



LTSS System Reform: Listen to Voters' Voices

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Justin Wallin, J. Wallin Opinion Research
Pablo Espinoza, California State Assembly

@TheSCANFndtn | #LTSSsummit

Speakers:

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California State Assembly

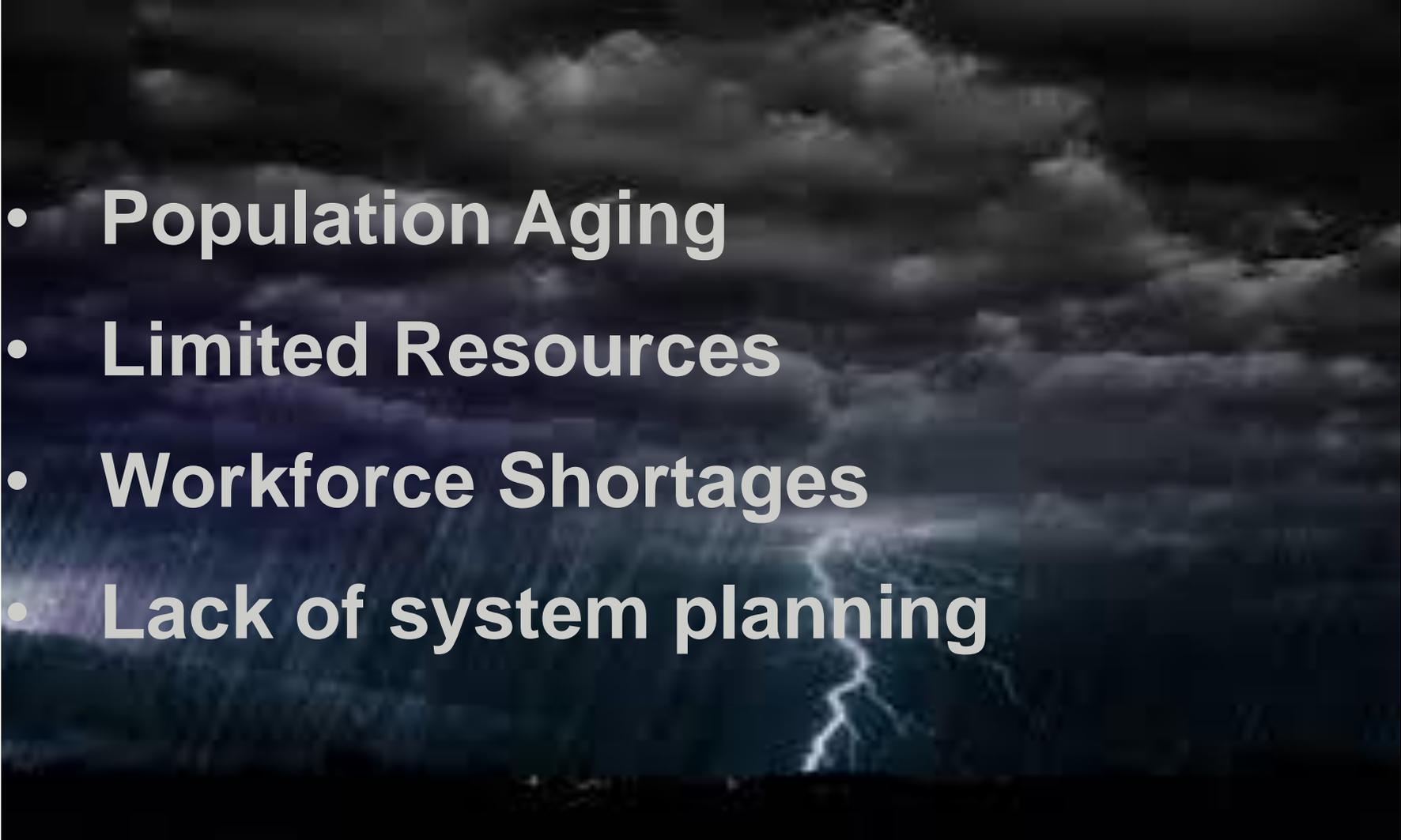


Forging LTSS System Reform through Communication, Engagement and Activation

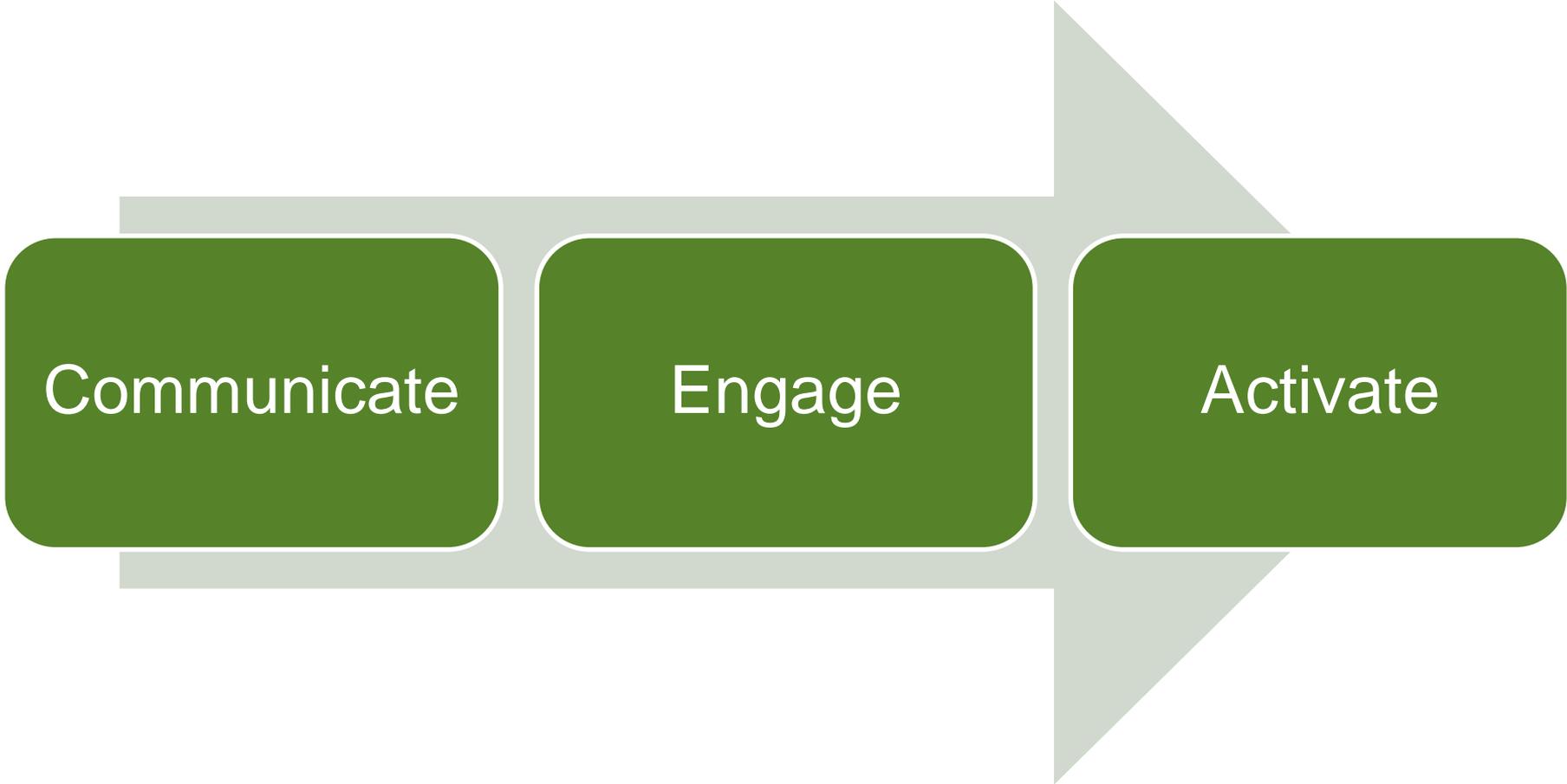
Jeannee Parker Martin
President & CEO, LeadingAge California

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

**We
Stand
With
Seniors**



- West Health
- The SCAN Foundation

LeadingAge[®]
California
inspire...serve...advocate



- 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



LeadingAge[®]
California
inspire...serve...advocate

What do California's Voters Think?





LTSS System Reform: Hearing from Voters

**Justin Wallin, CEO
J. Wallin Research**

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Will You?



→ @WeStandWithSeniors



→ @WeStandWSeniors

www.WeStandWithSeniors.org | info@WeStandWithSeniors.org

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



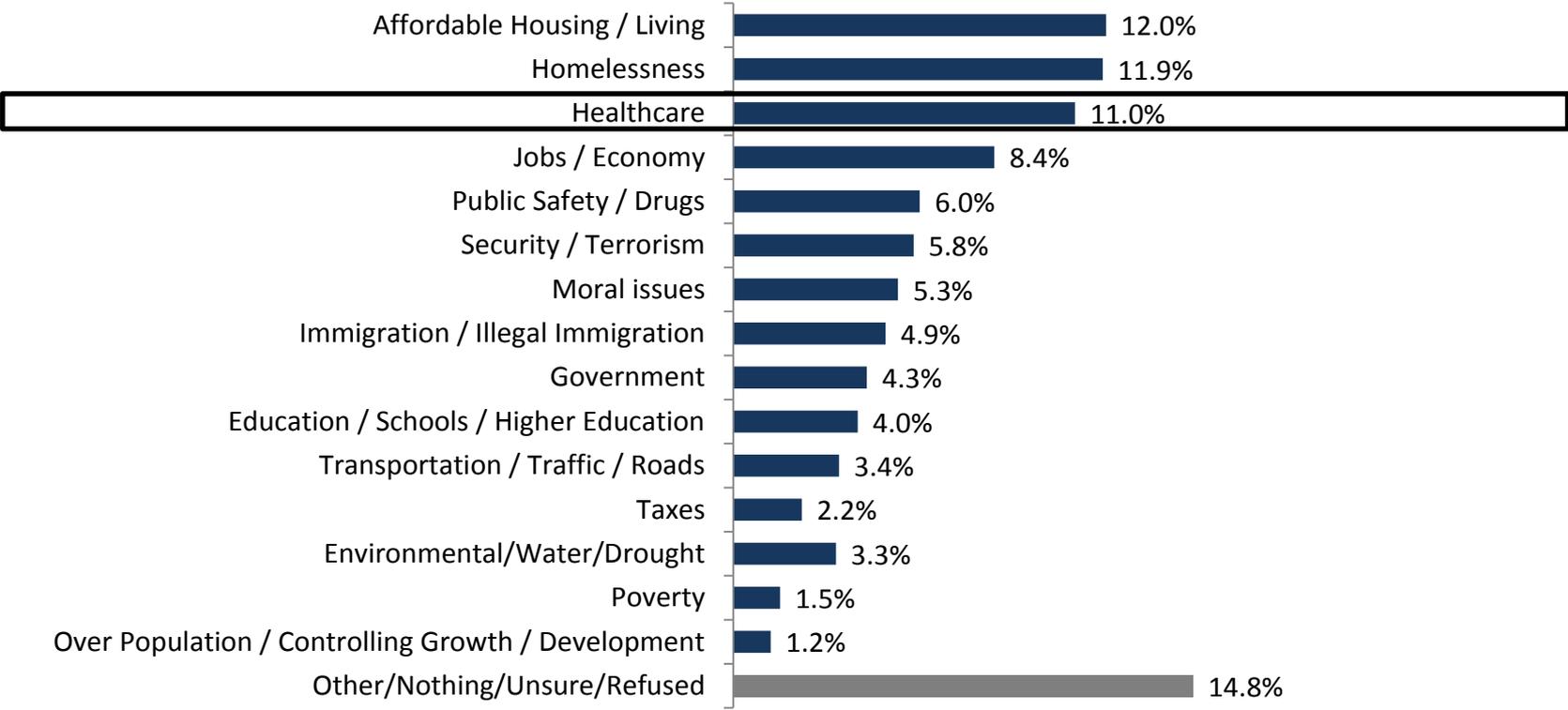
WHO

J. Wallin Opinion Research performs research on behalf of business, government and political clients



Healthcare is one of the top issues in CA

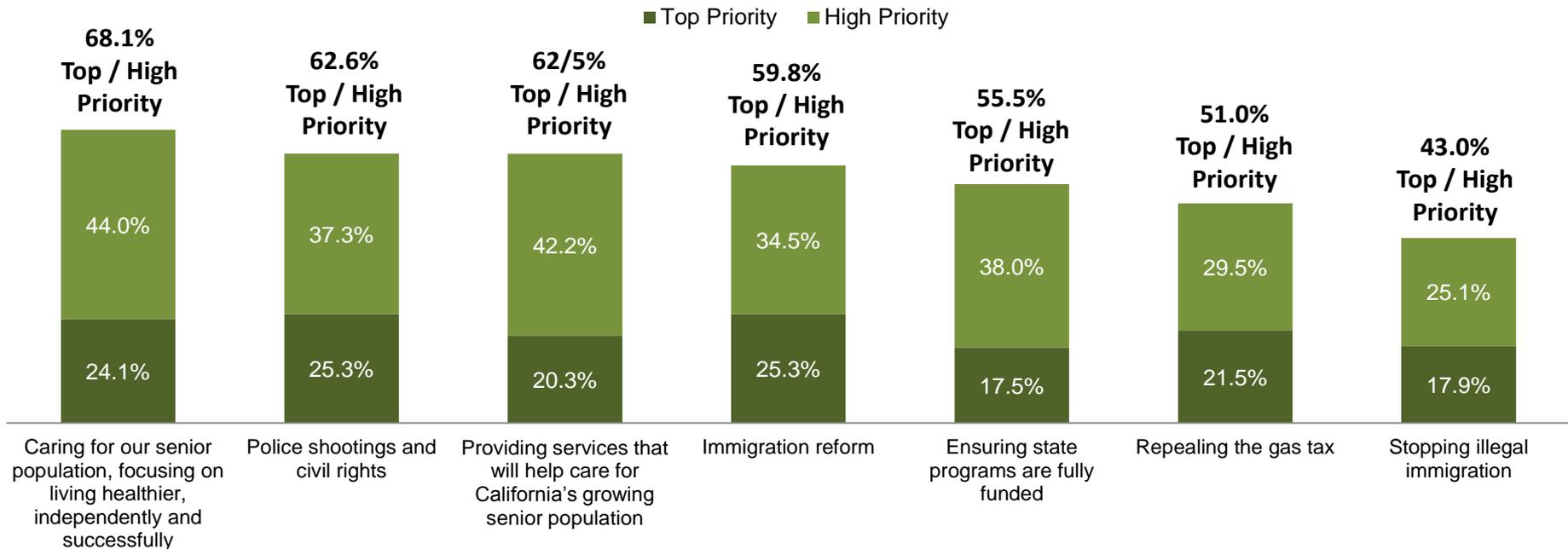
Question: In your own words, what do you feel is the most important issue facing your community today?*



*Open-ended question

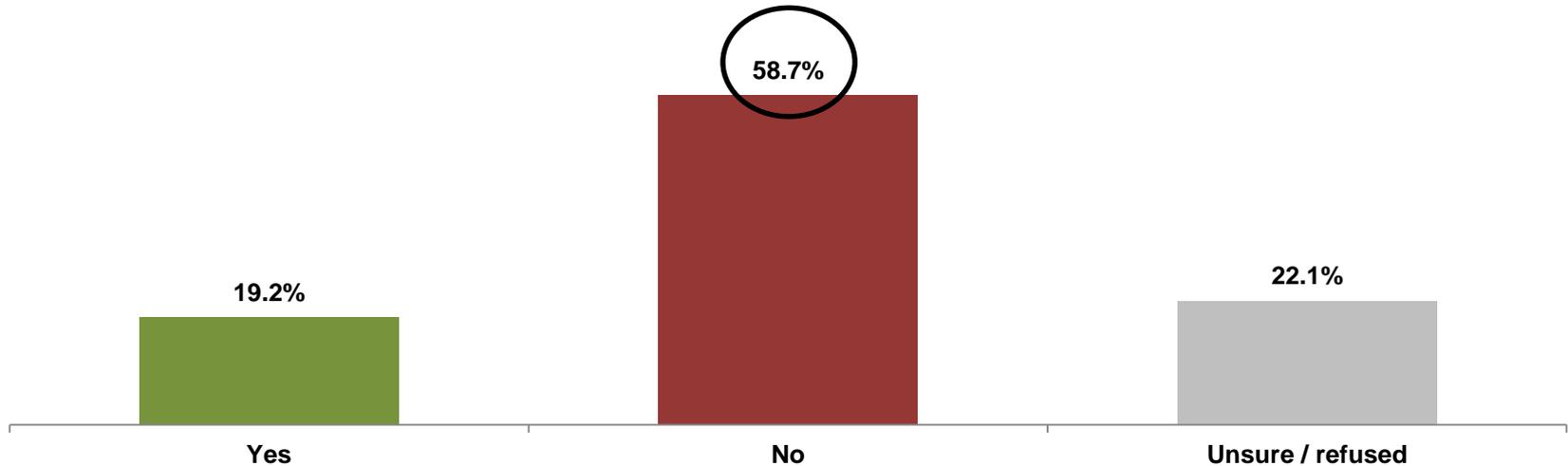
What do Californians want to see prioritized for more public investment?

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?



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.



Say the state is not doing enough for seniors now.



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



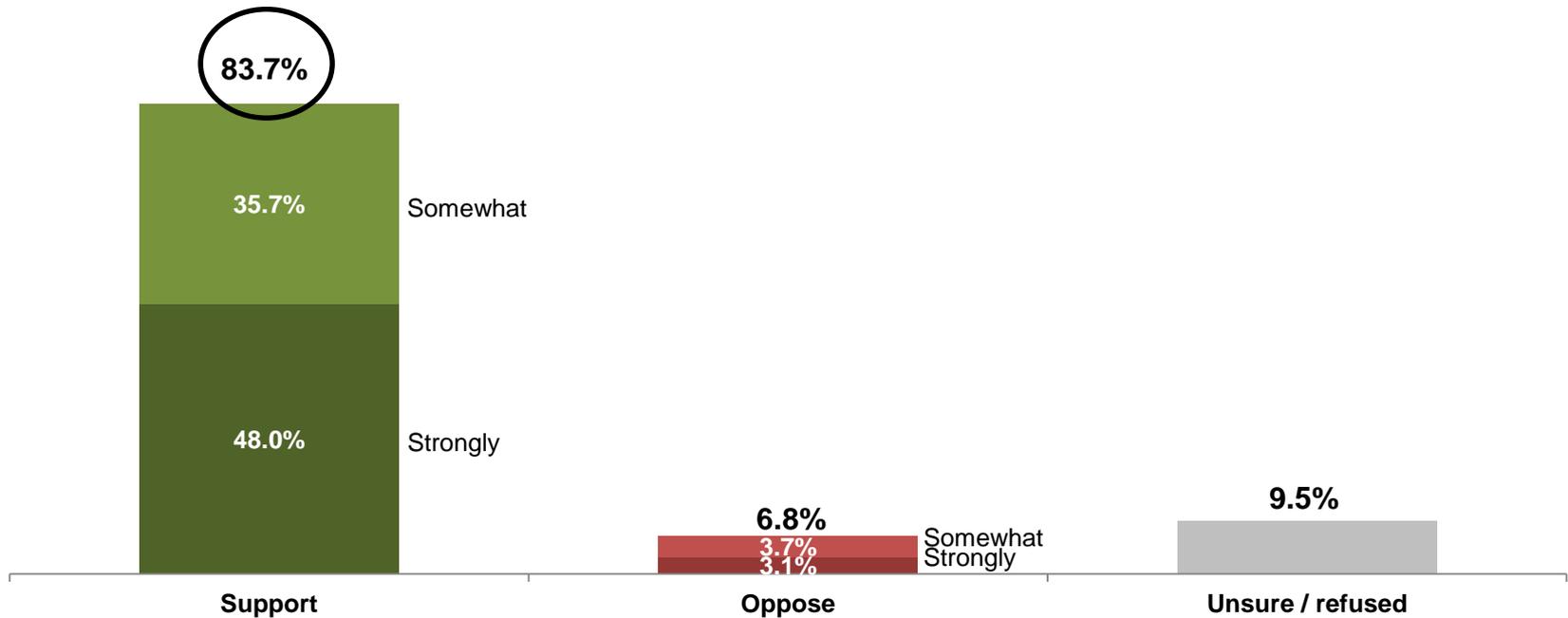
Say California must provide more caregiver services for seniors and their families.

MORE THAN HALF

57% OF VOTERS SUPPORT A TAX INCREASE TO FUND A LONG-TERM CARE SYSTEM FOR CALIFORNIANS WHO NEED SENIOR SERVICES.

83.7% would support a candidate for gov. with a vision and long-term master investment plan..

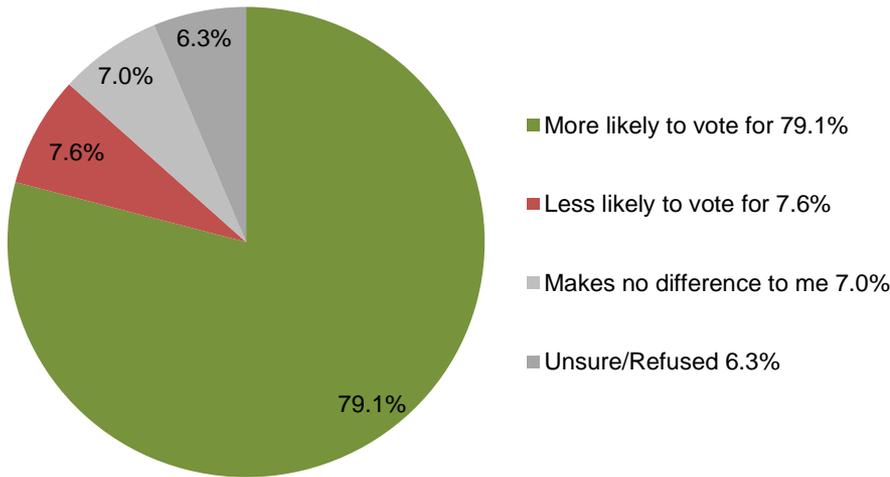
Question: Would you support or oppose a candidate for governor who has a vision and a long-term master investment plan to address the increasing need for senior services for California's aging population and support enabling independent living? This plan would cover increased access to medical, mental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



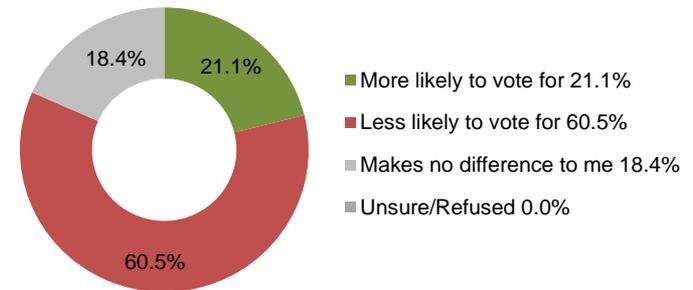
*Open-ended question

Top three messages: retirement savings

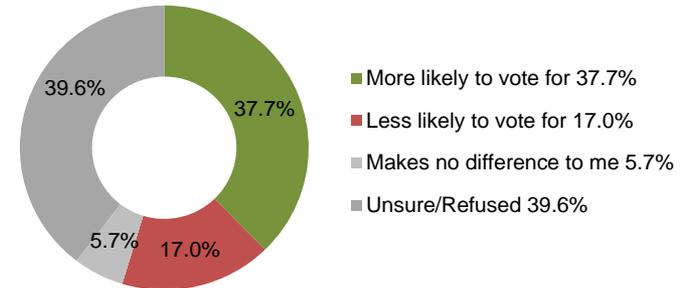
Question: Nearly 40% of people working today do not have any money saved for retirement, and the number of seniors living at the poverty level in California will rapidly increase in the near future. Those seniors won't be able to afford healthcare, food and even housing, with many slipping into homelessness. 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?



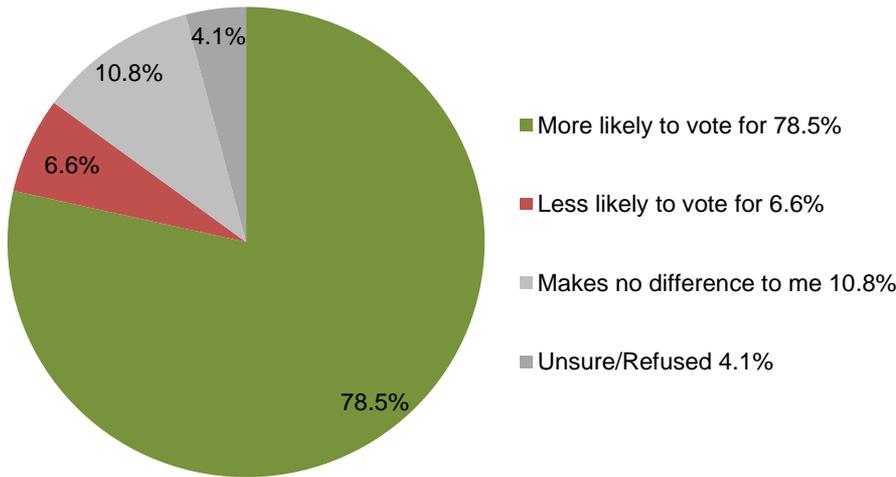
How does this affect those who were unsure?



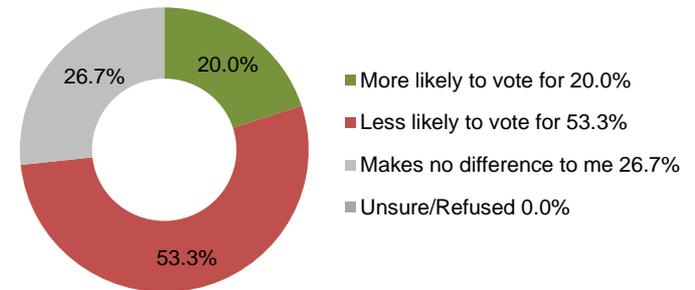
*Open-ended question

Top three messages: costs of housing

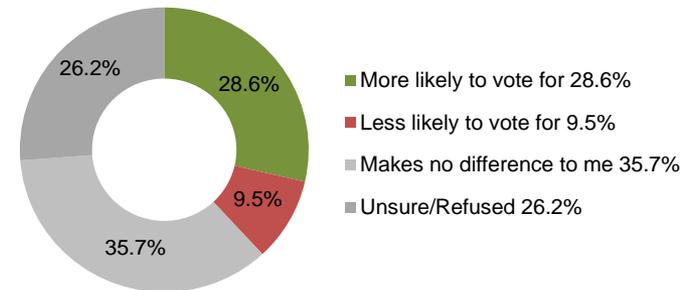
Question: Living in California is expensive. Renters are squeezed and homeownership is increasingly out of reach. Seniors are one of our state's most vulnerable populations and many find it almost impossible to afford housing. Would you be more likely or less likely to support a candidate for governor 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?



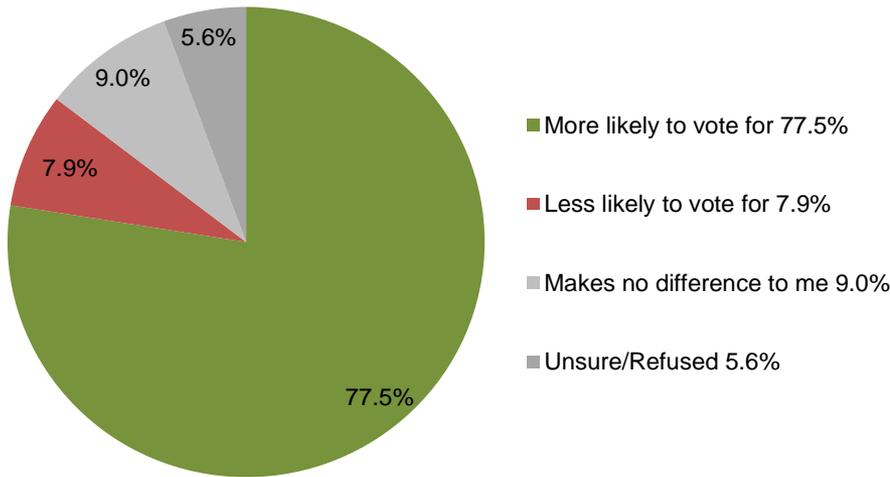
How does this affect those who were unsure?



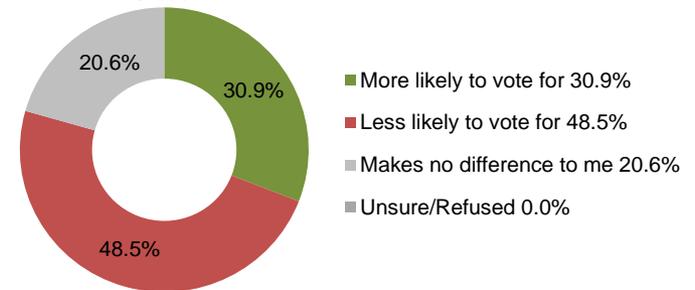
*Open-ended question

Top three messages: support for caregivers

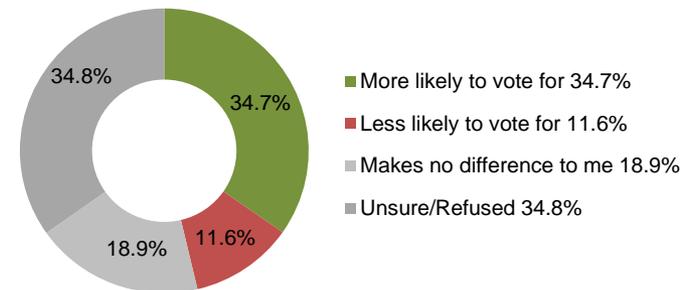
Question: Would you be more likely or less likely to support a candidate for governor who has a vision and a long-term master investment plan to address the increasing demand for senior services for California's aging population if that vision and plan included support for caregivers, such as a tax break,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



How does this affect those who initially opposed?



How does this affect those who were unsure?



*Open-ended question



Will You?



→ @WeStandWithSeniors



→ @WeStandWSeniors

Let us know how we did!



Select "Surveys" from WHOVA home screen

THE scan FOUNDATION 2017 CALIFORNIA SUMMIT ON LONG-TERM SERVICES & SUPPORTS
Evaluation Form

1. What are the three most important takeaways from this year's Summit?
1. _____
2. _____
3. _____

2. Please rate your overall satisfaction with the plenary sessions:

Morning Keynotes
 Excellent Very Good Good Fair Poor

Morning Panel – The Federal and State LTSS Policy Environment: Threats, Challenges, and Opportunities
 Excellent Very Good Good Fair Poor

Afternoon Plenary – Pick up the Pace, California
 Excellent Very Good Good Fair Poor

Closing Keynote
 Excellent Very Good Good Fair Poor

General comments about the plenary sessions:

3. Please indicate the morning and afternoon concurrent sessions you attended:

Morning Sessions & Workshops

- Social Media Boot Camp
- Maximizing Your Influence: tips for Nonprofit Advocates
- Cal Med/Connect at Three Years
- Gadgets or Godsend: Leveraging Technology to Galvanize the Care experience
- Person-Centered Care Implementation: What? Where? How?

Look for a printed evaluation form in your program