Overview
California Governor Gavin Newsom issued an executive order calling for the creation of a California Master Plan for Aging to be developed by October 1, 2020. The California Master Plan for Aging will serve as a blueprint for state governments, local communities, private organizations and philanthropies to build environments that promote an age friendly California (CA).

Hospital to Home Alliance of Ventura County
The Hospital to Home Alliance of Ventura County (Alliance) is a unique coalition comprised of 3 hospital systems, 7 skilled nursing facilities, 7 home health agencies, a managed care organization, and a community-based organization. What began in 2014 as a largely clinical partnership focused on coordinating care for people transitioning between health care settings (Care Transitions) has grown into a more broad and robust collaborative effort to raise the overall quality of care provided to older adults. The Alliance embraces the need to actively prepare for the substantial increase in the older adult demographic, identify gaps in programs and services, and establish critical cross-sector partnerships and long-term services and supports (LTSS) partnerships. This broader focus has led the Alliance to engage in advocacy efforts and initiate a Call to Action in Ventura County.

Call to Action
In initiating a Call to Action, Alliance members began developing a public forum, of which results would be submitted for consideration in the California Master Plan for Aging (Master Plan). The forum construct would elicit information and direction to provide the Ventura County perspective on population demographics, and identify unmet needs and misaligned systems. Panel discussions would provide practical discussion points about “silo-ed” systems, and policy changes needed that would support the bolstering of infrastructure capacities to meet existing and growing demand for services to older adults, people with disabilities, and their caregivers. Discussion would also explore the vital role that community LTSS have in extending time an individual can stay at home, which can improve access to care, reduce care costs as care needs increase, and highlight the essential role family caregivers have in long term care.

The Alliance asked Ventura County Area Agency on Aging (VCAA) to partner in the planning and development of this historic event which became the Ventura County Master Plan for Aging Forum (Forum), held on October 23, 2019. The Forum convened a diverse group of nearly 200 stakeholders, representing elected officials, leaders of county and city governments, health care, and community service providers with a broad base of expertise. To capture the Forum’s findings for consideration by the Governor, a crowd-polling software was provided for the audience to indicate their top priority in a variety of sectors (due to software limitations, respondents could identify only one top priority.) These Forum findings provide a Ventura County perspective, and the Alliance respectfully requests that the following top priorities and recommendations be carefully considered for inclusion in the CA Master Plan.

Opening Remarks
California State Senator Hannah-Beth Jackson (D-19), and Mike Powers, Executive Officer of the County of Ventura, provided opening remarks for this inaugural Forum, with Senator Jackson citing the urgency of the demographic shift, “…within two decades we will have an 87% increase in the number of seniors, and they will be more diverse and less likely to be married and have children, so the inherent safety-net is not likely to be there.” Senator Jackson also stated, “The demand for services will outpace the supply unless there is intentional leadership and action.”

Keynote Speaker
The Keynote Speaker was Fernando Torres-Gil, PhD, Director of UCLA Center for Policy Research on Aging, national expert on demographics, aging, and public policy, and former Assistant Secretary on Aging in the U. S. Department of Health and Human services. Selected to serve on the taskforce for the Master Plan, Dr.
Torres-Gil presented the federal perspective, emphasizing the following, “The economic and social disparities will be most pronounced with older adults because they don’t have the ability to bounce back. As we consider long term care, there is no other issue that will most define our level of compassion, empathy and systematic, intentional and proactive planning than how we address caregiving needs and LTSS.”

California Department on Aging
Kim McCoy Wade, Director, California Department on Aging, provided a state perspective as it relates to the CA Master Plan for Aging and its process. Ms. McCoy Wade stated, “Critically, it’s about partnerships. It’s not just about government partnerships. It’s very much going to come from the community.”

Disruptive Demographics
Erin Slack, Ventura County Epidemiologist and Jamshid Damooie, PhD and Professor at California Lutheran University, gave presentations titled Ventura County’s Disruptive Demographics which provided local statistics related to older adults and their needs. Ms. Slack also discussed Ventura County’s latest Community Health Needs Assessment (CHNA), in which caregiving and reducing the burden of chronic disease have been identified as priorities. Dr. Damooie emphasized the critical importance of caregivers, citing his report titled The Future of Caregiving for an Aging Population, recently produced by the Ventura County Community Foundation (VCCF). He shared that “the caregiver support ratio is sinking very fast and will accelerate over the next 10-20 years.” Dr. Damooie also highlighted the adverse impact that caregiving can have on caregiver health. To present a broader outlook and to emphasize the need to work together, Phylene Wiggins, VCCF Vice President for Community Investments and Partnerships, gave a philanthropy perspective and stated that “Giving USA indicated that in 2018, the philanthropic dollar in the U.S. totaled $428 billion. Of that, (only) 2% was dedicated to aging.” She pointed out that partnerships between philanthropy and government or private entities are imperative for future success.

Panel Discussion I

Panelists
Bill Foley, Director, County of Ventura Health Care Agency
Barry Zimmerman, Director, County of Ventura Human Services Agency
Darren Kettle, Executive Director, Ventura County Transportation Commission
Rebecca Evans, Executive Director, VC Workforce Development Board
Phylene Wiggins, Vice President, Ventura County Community Foundation
Kim McCoy Wade, Director, California Department on Aging
Background information to the panelists and the audience was provided as follows:

*Older Adult population growth is outpacing the total population growth.* Californians age 65+ are projected to increase to more than 9 million by 2030. Additionally, the 85+ population is projected to increase by 132% and the 100+ population by 168% nationally by 2040. We also know that currently Alzheimer’s disease is the 6th leading cause of death nationally, the 5th leading cause of death in California, and the 3rd leading cause of death in Ventura County. Currently, 39% of Ventura County’s older adults struggle to meet basic needs; yet resources are currently underfunded, fragmented and uncoordinated.

Each panelist discussed what their sector is doing to address the exponential growth of older adults and people with disabilities and what they saw as the most significant unmet need or gap in their services as related to this growth.

At the conclusion of Panel Discussion I, the audience was polled on the topics of housing, transportation, workforce development, and health care sector.

### Polling Results

**Housing Sector**

**POLLING QUESTION:** What do you think is the top priority that the housing sector needs to address?

**TOP PRIORITY**

- Increase affordable, universal/accessible design housing

**Alliance Recommendations for Master Plan:**

- Incentivize affordable, universal/accessible design in new and remodel construction
- Incentivize city and county governments to engage in creating housing accessible to services needed to age well in the community
- Incentivize access to affordable home modifications
- Consider income to housing expense ratio when addressing the issue of affordability
- Develop strategies to address the situation of the ‘forgotten middle class’

Affordable housing continues to be a top concern, certainly for older adults and probably across all age demographics. It is not news that people want to stay in their own homes, be part of a community, and remain as independent as possible for as long as possible. Additionally, housing design which enables an individual to remain in their home longer is more cost effective compared to placement in an assisted living or skilled nursing facility.

**Current state in Ventura County**

Adults age 65 and older in Ventura County are spending nearly 70% of their household income on rent, which is significantly worse when compared to CA and the nation.

### Renters Spending 30% or More of Household Income on Rent by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>45%</td>
</tr>
<tr>
<td>25-34</td>
<td>55%</td>
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<tr>
<td>35-64</td>
<td>65%</td>
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<tr>
<td>65+</td>
<td>75%</td>
</tr>
<tr>
<td>Overall</td>
<td>60%</td>
</tr>
</tbody>
</table>

Significantly better than the overall value
Significantly worse than the overall value
No significant difference with the overall value

Health Matters in Ventura County
www.healthmattersinvc.org

In addition, housing expenditures are not an issue only for those living at or below poverty level. Victoria Jump, Executive Director, VCAA, stated, “I’m worried about the forgotten middle class who are not poor enough to qualify for public assistance, but not wealthy enough to pay for care; or if they do pay for care, they’re that much closer to spending down all their money, [and] then they’re that much closer to one catastrophe away from homelessness.” That same community-wide view was echoed by Barry Zimmerman, Director, Ventura County Human Services Agency when he stated. “It must be a community look at how we value seniors. We are in new territory. We are seeing 70-year-olds becoming homeless for the first time - something we have never seen before.”

**Other priorities identified in this sector:**

- Develop early intervention programs and supports to address declining financial capacity and potential for homelessness
- Develop and fund programming and supports for homeless older adults and people with disabilities
- Build multi-generational affordable housing
- Advocate for replacement of the Federal Poverty Level Guidelines with a realistic measure of poverty by county
- Increase funding for home modifications and assistive technology
Transportation Sector

POLLING QUESTION: What do you think is the top priority that the transportation sector needs to address?

TOP PRIORITY
Develop a coordinated countywide transportation system

Alliance Recommendations for Master Plan:
- Incentivize coordination between different transportation systems within cities, counties and regions
- Ensure funding to meet increased demand for affordable transportation and facilitated mobility
- Explore/support/incentivize public/private partnerships related to providing transportation
- Explore/support/incentivize technological solutions related to transportation, such as tele or remote services

Lack of or inadequate transportation is well documented as a barrier to healthcare but could also be considered a barrier to ‘life care’ when one considers food, finances, and socialization. The medical literature is clear regarding the impact of inadequate transportation: missed appointments, delayed care, and poorer management of chronic conditions. It stands to reason that as the number of older adults increases, so will the need for transportation services. Transportation resources will need to be able to accommodate an increased number of older adult and disabled riders who need varying levels of assistance.

Current state in Ventura County
Darren Kettle, Ventura County Transportation Commission Executive Director, characterized the current challenges facing Ventura County in a frank manner. “We have been delivering public transit for the same way for 100 years. In our county, we have 9 different public transit systems, and each have their own services…. how do we better coordinate and consolidate some of our systems? These are solvable problems.” Mr. Kettle stressed the urgency of the situation and went on to say “…We have a lot of work ahead of us. If we are really going to do this, it’s going to require a plan like this…investing more transit resources for seniors and people with disabilities.”

Other priorities identified in this sector:
- Increase opportunity for affordable door-through-door transportation
- Invest in mass transit alternatives
- Increase affordable transportation including assistance with mobility
- Increase opportunity for affordable on-demand transportation
- Increase extended hours for transportation services

Workforce/Employment Sector

POLLING QUESTION: What do you think is the top priority that the workforce/employment sector need to address?

TOP PRIORITY
Increase long term care specialty service workers to support older adults and people with disabilities to live well in the community

Alliance Recommendations for Master Plan:
- Support local Workforce Development Boards to provide training that addresses educational needs and establishes career paths
- Incentivize opportunities for well-paid and benefited jobs, opportunities for professional growth and career advancement
- Incentivize education providers (Adult Ed, community colleges, universities) to offer instruction to long-term care specialty service workers

An educated workforce, be it family or professional caregivers, is needed to provide increasingly complex care to a growing older adult population. Currently care for older adults and those with disabilities is often provided by family/friend caregivers in addition to health care support personnel all of whom have varying levels of training. Rebecca Evans, VC Workforce Development Board, Executive
Director, offered a partial solution, “We can use our funding to allow a person to have a pathway from entry level home health care to perhaps a certified nursing assistant to perhaps a certificate in memory care or an understanding of disease progression.”

Current state in Ventura County
Ventura County is experiencing a declining birthrate which means there are fewer caregivers of all types to care for our older adult residents. Erin Slack, Ventura County Epidemiologist, described the local need “17.6% of 65 and older population have some sort of difficulty with independent living. But for the 75 and older population, it increases to 1 in 3.” Ms. Slack went on to discuss disparities by zip code, stating, “As we do this Master Plan, we must consider the needs of geographical areas. It’s not going to be a one size fits all solution.”

Other priorities identified in this sector:
- Develop policies, programs, and services delivered by, for, and with the engagement of aging and disabled individuals to best serve their needs
- Increase pay/benefits/opportunities for career advancement for direct care workers
- Expand employer and government policies for flexible work schedules, tax credits and family leave
- Address declining enrollment in geriatric programs (geriatricians, nurse practitioners)
- Incentivize recruitment for skills set related to blind and hearing impaired and other disabilities

Health Care Sector

**POLLING QUESTION:** What do you think should be the most important priority that the health care sector needs to address?

**TOP PRIORITY**
Create sustainable funding for expanded community-based services to decrease unnecessary health care utilization, reduce cost, and extend time that one could stay in the community

**Alliance Recommendations for Master Plan:**
- Obligate sustainable funding to community-based organizations to work with older adults with chronic diseases, including mental health conditions, in care management, assessment of the social determinants of health, and linkage to needed services
- Fund social care services to overcome isolation and accelerated mental and physical decline
- Incentivize partnerships between health care entities and community-based organizations to fund community-based organization activities
- Promote public/private/philanthropic partnerships to increase CBO services

**What Goes Into Your Health?**

Historically, health care has focused on treating illness. Addressing Social Determinants of Health (SDOH), such as housing, transportation, caregiving, food, prescription drug costs, and linking individuals to community resources, has been the purview of CBOs. However, addressing SDOH is increasingly recognized as having a larger impact on health outcomes than clinical/medical services. Through addressing unmet social needs, CBOs can decrease unnecessary utilization, reduce medical costs, and improve health outcomes and quality of life.

Current state in Ventura County
Ventura County’s existing CBOs are recognized as experts in creating and utilizing community resources. However, funding for CBO activity is often variable, and not obligated for long-term sustainability, meaning, when granted funds end, the care stops. To date, there is a lack
of sustainable funding for CBOs to expand services and engage in meaningful partnerships. Health Matters in Ventura County (www.healthmattersinvc.org) publishes local statistics for those age 65+ in a variety of categories, such as: preventable emergency room visits, number with a disability, number with a cognitive deficit, number with a self-care difficulty, and hospitalization rates due to chronic diseases and mental health disorders. This collective data clearly indicates that there are a significant number of Ventura County residents who could benefit from focused and intentional funding to CBOs.

Other priorities identified in this sector:
- Forge an enhanced partnership between medical and community-based providers and share information across the continuum to improve health outcomes
- Address the social determinants of health as a critical element of healthcare
- Include family caregivers as a critical member of the care team to improve health outcomes
- Elevate the value of hospice and palliative care
- Increase the number of providers that have a geriatric specialty
- Invest in a person-centered approach to improve health outcomes

Panel Discussion II

Long-Term Services and Supports: What Needs to Change?

Panelists
Dani Anderson, Executive Director, Independent Living Resource Center
Victoria Jump, Director, Ventura County Area Agency on Aging
Teresa Valko, Board Chair, Alzheimer’s Association Central Coast Chapter
Blair Barker, Director, Camarillo Health Care District Care Services

Background information to the panelists and the audience was provided as follows:

Long Term Services and Supports (LTSS) is a broad term that refers to the actual paid and unpaid non-medical services that some people with disabilities, advanced age, and/or chronic conditions need to complete their daily routines. Examples of these supports may include eating, bathing, dressing, preparing meals, managing medications, housekeeping, laundry, transportation, adult day care programs, and care planning and coordination of care. Most of this care happens in the home as most adults prefer to age in the community. We know that Long Term Services and Supports has potential to reduce medical costs and improve health outcomes. Family/friend caregivers are the backbone to long term care and are providing increasingly more complex/nursing tasks. The projected ratio of older adults to family/friend caregivers is expected to decline significantly in the future.

Each panelist discussed challenges facing their sector regarding the exponential growth of older adults and people with disabilities. At the conclusion of the panel discussion, the audience was polled on the topics of caregiver support, support to people with Alzheimer’s or other dementias, disability/accessibility sector, and addressing the needs of older adults.

Polling Results

Caregiver Support Sector

POLLING QUESTION: What do you think should be the top priority to best support caregivers?

TOP PRIORITY
Address financial impact on family/friend/caregivers (lost wages, decreased retirement savings, use of own $ for person needing care)

Alliance Recommendations for Master Plan:
- Increase funding for caregiver education and support services
- Create tax incentives for family/friend caregivers
- Expand financial support for elder help (adult day care services, care at home, respite)
- Increase employer incentives for caregiver flexible work schedules, telecommuting, onsite caregiver education

Caregiver roles are increasingly broad and more complex for which they receive little or no training. Finding additional ways to support caregivers must be a priority as supporting the caregiver is a necessity for both care recipient and caregiver health. A 2014 AARP report shows that about 40 million family caregivers in the United States provided an estimated $37 billion hours of care valued at approximately at $470 billion dollars. Professor Jamshid Damooie stated, “From a recent AARP study, 54% of respondents stated that being a caregiver affected their job or career in some way: 21% had to reduce their hours, 18% had to increase their hours, 20% had to change their work schedule, 13% had to resign and 9% had to change jobs/careers.” In other words, family/friend caregivers are providing billions of dollars of care at the expense of their own finances and health.
Current state in Ventura County

One in three respondents of the 2019 CHNA identify as a caregiver. In support of caregivers, Ventura County has three federally designated Family Caregiver Resource Centers. Center staff see numerous barriers: family caregivers unable to care for loved ones due to being in the workforce, ‘forgotten middle class’ who do not qualify for financial assistance but do not have the money to pay for continually increasing cost of care, and limited availability of free/subsidized resources such as respite care. They also face siloed systems, lack of education for increasingly complex care tasks, and increased caregiver stress/illness due to putting off their own care while caring for their loved one.

Other priorities identified in this sector:

- Address increased need for caregiver respite/support
- Address increased toll on caregiver physical and mental health by assessment and programming for caregivers
- Expand caregiver training to include increasingly complex caregiving tasks
- Incorporate caregivers in care plans
- Address projected decrease in both family and professional caregivers

Alzheimer’s Disease/Dementia Sector

POLLING QUESTION: What do you think should be the top priority that needs to be addressed to support people with Alzheimer’s and related dementias?

TOP PRIORITY

Assistance with cost of adult day services, in-home care and assisted living/nursing home care due to the need for increased care over a longer period

Alliance Recommendations for Master Plan:

- Create options including tax incentives to offset expenses for long-term care
- Increase access to evidence-based caregiver training, education and interventions specific to Alzheimer’s disease and other dementias
- Expansion of the Assisted Living Waiver program to all counties, to include memory care and to consider the forgotten middle class

Individuals with Alzheimer’s Disease or other progressive dementias experience memory loss, poor judgement, and difficulty completing normal tasks such that caregiver support is a necessity. A person’s condition may progress to being completely dependent on others, requiring 24-hour care. Eldercare settings such as adult day care, extra care in the home, or memory care assisted living facilities are important options of long-term services and supports for older adults.

Current state in Ventura County

Erin Slack, Ventura County epidemiologist, reported that Alzheimer’s is the 6th leading cause of death nationally, the 4th in California, but is 3rd in Ventura County. Compared to CA counties, Ventura County is in the worst 25% of CA counties, with an exponential increase expected. At the same time, she shared that consumer expenditures for elder care in Ventura County are down. County residents cannot keep pace with the increased prevalence and cost associated with Alzheimer’s and other dementias.

Other priorities identified in this sector:

- Elevate and increase mental health/social services to overcome isolation that accelerate mental and physical decline
- Educate health care providers on the behavioral issues surrounding dementia and the impact of the of the disease on the management of other medical conditions
- Develop school curriculum regarding dementia and aging in order to develop empathy and incentivize entry into caregiving fields
- Address the overarching impact of dementia on other city and county government services
- Broaden community education to decrease dementia stigma and isolation

VENTURA COUNTY MASTER PLAN FOR AGING REPORT
Panel Discussion II: Polling Results
Disability Sector

POLLING QUESTION: What do you think is the top priority that the disability/accessibility sector needs to address?

TOP PRIORITY
Streamline systems to be centralized, navigable, user-friendly, and cross-linked, providing access to information, resources, services, at the state, regional, and local level.

Alliance Recommendations for Master Plan:
- Sustain funding to existing Adult & Disability Resource Centers and establish new Adult & Disability Resource Centers in CA
- Assist in the development of health and community information exchanges across the state to decrease silos
- Create a universal assessment
- Design CA’s aging and disability administration to align with the federal Administration on Community Living achieving closer alignment and leverage resources

According to the Centers on Disease Control and Prevention, more than 50 million people (approximately 20% of the population) in U.S. have a disability, and of those, more than 34 million (greater than 12%) live with a severe disability. Additionally, poverty and underemployment are major problems facing individuals with disabilities, and in California, those who need assistance must navigate a fragmented system of 100+ Long-Term Care programs and Services for Older Adults and Adults with Disabilities under various departments (www.ccltss.org/2019-advocacy-day-materials/ - click on link of Periodic Table of CA’s Long-Term Care Programs and Services).

Older Adults Sector

POLLING QUESTION: What do you think the most important priority should be for addressing the needs of older adults?

TOP PRIORITY
Invest in community case management and care coordination to improve health outcomes, reduce cost of health care, and promote independence in the community.

Alliance Recommendations for Master Plan:
- Create sustainable funding for community-based care management/coordination to improve access to needed support services for older adults
- Support community-based programs in elevating the role of the family/friend caregivers as a valued member of the care team
- Support creation of programs that reflect the socio-economic, racial, gender, sexual orientation, cultural, ethnic and geographic diversity of the region

The large and quickly increasing number of older adults in California will have a profound impact on the Ventura County’s health care and social service infrastructure, increasing the demand for caregivers at precisely the time the number of family caregivers is significantly decreasing. Navigating a complex health care system will require professionals trained to identify and address gaps in care and link vulnerable older adults to appropriate services and supports. Community care management and coordination has been shown to be effective. A Center for Medicare and Medicaid Services Demonstration Project of community care coordination performed by a CBO in conjunction with 3 Ventura County hospitals in 2013-14 showed a significant reduction in unnecessary hospital utilization, lowering costs.

Current state in Ventura County
According to Dani Anderson, Independent Living Resource Center’s Executive Director, one of the challenges is that people don’t want to admit that aging can be a form of disability. At present, 35.7% of Ventura County adult population are limited because of a physical, mental, or emotional problem. As older adults and those with disabilities share similar challenges, the Ventura County ILC and the VCAA came together to develop the ADRC and it is one of nine centers in California. Victoria Jump, VCAA Director emphasized, “We need to get rid of siloes between organizations. People should need to come into the system only once to get help from the Ventura County network.”
Current state in Ventura County

“[There are] a lot of people who must go through a system that’s not designed for them,” stated Victoria Jump, Director of VCAAA, “My agency is charged with leadership to support 196,000 older adults in Ventura County. I’m thankful we are not at the point [where] they all need help at the same time, but we know there are [already] 25,000 people on Medicare and Medi-Cal, 15,000 living below the poverty line, and 15,000 living with Alzheimer’s disease or a related dementia.” Although there is a broad base of programs and services available in Ventura County, older adults and their families still find that weaving together enough resources, and financing care to age in the community, is a nearly impossible task. In spite of the proven impact of community-based care management in addressing barriers and coordinating care, this type of service is currently under-funded in Ventura County.

Other priorities identified in this sector:

- Create sustainable funding streams for transition services among and between hospital, rehab, nursing facilities and community-based services to reduce avoidable health care utilization
- Advocate for sustainable funding to expand community-based infrastructure to support living as independently as possible
- Streamline program bureaucracy for ease of use for the older adult population
- Elevate and increase mental health/social services to overcome isolation that accelerates mental and physical decline

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A second report was generated from the Forum, prepared by VCAAA for the VC Board of Supervisors
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Camarillo Health Care Center
Camarillo Health Care District
Coastal View Healthcare Center
Community Memorial Hospital
Glenwood Care Center
Las Posas Home Health
Livingston Memorial Visiting Nurse Association
Los Robles Healthcare
Mission Home Health
Ojai Valley Hospital & Continuing Care Center
Santa Paula Hospital
Seaview IPA
Shoreline Care Center
St John's Regional Medical Center
St. John's Pleasant Valley Hospital
Summit Home Health
Ventura County Medical Center
Ventura Post-Acute
Victoria Care Center

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