provided need to align with the cultural needs and values of the community (e.g. language and values).

EDUCATION & AWARENESS RECOMMENDATIONS

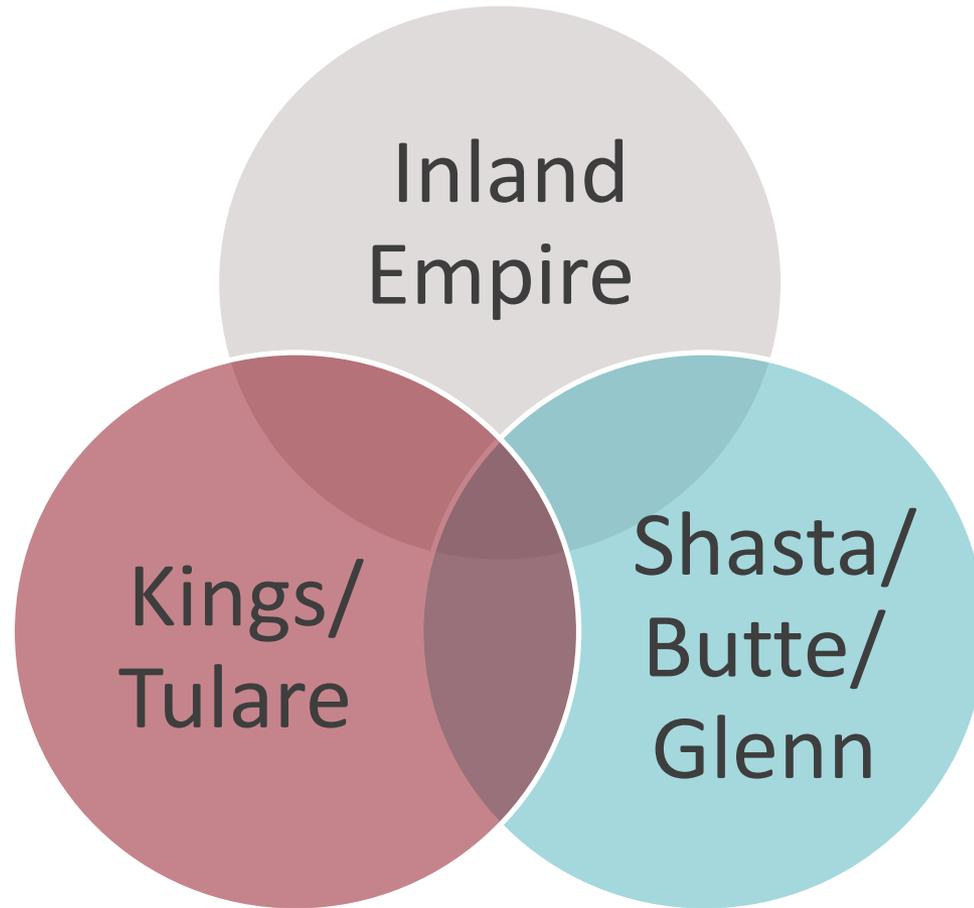
Reframe:

- How existing behavioral health resources are promoted (e.g. mental health and wellness versus depression)

Launch campaigns:

- Existing resources for aging individuals
- Awareness about aging
- Support/resources for family/friend caregivers
- How to hire caregivers
- Breaking the stigma of behavioral health issues in older generations

Reflections across the three regions



Reflections & Next Steps



- » Moving from recommendations to actionable steps
- » Implementation & Sustainability

ACTION PLAN CREATION



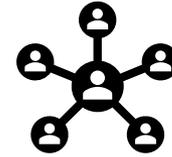
Barriers

- Leader have multiple roles & responsibilities
- Participation by all counties
- Turnover & attention
- Political landscape



Facilitating Factors

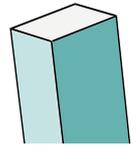
- Existing relationships & structures
- Experience-jobs & communities
- The focus
- Opportunity to share work
- LADAP



Moving Forward Together

- Report distribution & participatory reflection
- Clarifying roles & responsibilities-SOW
- Establishing, supporting workgroups
- Formalizing participation
- Logic Model

OTHER TAKE AWAYS



Beginning:

Clarify intentions and expectations regarding inclusion.

Begin with foundational definitions.

Meetings:

Make specific requests.

Respect people's time.

In Process:

Repetition and recap are important.

Revisit roles and responsibilities often.

Create multiple and varied opportunities for feedback.

Recognize that workgroups/task force work may be critical to moving the work forward.

Sessions:

Listening sessions may need more than 1.5 hours to conduct and longer than expected to schedule.

Set agreements about sharing advanced results.

Be prepared with resources.



Reflections & Next Steps



- » Moving from recommendations to actionable steps
- » Implementation & Sustainability

Q & A



Thank You

The recording of today's session, presentation, and other materials will be shared via email. Stay tuned!