

Master Plan for Aging

FIVE BOLD GOALS FOR 2030



Today's Agenda

- California's Master Plan for Aging (MPA) Overview
- MPA's 3 Workforce Strategies
- CDA/CWDB Partnership Opportunities
- Discussion



GOVERNOR GAVIN NEWSOM CALLS FOR CREATION OF A MASTER PLAN FOR AGING

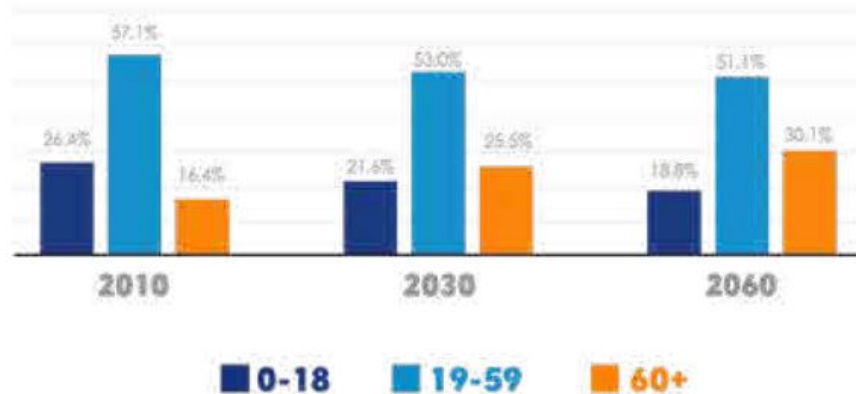
Executive Order N-14-19, June 2019

Governor's Executive Order calls for the Secretary of the Health and Human Services (HHS) Agency to convene a cabinet-level Workgroup for Aging to advise the Secretary in developing and issuing the Master Plan.

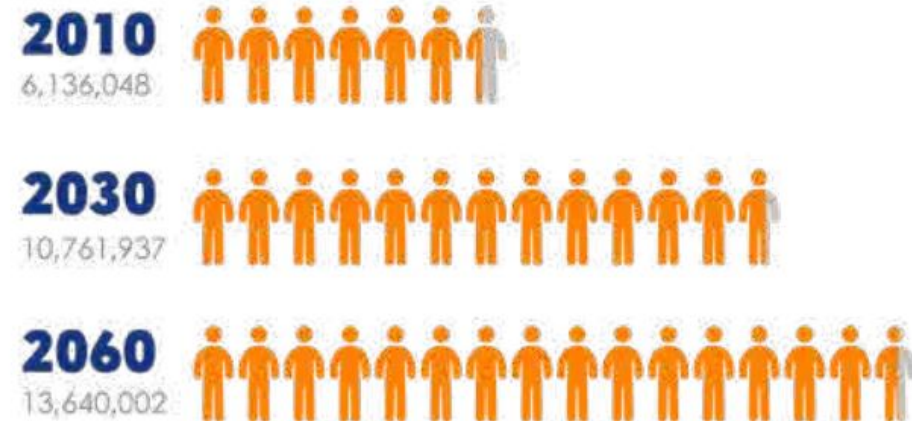
The order also directs HHS to convene a Master Plan for Aging Stakeholder Advisory Committee, which will include a Research Subcommittee and a Long-Term Care Subcommittee with an interest in building an age-friendly California.

By 2030, Californians 60 and Over Will Comprise One-Quarter of the Population

Distribution of the CA population by age group, by year



Number of Californians age 60+ by year

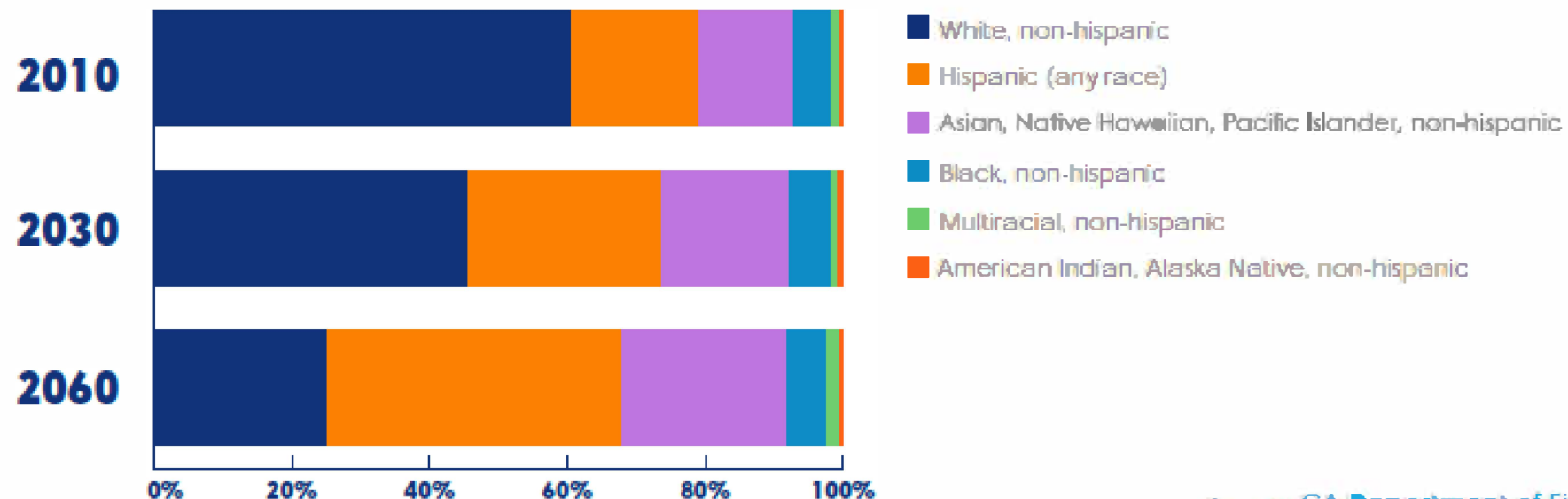


Source: [CA Department of Finance](#)

California's older population is becoming more racially and ethnically diverse

By 2030, white, non-Hispanic older adults will no longer represent the majority of older adults.

California's 60+ population by race/ethnicity, by year



Source: [CA Department of Finance](#)

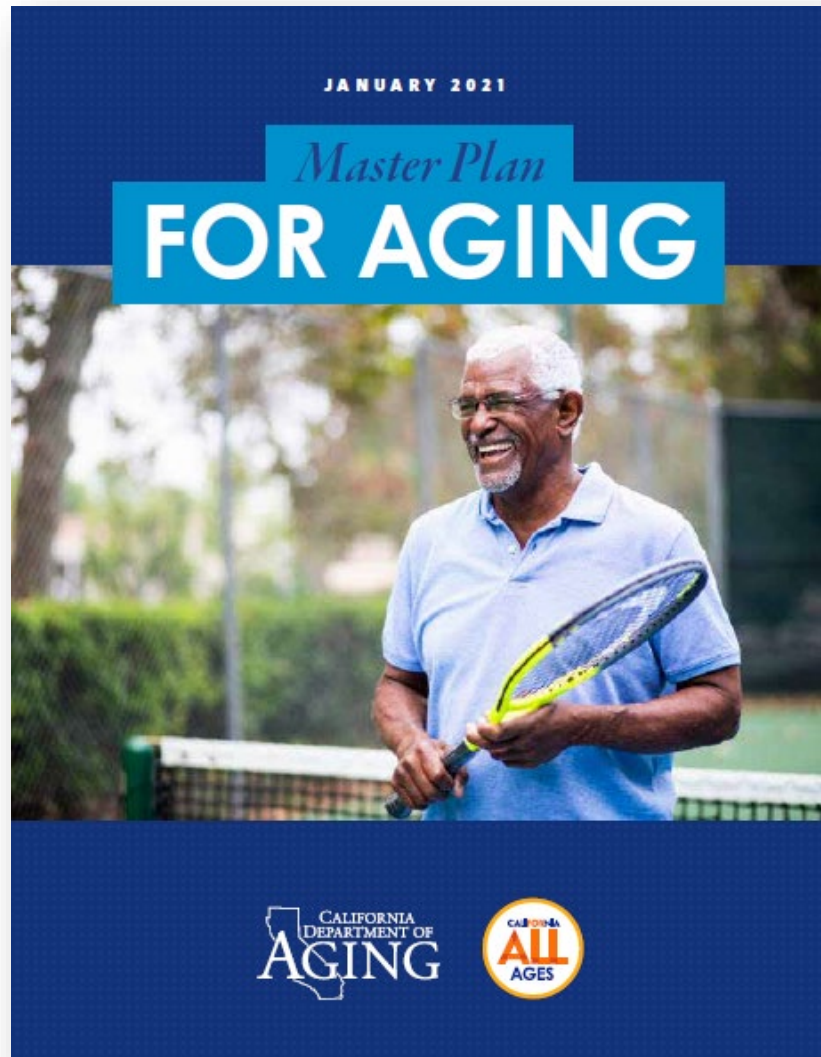
Master Plan for Aging: Together We Engage

How We Got Here

- Public Participation
- Stakeholder Engagement
- Stakeholder Recommendations
- Community Roundtables with Legislators
- Task Force on Alzheimer's Disease Prevention & Preparedness
- Cabinet Work Group
- COVID19 Lessons



Master Plan for Aging: Launched January 2021



Master Plan for Aging: Five Bold Goals for 2030

The MPA is for people of all ages who are family, friends, neighbors, coworkers, and caregivers of older adults.



**Goal 1:
Housing for All Ages
and Stages**



**Goal 2:
Health Reimagined**



**Goal 3:
Inclusion and Equity,
Not Isolation**



**Goal 4:
Caregiving that Works**



**Goal 5:
Affording Aging**



Master Plan for Aging

132 Strategies for 2021-2022

The Governor's Cabinet has signed off on over 130 initiative to kick-start the first two years of the Master Plan for Aging.

Strategy C: Protection from Poverty & Hunger

The federal/State safety net for older adults and people with disabilities, Supplemental Security Income/State Supplementary Payment (SSI/SSP), has not kept up with poverty levels. A recent state budget agreement proposes to begin to address the SSP in January 2022. The hunger and nutritional needs of older Californians need greater assessment and coordination to provide affordable and culturally appropriate foods through CalFresh (SNAP), food banks, meal delivery at home, congregate meals at day centers and long-term care facilities, farmers markets, and medically tailored meals, among others.

+ View the 2021-2022 MPA initiatives

Initiative 129 - Consistent with the Budget Act of 2018, begin to bring older adult basic income (Supplemental Security Income/State Supplementary Payment and Cash Assistance Program for Immigrants) up to meet Elder Economic Index and Federal Poverty Level, to meet need as funding available. (Leading Agency: CHHS)

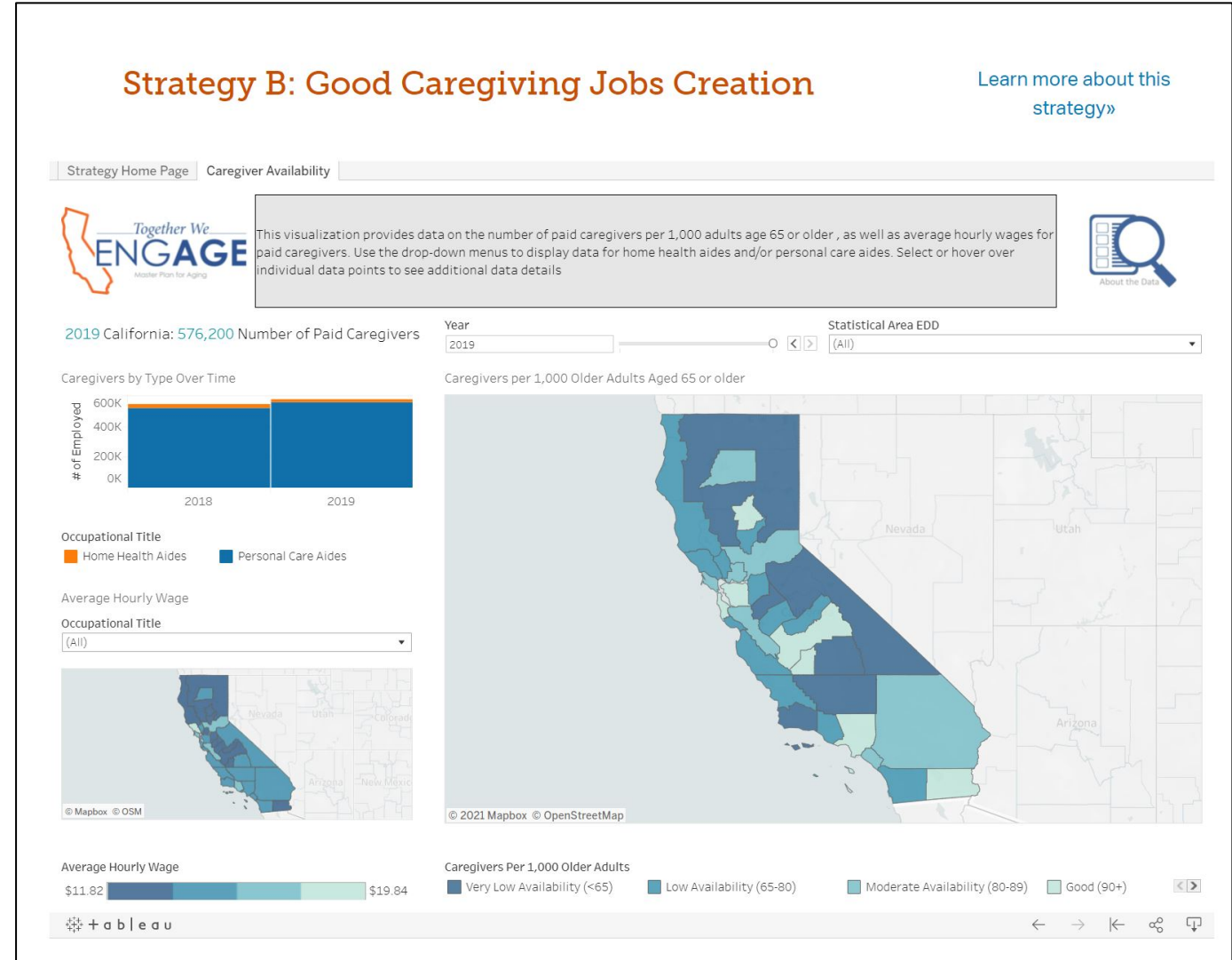
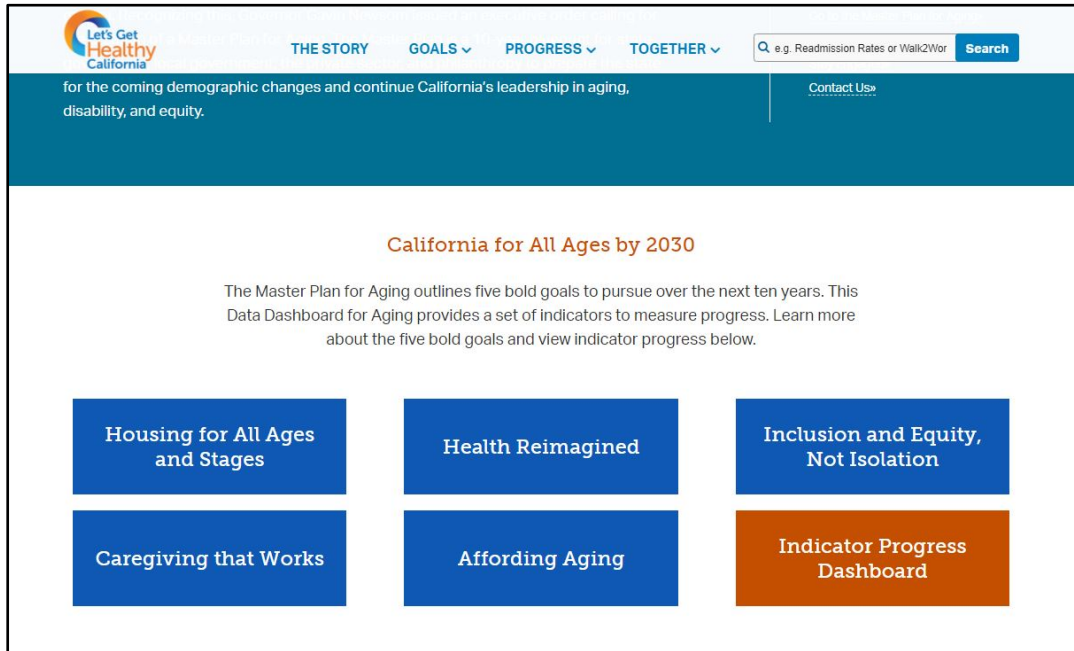
Initiative 130 - Map and identify opportunities – at federal, state, and local level - to address older Californians' needs for nutrition, with lessons learned from COVID-19 Food CBO work group, across CalFresh, Older Californians' Home and Congregate Meals, Food Banks, Senior Farmers' Market Nutrition, Adult Care Meals, Medically Tailored Meals, Residential Facility Meals, Great Plates, and more. (Leading Agencies: CHHS, CDFA, OES & CDE)

Initiative 131 - Continue to streamline older and disabled adult enrollment, renewal, and online shopping in CalFresh, as allowable. (Leading Agency: CHHS)

Initiative 132 - Seek federal funds to expand the senior food box program (Commodity Supplemental Food Program) statewide. (Leading Agency: CHHS)

MPA Data Dashboard for Aging

Tracking & Measuring Progress Over Ten Years



Download
Playbook in PDF
format

Local PLAYBOOK

The MPA Local Playbook: Take Action to Build a California for All Ages

The Master Plan for Aging Playbook is designed to assist state and local government, communities, and private and philanthropic organizations in building environments that promote an age-friendly and disability-friendly California.

Download the [MPA Local Playbook](#) and explore resources below.

* Play One: Use the Governor's Blueprint to Engage Your Local Leaders



Collaborative, and cross-sector, partnerships are the key to implementing successful projects, policies, and initiatives. It is important to get the right leaders at the table. Local government, community planners, aging and disability advocates, and subject matter experts are all important players. The list below will help you identify your local and regional leaders in community development and the aging and disability fields.

+ Local Government

+ Health, Aging, and Disability Leaders

+ International and National Organizations with Local Chapters

+ Universities & Colleges with Gerontology & Geriatric Research

+ Aging-Focused Philanthropy Organizations

Master Plan for Aging: Five Bold Goals for 2030

GOAL THREE: Inclusion & Equity, Not Isolation

We will have lifelong opportunities for work, volunteering, engagement, and leadership and will be protected from isolation, discrimination, abuse, neglect, and exploitation.

TARGET: Keep Increasing Life Satisfaction as We Age

LOCAL MODEL: [Purposeful Aging Los Angeles](#)

STRATEGIES:

- A. Inclusion and Equity in Aging
- B. Closing the Digital Divide
- C. Opportunities to Work
- D. Opportunities to Volunteer and Engage Across Generations
- E. Protection from Abuse, Neglect & Exploitation.
- F. California Leadership in Aging



MPA GOAL THREE: Inclusion & Equity, Not Isolation

Strategy C: Opportunities to Work

- **Initiative 84:** Consistent with the goals of the Future of Work Commission, explore ways to promote flexible work models, especially as people age, experience disability, or after retirement. (Lead Agencies: LWDA, GovOps)
- **Initiative 85:** Execute State Workforce Plan's recent inclusion of older adults and CDA's employment program/Title V with local CWDBs and begin mapping job training and apprenticeship opportunities available to older adults and people with disabilities to match available jobs, through all LWDA and CHHS channels, such as Workforce Boards, CalFresh E&T, OAA Employment, Disabled Worker. (Lead Agency: LWDA, CHHS)
- **Initiative 86:** Provide assistive technology equipment and devices available to workers with disabilities, to meet need and advance equity, within existing resources. (Lead Agency: LWDA, CHHS)
- **Initiative 87:** Provide re-entry services to older adults that increase employment and engagement and address inequity, to meet need and advance equity, within existing resources. (Lead Agency: LWDA, CDCR)

Master Plan for Aging: Five Bold Goals for 2030

GOAL FOUR: Caregiving That Works

We will be prepared for and supported through the rewards and challenges of caring for aging loved ones.

TARGET: One Million High-Quality Caregiving Jobs

LOCAL MODEL: [Healthcare Career Pathway](#)

STRATEGIES:

- A. Family & Friends Caregiving Support
- B. Good Caregiving Jobs Creation
- C. Virtual Care Expansion



GOAL FOUR: Caregiving That Works

Strategy B: Good Caregiving Jobs Creation

The caregiving workforce can be grown through caregiver training and professional development opportunities, along with livable wages, job placement support, and improved job quality. Higher wages will help paid caregivers work toward financial security, alleviate economic disparities, and better reflect the true value of their work.

- **Initiative 111:** Convene a Direct Care Workforce Solutions Table to address workforce supply challenges and opportunities in skilled nursing facilities. (Lead Agencies: CHHS & LWDA)
- **Initiative 112:** Consider expanding online training platforms for direct care workers – including opportunities for **dementia** training for IHSS family caregivers seeking a career ladder and more - to meet need as funding available. (Lead Agencies: CHHS, LWDA, Community Colleges)
- **Initiative 113:** Diversify pipeline for direct care workers in home and community settings by testing and scaling emerging models (e.g., Healthcare Career Pathways; High-Road Direct Care; Universal Home Care Workers; more), to meet need as funding allows. (Lead Agencies: CHHS, LWDA, Community Colleges)

Master Plan for Aging: Five Bold Goals for 2030

GOAL FIVE: Affording Aging

We will have economic security for as long as we live.

TARGET: Close the Equity Gap in and Increase Elder Economic Sufficiency

LOCAL MODEL: [San Francisco's Project Homekey and CV19 Meals Expansion](#)

STRATEGIES:

- A. End Homelessness for Older Adults
- B. **Income Security as We Age**
- C. Protection from Poverty & Hunger



GOAL FIVE: Affording Aging

Strategy B: Income Security as We Age

For income, California will pursue partnerships to assess and strengthen all three sources – individual savings, employer-based retirement, and Social Security – and to expand employment opportunities and economic security at all ages.

- **Initiative 120:** In State Planning for Affordability, include aging, disabled, and caregiving populations and life course considerations. (Leading Agency: LWDA)
- **Initiative 121:** Advocate for new federal Administration to assess Social Security gaps for California's diverse workforce, including caregivers, farmworkers, and more. (Leading Agency: LWDA)
- **Initiative 122:** Assess and propose pension data indicators – such as availability and adequacy to aging and older adults – to include in Data Dashboard for Aging. (Leading Agencies: GovOps, CHHS, SCO & STO)
- **Initiative 127:** Continue to promote the California Earned Income Tax Credit (EITC), the only EITC in nation available to people 65 and over. (Leading Agency: CHHS)
- **Initiative 128:** Review CalEITC participation data by older adults for equity and consider reforms to expand access and impact. (Leading Agencies: CHHS & FTB)

Opportunities for MPA Partnership with the CA Workforce Development Board

CURRENT:

CWDB/CDA Title V (SCSEP) Partnership Agreement began in 2019, and now ongoing quarterly meetings

GOALS: Align with State Plan policy objectives that include older (55 plus) workers:

- Fostering “demand-driven skills attainment”
- Enabling upward mobility for all Californians
- Aligning, coordinating, and integrating programs and services

Opportunities for MPA Partnership with the CA Workforce Development Board

NEXT:

- Incorporation of a new section to CWDB's 2022 State Plan Modification that would identify barriers older adults face when seeking employment, including but not limited to age discrimination, the digital divide and inadequate training opportunities, working while managing health conditions and disabilities, and balancing caregiving responsibilities with work.
- Strengthen CDA-CWDB partnership; including considering older adult workforce representation and expertise on the CWDB.
- Partner with LWDA on CHHS/LWDA leadership on direct care workforce solutions
- Ongoing collaboration and information sharing to strengthen the State's ability to provide low-income older Californians with opportunities to receive training services and supports that will lead to gainful unsubsidized employment.



LEARN MORE ABOUT THE MPA

[MPA.aging.ca.gov](https://mpa.aging.ca.gov)

[Sign up for the Together We Engage newsletter for MPA updates](#)

Send questions and comments to EngAGE@aging.ca.gov



Thank you!

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