Promising Practices Research Insights
Thursday | August 24, 2023 | 12:00 p.m. – 1:15 p.m. (PT)
Zoom Auto-captioning transcript

good afternoon everyone thank you for joining us we'll just give it a quick minute as people are coming into our

0:06

webinar

0:36

and good afternoon everyone that is joining us in today's webinar um today we have uh California 2030 promising

0:43

practices research insights let's go to the next slide I'll go over some Logistics while we're still waiting for

0:49

some to enter into the webinar closed captioning and ASL interpreting services are available you can access that by

0:56

clicking on the icons at the bottom of your Zoom toolbar participants are all muted during the

1:01

presentations you may use your raise the hand icon during our q a portion to request your line to be unmuted

1:08

you can also submit your questions and comments using the Q a icon at the bottom of the toolbar

1:15

today's webinar is also being recorded the presentation and recording will be

1:20

archived you can visit CDA's YouTube channel to view the video or go to the

1:25

ca2030 webpage I will drop the link for you to be able to click through that

1:32

um but in that link you'll see there's will be the video the transcripts and the presentation from today's

1:38

presentation along with the previous ones as well

1:43

all right I'd like to introduce our chief deputy director Mark Beckley I

1:48

will turn it over to him hey thank you so much Connie and good morning everyone it is so great to see

1:55

you on this webinar before we turn toward to the content for day-to-day session I want to walk

2:01

everyone through the timeline of ca2030 project how it came into being and what

2:07

led us to today's promising practice is webinar next slide please

2:13

you're all aware of the demographic shift that is currently underway in the state the reason why this initiative is

2:20

called California 2030 or ca2030 for short is to reflect that by 2030 one in

2:25

four Californians will be aged six years above and the ca2030 effort doesn't end at

2:31

2030 but really extends will be in 2030. um this slide shows where the

2:36

demographic shifts in the State uh will be by 2016. and you can see from the

2:42

from the trend lines on this chart that there's been a gradual decline in the populations for categories of people 18

2:48

and under uh between the ages of 18 and 64. and significant consistent growth in

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people aged 65 and above um next slide please

3:01

and then when we look at this data further and break it down we see that this dramatic growth in population of

3:09

people aged 65 and above affects all regions of the state in the Inland

3:15

Empire it's most pronounced where we see a very high growth rate of 682 percent

3:20

and even in the lowest growth rate on this map we still see a very high 189

3:25

percent which is in the Northern and Sierra region these demographic changes will influence our work as we plan for

3:32

the future next slide so going back to the beginning of the

3:38

state's renewed emphasis on addressing the growing aging population in California this work began in 2019 with

3:45

the governor's executive order calling for the development and implementation of a master plan for aging and the
3:51
continued development of this master plan in 2020 one of the key work products during the
3:58
development of the master plan for aging was long-term services and support subcommittee report
4:04
in that report ltss stakeholders outlined five bold objectives all of these relate to ca2030 and in
4:11
particular I'd like to call out objective five which looks to streamline State and administrative structures for
4:17
California's aging Network which is a key objective of the ca2030 project
4:23
next slide the ltss subcommittee report Was Then
4:28
followed by the governor's release of the master plan for Aging in January of 2021 the master plan for aging contains
4:36
five old goals 23 strategies and originally contained 132 initiatives in
4:42
the first round of initiatives initiative 101 addressed many of the components of the California 2030
4:49
project this initiative addressed areas such as local Agency on Aging funding
4:55
formulas local maps and local agency area and aging designation processes
5:01
next slide this initiative sparked intensive work by the Department of Aging in
5:08
consultation with our academic partner California State University Sacramento through the hubs and spokes process
5:15
in this project a series of webinars and town halls were held to discussion issues and opportunities for the Aging
5:22
Network and public feedback was solicited as well in April of last year we shared the findings from the hubs and
5:29
spokes process with all of our stakeholders next slide
5:36

all this work completed during the hubs and spokes process was then taken into consideration when we were planning for

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and designing the ca2030 project we engaged our wonderful Partners in

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collaborative Consulting to work with us on this project last November and during

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the project today we've gained valuable insights from our aging and disability stakeholders our local agency areas on

6:01

aging and today all of you will have an option to see the task research that

6:07

collaborative Consulting has prepared on promising practices in other states

6:13

and I believe I am ahead one slide so if you can just hold on this slide

6:19

the ca2030 project has been constructed to focus on six key areas to further

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assist in developing and strengthening the Aging Network these areas in particular are programs

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and services funding sources and capacities key performance measures governance

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geography and demographics and branding Communications and Outreach

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next slide and I would like to take a moment to thank all of our wonderful stakeholder

6:49

Partners on the ca2030 project these stakeholders have been a part of our

6:56

2030 steering committee and in particular we've had representation from organizations such

7:01

as c4a which is the organization that represents our local area agencies on

7:07

Aging the California Commission on Aging the California foundation for Independent Living centers the

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California Association of counties and the county Welfare Directors Association thank you so much for these wonderful

7:21

members and their contributions to this effort today next slide

7:27

in January of this year the governor made an update to the master plan for Aging for the

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2023-2024 fiscal year and release 95 new initiatives these initiatives are really
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intended to update and provide a current look at the needs for aging population
7:46
throughout the state I wanted to call attention to one initiative in particular initiative 74
7:52
which is the California 2030 initiative the work that we're talking about today
7:58
is part of a larger goal area within the master plan for aging and as a critical linchpin to implement other critical
8:04
initiatives within the master plan for aging within goal three alone for instance there are four to five other
8:11
initiatives that are related to an effective but affected by California 2030.
8:18
okay um next slide
8:23
just want to make sure I am on the right side okay and then in July of this year we are
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thrilled to see the release of the notice of proposed rulemaking from the federal Administration for Community Living
8:37
um for older Americans act programs this is the first time since 1988 that the federal government has proposed
8:43
changes and called for public input on older Americans act regulations
8:48
earlier this month we submitted our comments to ACL with changes that we think will really help to strengthen the
8:55
Aging Network going forward and we're happy to see that this sense of urgency that we're feeling within California and
9:01
the sense of a momentum is also reflected by our federal Partners as well
9:06
next slide the key to the California 2030 effort is
9:13
that we want to make sure that any policy practice changes that we recommend are person-centered Equity
9:19
focused and data driven so we're pleased that we've had the ability under this effort to launch
9:25

California's first ever Statewide Community assessment survey for older adults which is also known as CASOA for

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short we've partnered with vendor polo to distribute the survey Statewide and

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the survey is currently being distributed in paper and online formats and in multiple languages we're really

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happy to report that Jessica this more just as of this morning we've received 14 000 responses to the survey and the

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survey responses will then be used to inform and shape the findings and recommendations of the California 2030

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project okay next slide okay so that concludes our walkthrough

10:06

of the timeline of 2030 and how we find ourselves at today's webinar

10:12

I would now like to hand the presentation over to Aaron Lockwood from collaborative Consulting

10:18

foreign thank you Mark and thank you everyone for joining us here today our

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plan for today is to offer a brief overview of the California 2030 project approach and then primarily focused

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today on highlighting promises promising practices we have studied in other states uh with the intent to spark ideas

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for the California aging Network then we'll end today by providing an opportunity for questions about the

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promising practices as well as the broader California 2030 project before we get started though there are a

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few items that I want to clarify and allow you to keep in mind as we move forward first throughout this webinar

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today and throughout the project you'll hear us reference the California aging Network in the context of this

11:01

project when we refer to the California aging Network we're talking about the 33

11:06

area agencies on Aging the Triple A's and the California Department of Aging or CDA

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for today what we are highlighting in this webinar is just one of many pieces of research for the California 2030

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project which I'll speak more to in in just a moment but to um to clarify what we are offering today is a glimpse of

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the promising practices that we studied within each of the six Focus areas for this project which Mark mentioned in the

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opening but just to quickly State those again here its governance programs and services

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funding sources and capacities key performance measures branding communication and Outreach and geography

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and demographics and then lastly these promising practices that we share today they're

11:51

not recommendations they're not commitments they are the practices from other states that can help us generate

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ideas for the Future Ready California aging Network as we progress within this project all right so with that I think

12:04

we can get started uh next slide please so the purpose of the California 2030

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project is to imagine and design a Future Ready California aging Network to

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serve a larger older and more diverse population of older Californians to

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achieve this purpose we created a year-long project design with 10 phases

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of work these phases started with establishing a project foundation and forming the

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project steering committee that Mark recognized as well I just want to say the steering committee has been instrumental in

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guiding our work along the way providing valuable insights ideas wisdom

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and the project approach also includes a robust research

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and really want to illustrate that this all builds to creating a variety of

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scenarios or possibilities for what it would take to realize a Future Ready California aging Network

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the final deliverable for this project is going to be a set of actionable recommendations that are

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focused on network-wide enhancement within those six-core strategic and

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operational Focus areas that we've mentioned next slide please

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again, the project supports a robust research and Discovery process it started with stakeholder perspectives

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and we actually did a webinar on this back in June that is available on the CDA website if you are interested

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as part of this research, we interviewed several key stakeholders together their perspectives this included uh talking

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with thought leaders associations community-based organizations advocacy groups other state leaders and many more

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I believe we had about 80 voices in total represented in that phase of work the next phase of research was then this

14:00
the AAA stakeholder perspectives and we also did a webinar to share those findings in July that's also available

14:06
to you for this we actually uh were able to speak with and meet with all 33 aaa's

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and uh share heard from their perspectives Incorporated those

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and then we have been looking at CDA and Triple A data to Garner more insights into the current state of the network uh

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more from a quantitative perspective and then we have the promising practices research which again looks at other

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states practices and will be the focus for the remainder of today and then also to acknowledge we also are

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looking at data on Trends and projections incorporating that and also incorporating the findings and data from

14:44
the older adults needs assessment or the SOA survey that Mark also highlighted

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so that is the brief summary of the different areas of research and Discovery we have been doing today again

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as the third webinar in the series, we'll be providing more insights on the promising practices research and with

15:02

that I will turn it over to my colleague Jacob to talk more about the specifics of that work Jacob

15:10

thank you Aaron and good afternoon everyone uh nice to be with you again

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uh so I will first uh introduce our methodology for the promising practices

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research and then we'll dive into what we found and learned uh across the six

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Focus areas just uh as a caveat uh this will be high level findings and we will

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uh invite you to dive into the research and more details in the report uh when

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it's published which will be I believe in in the coming days so with that our

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methodology so we uh we Define uh promising practices as common and

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promising practices that maybe policies standards models and or activities that

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are designed planned or implemented to solve a systems external or internal challenges these may not all apply to

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California and what we share today um and again as Aaron mentioned they are

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we seek for them to inspire thinking and inspire ideas for solutions for Future

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Ready California uh all of these examples are from outside of California and that's

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intentional uh we looked beyond the state at what other states are doing what's happening at the regional or

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local level as well most of this relates to aging uh policies and programs and

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practices uh but not all the findings do not imply that these practices are

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not already happening in California in many cases you'll see uh some of these promising practices can be found in

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California already within the Aging Network and this webinar really only features uh
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some of the practices shared in the report so this is not a comprehensive overview of everything we learned some
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of the states we looked at uh Alabama Colorado Pennsylvania Florida Illinois
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New York Ohio Texas Rhode Island Washington Wisconsin and others as well
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those States received maybe the greatest attention so with that let's dive in and uh the
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first area is around is in governance so we found that uh State units on Aging
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which oversee their Triple A's in every state and report an account directly to
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the federal Administration Community Living uh are situated in States in
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different ways uh what we learned uh this is sort of anecdotal through our through our research through our through
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our stakeholder interviews was that those that report directly to a governor
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claim to be optimal uh they have uh maybe a greater uh influence at the at
17:54
the governor level but most State units on Aging are not situated in this way most State units on Aging are embedded
18:01
in a larger agency or department and Report through uh at least one sort of
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layer of leadership and oversight uh here we see New York and Florida are sort of two examples where they do have
18:14
uh departments on Aging that are their own sort of separate departments that do
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uh that do report directly to Governor's Office
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the next area is around policies and procedures, and we found that many states
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are using their sort of uh clear policy and procedure manuals to easily
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communicate and update their policies and procedures and in some cases this is
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an ongoing revision and updating process in other cases it might be an annual process but what some states do is they

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basically, incorporate all of the policies and procedures across all of
18:55
the programs and services that aaa's are responsible for into a single document
19:01
and what they'll also do is create governance systems and structures around those documents so in the state of
19:08
Colorado for example there's a special working group Committee of all of the
19:13
aaa's that meets with the state unit on Aging to raise issues around policies
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and procedures that maybe need to be improved or changed and vice versa the state brings potential and prospective
19:27
changes to policies and procedures or new policies and procedures to the aaa's for feedback before they become
19:34
formalized I'm sure you've been hearing about
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modernization of State policies and procedures or state regulations and
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federal regulations and some states are using that sort of moniker to modernize their aging
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policies and processes in in various ways some states are using it to clean up
20:00
their policies and procedures to simplify certain processes or practices
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or requirements of the aaa's others are taking approaches to restructure
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their commissions on Aging either to add more members to create new groups or expand the missions or redesign missions
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of some of their governance bodies within their state aging networks and
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others are looking at the entire structure of their state looking at the number of aaa's looking at the planning
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and service areas looking at geography and population and yeah sort of framing
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the potential changes or active changes to States structure from a modernizing
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point of view and with that some states have

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reduced the number of uh planning and service areas and uh we've seen uh
20:58
uh examples of this really coming out of the uh the financial crisis of 2007 and
21:05
2008 where uh State uh budgets were uh were challenged and uh and they
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we're looking to um to cut many programs state-funded programs and so we saw uh in our
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research uh several states that have uh made structural changes to their uh to
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their PSAs and their aaa's to improve cost efficiencies and we feature Iowa as a as a case study in our report
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um and some states that have restructured and we'll spend a bit of time on this in in the report uh
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their PSAs and Triple A's have uh they do that in different ways as well, so we think about the sort of the tactics for
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uh for uh re revisiting their PSAs and their AAA designations
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um in the case of Iowa again as an example uh it was designed as a as an
22:03
inclusive process where the aaas were invited to propose uh certain plans or
22:08
certain scenarios back to the state um to um to provide more you know support and
22:15
uh and direct insight into what might be the best Solutions
22:21
so now we shift to the programs and services category and here we uh we we're talking about
22:29
core Services these are services that are kind of basically hardwired into state uh state regulations State
22:35
policies and practices um and so we see that many states have established a set of core Services uh
22:42
that might leverage uh federally funded programs and service they might mimic or be the same as some of the
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older California exact services but these are services that are more or less required of their aging Network in

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addition to a lot of the flexible sort of programs and services that aaa's can offer to their local communities and

23:02

here in Rhode Island is a sort of a nice org chart uh where we see the state

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organizing their programs and services into three categories access connect and protect

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states are also sort of utilizing certain requirement practices to collect

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and utilize consumer data um and this is largely through the uh through the

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practice of Designing and uh and standardizing uh common intake forms

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across an entire network to ensure that each organization that's part of that

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network is uh collecting the same core set of data and that that data is uh is

23:46

being reported back into a system

23:52

um we're seeing a lot of service Innovations happening within and outside of state and National aging networks

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across a lot of different service categories, we feature quite a bit in our report I know that there are also a lot

24:04

of innovative program and service activities happening in California as well

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um but that you know there's a there's a lot to be inspired by and to learn from as we look into the future of

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programs and services a few just quick examples might be around Transportation

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identifying more flexible Transportation options or on-demand Transportation options

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some organizations are bundling certain services like home modification

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uh and uh and In-Home Care supports to encourage home stabilization and

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we're seeing uh also sort of more branding and identity development around certain programs and services

24:52
uh states are also integrating equity and equality into their program planning and design
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in some cases, they may be requiring agencies to provide more insight or more
25:05
detail into how they intend to reach certain Target audiences and how they
25:10
plan to measure how well they're reaching certain Target audiences and we also see some programs that are you
25:18
know designed for certain hard to reach uh and higher risk populations
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these might be programs and services in very specific languages, or they may be
25:30
designed for a particular sort of cultural ethnic population
25:38
states are also using wait lists to strengthen their funding advocacy efforts and we have we feature a few of
25:43
these examples in our in our report um basically this is sort of leveraging
25:48
the sad fact that a lot of programs and services do have wait lists and
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folks are basically in line waiting to receive a service in-home services is
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a common area Across the Nation where there are wait lists what some states have done is basically develop a
26:06
business case for uh you know the positive outcomes of these services so
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it might be around you know helping people stay in their home as opposed to uh transitioning into a nursing home and
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making that business case to their state elected officials to say if we had funding to eliminate this wait list it
26:28
would translate to x amount of dollars saved uh for these negative outcomes
26:33
that may ultimately happen with folks that are on the waiting list
26:40
we shift into the funding sources and capacities category of course the
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funding formulas is a common practice across all of the states have uh
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you know are do revise their funding formulas uh to reflect demographic changes but we also see uh that Equity

priorities factors into changes in uh interest State funding formulas as well and we use Minnesota here as kind of a

live example because they are currently going through this process um and

um what we see what we're seeing in Minnesota is that the state has uh proposed a new interest

State funding formula with new a few new categories and uh and weight changes

to the weights of these funding formulas uh in response to these proposed changes

the area agencies on Aging in that state have really kind of taken two uh two

uh two approaches or there are sort of two camps there's sort of the rural A's that are making an advocacy push for

certain funding formula changes and then there are Urban there's Urban AAA that's also uh making an advocacy push with

different funding formulas uh what we want to call out is some of these uh a

trend that we're seeing across States and how they're changing their funding formulas what we're seeing is that

weights uh some weights are shifting we're seeing higher increased weights on

minority populations and Rural populations and we're seeing decreasing rates uh weights excuse me on the 60

plus population we're seeing new categories emerging uh older age

categories the 75 plus category or 85 Plus category a disability category and

a living alone category and I know that um I believe California has

incorporated some of these uh these sort of newer categories into their funding formula

states are phasing in major changes in their in their funding uh allocations what this means is after a funding

formula is uh is institutionalized uh a lot of states are limiting how much of a
29:55
change each AAA might experience year to year so instead of a night and day shift
29:02
basically from one fiscal year to the next where a budget might be dramatically different based on the
29:08
funding formula breakdown States um like Pennsylvania are limiting that
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change year over year to three to five percent of a budget change and it's typically on the on the downside meaning
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if a an organization is going to be receiving less money it's only a
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percentage of the entire change year over year to allow each
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organization to um more sort of gracefully plan for and
29:39
and manage that that that budget change
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and private pay uh is an allowable option per the federal guidelines uh and
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it's uh it's really up to States and state units to determine if they would like to incorporate it into their
29:59
own uh policies and regulations and then it it's also sort of an option for
30:04
Triple A's to practice it if it's allowable by their state um and so we see uh when we look across
30:10
the country that some states have adopted not only allowed but adopted private pay programs or helped design uh
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private pay programs to a reach maybe a middle income audience or even a higher
30:26
income audience that is able to afford these non-means tested programs
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and B to generate additional revenues to subsidize for programs and services for
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those that just wouldn't be able to afford these Services otherwise there's a lot of complexity to these types of
30:44
programs there isn't unfortunately there isn't a whole lot of data on the finances side on the money side at this

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point in terms of how successful they are what the sort of the micro economics looks like but we are seeing
30:58
it as a growing solution that states like Maryland in this case New York as well have been practicing
31:04
Maryland's example is a is actually kind of endorsed by the state unit
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um it's a it's a it's a standard model um with a with a with a very explicit
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cost at the clear cost that bundles Home Maintenance a service Navigator and
31:20
transportation and it's sort of like a membership program for folks
31:28
and to that point you know states are achieving funding increases in a variety of ways
31:34
um largely you know through advocacy like I mentioned uh making a business case for funding increases is a common
31:41
strategy uh a lot of again a lot of states are using either Health Care utilization
31:48
um numbers uh or client self-reported outcomes numbers to demonstrate the
31:54
impact and value of their services and the cost Effectiveness and return on investment of their services
32:01
um the states are also exploring other funding means as well the state of Pennsylvania is sort of is known for
32:08
utilizing a lottery a state lottery to finance its Aging Services and programs
32:16
and um no surprise to this audience I'm sure about State aging networks are becoming more involved in Medicaid
32:23
policies and activities and of course the Medicaid environment looks different state to state uh in some states aging
32:30
networks have been able to uh to basically be built in and structured into Medicaid policies and Medicaid
32:38
payments uh through maybe fee for service programs directly under contract with the state and in other cases as in
32:46

California a more market-based competitive environment has emerged welcoming or allowing aaa's to

participate and earn contracts with uh with health plans we also see you know an increase in in

waiver programs as well and Medicaid administrative claiming through largely

through arc activities that many states with established arc and no wrong door systems are more or less universally

utilizing moving into our next category key

performance measures uh states are progressively strengthening their Data

Systems to be able to measure to Monitor and to improve their performance

so while it does help on the reporting side what you're required to report you

know to the state to the feds um it's a key performance measures and I

I integrated I.T systems uh are also helpful tools to monitor performance uh

and to improve performance of the programs and services across the state uh and so they're also using

these systems to have data dashboards ongoing reporting or in their annual reports to demonstrate the efficacy of

their aging networks in Florida they publish you know they look at the

percent of the 60 plus population that their agencies their aging network

is reaching but they're also looking at you know they're breaking that down into subcategories and able to look okay well

among our minority population um you know how many of those folks are we reaching uh in our rural areas how

many of those folks are we reaching so with more Integrated Systems and tracking processes states are

able to look at how effective they are in reaching their targeted populations

um more states are also assessing the needs of older adults at larger scales as we featured earlier on about
34:52
the community assessment survey of older adults casual that tool is becoming
34:59
um a common tool across states to use to gauge a uh the needs of their
35:06
older adults older residents uh across an entire state now this is an
35:12
incredibly valuable tool because it allows for states to look across their geographies
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at the variations of lived experiences of needs of anticipated needs of concerns at the community level so these
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tools are incredibly valuable in understanding the evolving needs of consumers as well as potentially setting
35:36
strategic priorities for what's needed what's what sort of in demand it allows
35:42
local communities to sort of look across and see how others are doing as well as
35:47
it allows states to look and compare against each other so there's also sort of internal and external benchmarks that
35:54
can happen by using a standard tool like this many states are requiring aaa's to
36:01
collect and Report consumer satisfaction and experience and in some cases they
36:07
are consolidating it and doing it centrally and in other cases it's a basically a requirement as part of a
36:13
contract uh for a triple A to solicit feedback from their consumers
36:19
we're seeing an increase in this as well and this also being again utilized to
36:24
make a uh to make a case for the value and importance of the Triple A's and AAA
36:30
Network as well as to identify opportunities for quality improvement
36:36
from a consumer experience perspective as well as a sort of a service performance perspective as well now some
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states even bring additional accountabilities into these consumer satisfaction and experience systems uh

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the state of Colorado actually has a fiscal penalty if an agency underperforms a certain uh Benchmark
36:58
over two-year period and states are getting more
37:05
sophisticated at measuring and monitoring Network performance uh like I said with these tools and practices
37:11
through infrastructure and through integrating consumer more consumer
37:17
surveys into services and program lines states are able to really gauge their
37:23
work at scale so you can see it locally at the agency level and sort of globally
37:29
at the at the network level as well but that Network level data provides again
37:35
is fuel for advocacy it's fuel for demonstrating the importance the
37:42
relevance the value of the Aging Network to uh to stakeholders to
37:49
legislators to public and private funders
37:55
and state aging networks are also leveraging National data sets and tools so there's a lot of National Data to
38:04
use again in the context of key performance measures to understand okay what is the national average uh for uh
38:12
you know targeting a certain population or reaching a certain Target population and how are we performing
38:19
um you know and there are lots of tools available as well um that allow
38:25
um States and Triple A's within those States uh to improve their performance uh measurement and
38:31
monitoring um including um you know return on investment calculators
38:37
formulas uh data sets for um identifying uh how well uh older
38:45
adults are uh are experiencing uh their communities Etc.
38:54

and now we go to the I believe this is the final category branding Communications Outreach uh and so what
39:01
we're seeing across States is you know the states are branding common Statewide programs and of course those of you that
39:06
are familiar with you know the ADRC the Aging and Disability resource uh Center
39:11
model nationally and the Aging disability resource connection model in California are familiar with some of
39:18
these approaches uh where a state unifies a common sort of brand and
39:25
identity and then distributes that out to the local level so here we see New York's ADRC program which is called New
39:31
York connects um and so there's a common brand and identity across the entire State and
39:36
then each County each Triple A basically adopts that and appropriates that brand and identity with their own name and
39:43
information and what this of course allows every New Yorker is a common
39:49
place to go across the state and it allows Community providers that might operate with multiple aaa's and multiple
39:57
A's to also understand that this is the place this is the place that
40:02
everyone knows that everybody points to and there's it's undisputable
40:10
um a lot of organizations public and private are investing in reframing aging trainings and initiatives so from the
40:17
Frameworks Institute in Washington DC several years ago there's been a growing uh effort and momentum to uh to really
40:26
understand and combat uh ageism uh and uh there's been an increase in
40:33
investment and monetary investment and personnel and human investment and
40:40
attention paid to reframing aging we're seeing across different states and
40:46
nationally are really initiatives and campaigns and advocacy

40:52
groups around these sort of promising practices for reframing aging the way in
40:58
which aging networks are adopting and applying this is in a few different
41:03
ways um one is sort of embodying it themselves in in their own practices
41:09
review doing their websites understanding how they're thinking and talking about aging in older persons and
41:18
making the necessary changes again based on the research and best practices to ensure that their mental models
41:26
their language their ideas are more age forward and less pages
41:32
they're also taking an advocate approach so once uh you know an organization has
41:39
gone through these kinds of trainings and initiatives and adopted some of these practices uh there
41:44
they can earn the credentials to basically go out and show others and teach and train and advocate for
41:51
reframing Aging in their communities be it with partner agencies funders uh or
41:58
even you know their advisory councils uh and others we've seen efforts from some Triple A's to go to their Chambers
42:04
of Commerce and create a reframing aging program through their local business
42:10
ecosystems so um there's a lot going on here a lot of a lot of examples around reframing aging
42:20
and some Triple A's are radically Reinventing themselves kind of stepping out of the traditional
42:27
we are you know we are an Area Agency on Aging and thinking about themselves more
42:33
as a an organization that you know advocates for and serves older adults and is also an Area Agency on Aging and
42:42
so this is sort of an interesting and intriguing practice that we're seeing across the country
42:48

um it's typically um non-profit organizations that maybe have a little bit more freedom and

42:54

flexibility to take on this moniker but we're seeing um this this trend taking place across

43:00

the country and of course there are examples of this in California as well

43:07

and in terms of communications and marketing uh you know we see examples of campaigns that are designed to

43:13

address specific issues and Target specific audiences and maybe something that we might all be familiar with is

43:19

the pandemic and efforts to really get the word out about how folks can still access AAA Services given all of the

43:27

restrictions with a global pandemic we could think about that in terms of sort of ad hoc rapid campaigning

43:35

um but you know we also see efforts on public health issues um on evidence-based

43:42

Wellness efforts uh that you know organizations uh individually and as a

43:49

group can develop campaigns to promote a certain service or program or even a

43:54

certain resource that is backed by a strategy that has you know measurable

43:59

sort of key performance measures built into it that multiple organizations

44:05

pursue um maybe the most common again across aging networks nationally would be ADRCs

44:12

and uh and no wrongdoor efforts again to sort of get the word out about a common resource that's available to Consumers

44:19

at a regional or at a Statewide level uh and a marketing campaign basically being

44:25

the vehicle to do that

44:31

States and local agencies are you know also evaluating their campaigns to improve performance as I said a

44:36

well-designed campaign or a marketing plan will have key performance indicators built into it we're also

44:42

seeing you know the monitoring of website visits of phone calls of maybe a

44:48

resolved client cases as uh you know as larger key performance indicators but

44:53

even in Communications uh and Outreach um you know well-designed and executed

44:59

uh efforts will have their own key performance indicators that will be

45:04

monitored and used for continuous Improvement

45:11

this is the last category geography and demographics so here we get back a little bit back

45:17

into the some of the restructuring research that we did states are addressing geographic demographic

45:22

challenges through funding formula changes uh AAA consolidation or restructuring and special

45:28

initiatives um so you know we used Iowa and this is we're looking at Iowa right now as an

45:34

example where the state legislature needed to cut funding for Aging Services

45:40

and their plan was to reduce the number of aaa's in an effort to create greater

45:47

economies of scale so basically fewer but slightly bigger administrative offices within HHS

45:54

um and part of that was driven by a budget and part of it was also driven by demographic changes that occurred in the state

46:01

um and so we see geography and demographics playing a role in some sort

46:06

of these larger decisions that some states have been making uh around uh updating let's say updating the

46:14

geographic areas of aaa's and also like I said

46:20

informing some of the funding formulas too

46:27

um many states are also supporting tribal and Indigenous groups and organizations now there's a you know uh

46:34
title I believe it's title six and the older Americans act which is federal money that goes directly to
46:40
um tribal organizations that apply for it um there are there are some instances
46:46
too where State aging networks and state units on Aging are also
46:51
um engaged in tribal activities or supporting uh tribal communities in
46:56
their states and so Arizona of course is a is a state with a lot of tribal history
47:02
um and so an intro there's some interesting nuances to Arizona that we Sorry point out in our in our report
47:08
that could Inspire um one is that it actually partners with a couple of neighboring states with
47:14
serving the Navajo Nation which borders multiple States and so there's a there's a AAA region seven in Arizona which
47:21
actually is a partnership between um
47:27
several other states in that in that in that area um there's another region eight
47:32
which is uh another AAA it's the inter-tribal Council of Arizona and this
47:38
one is very interesting because it actually serves tribes across the state
47:44
so it's sort of a speckled egg if you will of AAA which is uh believe
47:50
that the state receives special designation to be able to do that because it wouldn't be sort of
47:55
contiguous areas but a very interesting example of AAA that is able to meet the
48:00
needs in sort of local communities local tribal communities across the state that is not bound to a county borders
48:11
um again this sort of relates to some of the program and service Innovations we're seeing more aaa's adopting Community Health worker programs to
48:18
improve Outreach and engagement with hard to reach populations um if you're familiar with a community

48:23
health worker uh model it's essentially an individual from a particular
48:28
community that is really uh their purpose is to really be able to engage
48:34
and activate folks in that Community to be aware of resources and access resources and in some cases maybe a kind
48:42
of a pseudo case manager it allows for more targeted and sort of meaningful
48:48
engagement with communities that might otherwise be extremely challenging to engage with uh at all or ongoing and
48:56
so we're seeing this coming through I know we're seeing this coming through in kalam but we're also seeing efforts
49:03
in other states as well as a type of service model that is also addressing
49:08
maybe some Equity concerns to that Equity Frameworks are also being
49:15
used to better redesign systems and programs so in a way it's a sort of a
49:21
there are there are ways to critique a system in how it's uh how it's designed how it's planned how it's implemented uh
49:28
from an equity with an equity lens uh to better understand you know our certain voices included or excluded uh
49:36
in the process in the planning in the implementation in the delivery um and uh justice and aging has recently
49:43
put out a really helpful Equity framework guide on HCBS that
49:51
um was some inspiration for our report as well
49:58
so with that I believe I will turn it over to Connie
50:06
all right thank you Jacob for that presentation we are now going to go into our q a session um so if you have a
50:13
question you can type it at the bottom of the Q a icon you can hit that and you
50:19
can enter your question into the Q a portal or you can press the raise hand
50:25

icon also located on the bottom of your toolbar and we will unmute your microphones and you can ask your
50:31
question live so let's just uh go over to the questions that have been submitted so
50:38
far there is a question from will Tiff Jacob which states are doing particularly well
50:45
in the performance indicator data Realm
50:54
I'm thinking um we may some of these we may have to
51:00
get back to you on so we can be ensure that we're being accurate um you know I will I will call up New
51:07
York because they publish a an annual report um and um you know that was will is that right
51:15
yes okay well yeah um yeah I the New York comes to mind as one example where
51:21
they the state publishes an annual report on behalf of the entire network
51:26
um that that does include um performance data um and so that sort of relies on it
51:32
obviously a well-running uh Performance Management System
51:38
um I'm there I'm sure there are others uh Aaron I'm going to I'm going to look at you if you have any others off the bat but
51:43
we'll certainly follow up with a few other examples sure I'll just weigh in with one other
51:49
example that comes to mind which is New Mexico who takes a really similar approach but actually does a brief quarterly performance report sharing uh
51:57
performance on key measures for a lot of their Key Programs and you just you just reminded me of
52:02
another one so I'll just share it right now quickly is Florida actually uh Florida is very rigorous in their
52:09
performance and their definition of performance standards and the reliability and robustness of the performance standards that they identify
52:15
and in the collection of that
52:20

all right another question in the Q a this is from Tatiana Faso did the
52:26
private pay include the village moment I didn't at least in the in we looked at
52:34
New York and Maryland's private pay programs those do not I am familiar with the village movement but
52:40
not in the context of private pay however if you have some insights there we'd love to hear them
52:48
great and again if you want to raise your hand you can hit the raise hand icon at the
52:55
bottom of your screen and we can unmute you and you can ask your question live
53:01
let's see here wait a minute and see if there's any folks that would like to ask a question
53:07
live I'm looking through the Q a right now
53:12
there is one question from Sylvia McBride given the very delicate balance of all these activities and waiting
53:19
periods how can we Safeguard these plans and organizations in the face of sudden emergencies such as climate change and
53:25
pandemics excellent question and you know this was
53:31
um I think something that does not come through in this report which is around emergency planning and Disaster
53:38
Response that um you know is definitely becoming more fun center in
53:44
in many communities across the country um
53:49
I need to look at that question again um and uh you know I think um I didn't
53:58
we don't have or I don't have many insights into sort of balancing the data this is how I'm understanding
54:04
Sylvia's question at least balancing the day-to-day with the unexpected the sort of the known unknowns the unexpected
54:10
needed response to emergencies um and disasters I think we are seeing a
54:16

growing shift for aaa's and I think this is in the older Americans act reauthorization plan as well to have

54:25

um Disaster Response emergency planning as more of a sort of a formal and um

54:31

and permanent part of what triplets are doing in their planning so I think we're seeing that

54:37

um at the state level as well where you know there's more of an expectation there um and Aaron any anything you'd add to

54:45

that one no I think that was a good response

54:51

right I'll give it another minute uh if

54:56

there's any additional questions that want to come through uh either the Q a at the bottom of your icon if you'd like

55:02

to raise your hand feel free to click on either icons you can submit your question via q a or you can raise your

55:09

hands and we'll unmute you and you can ask your question live um so as we're giving it another minute just a reminder that today's webinar is

55:16

recorded so we will post uh the video the transcript and also the presentation

55:22

as well um and that link I believe has already been shared in the chat but you can go

55:27

to the CDA website and you will see that link under highlights

55:36

okay couple more questions that came in uh Ellen's meeting can you say more

55:41

about radical reinvention what is working well a radical I can and I'll say it

55:49

specific to aaa's because we could it could be a while if we're just talking about it openly but um so I think uh you

55:57

know since uh really I think Kathy Greenlee at the federal level you know sort of spearheaded this idea about

56:03

business Acumen and Healthcare Partnerships and since then um you know a lot more competition has

56:10

sort of entered the marketplace um driven in large part by you know Healthcare Partnership opportunities but
56:16
I think there's growing focus in Industry around aging and aging services and solutions and it's sort of rubbing up against the
56:24
sort of historical role that area agencies and aging have been playing so some area agencies on Aging I think have
56:30
been positioning themselves as these as broader organizations that are doing again more than just the sort of federal
56:38
and state mandate um and so some have more or less rebranded themselves to
56:45
um you know to maybe compete against some for-profit or other non-profit organizations for Grant or earned
56:52
Revenue dollars others might be sort of Reinventing themselves or rebranding themselves to appear more like a company
57:01
as opposed to a you know a social service institution or government
57:07
institution uh there may be some stigma questions around that um and you know others maybe
57:13
maybe doing it simply based on sort of the culture of their leadership and their boards uh to you know to sort
57:21
of shift gears and take on a new approach to their work um so it's not again it's not a
57:28
universal best practice necessarily but agencies that sort of have those Dynamics let's say
57:33
um are choosing to go in that direction and maybe that's kind of the nice thing about this field and this
57:39
work is that you know there are multiple different types of directions that agencies can go in uh while still kind
57:45
of meeting their mission and meeting the mission of the all the Americans Act
57:51
great thank you Jacob okay I'm not seeing any other questions
57:56
in the chats or any hands Ray so let's go ahead and move to oh one more just

58:02
came in uh Weston Shively just said understanding that change is difficult will there be any additional
58:07
transparency on progress in it in initiatives
58:13
I think this make this question actually may roll into as we close out I think we were going to talk about like the next
58:19
phases I didn't move into that because I think this is the last question that I see coming in
58:32
sure and I will I will address that in some closing comments here uh so I just
58:37
want to yeah just want to restate where we are in the California 2030 project approach and what's ahead of us uh so
58:44
again the webinar topic today on promising practices really reflects us getting near the end of the research and
58:50
Discovery process of the project uh I want to recognize again one of the areas
58:56
of research that we will be incorporating as the older adult needs assessment survey um the CASOA survey which is currently live and the link for
59:03
that survey has been made available in the chat I also just want to call out really quick too again related to the now
59:10
three webinars we've had including today uh the report for the prior webinar is
59:16
also available on the uh CDA website along with the webinar materials
59:22
um and the same will be true for today's webinar with the promising practices report that will soon be made
59:27
available on the website as well for additional information uh but really this will then take us to the final two
59:34
phases of the project during which we will synthesize the information from all of the prior phases we'll go through a
59:40
process of creating scenarios and possibilities and ultimately get to that set of actionable recommendations that
59:47

are focused on the network-wide enhancement within those six core uh

59:52

Focus areas that we've mentioned today I believe that that covers it uh I'll

59:59

just pause to see Jacob do you have anything to add excellent all right well I just want to say thank you again for

1:00:05

for taking the time to join us today and I hope everyone has a great rest of

1:00:10

their week