

- Thursday, November 12, 2015 • Nile Hall, Preservation Park, Oakland •

Making The Difference:
Creating Age-Friendly Institutions and Community in Alameda County
Pathways to Broad, Deep, and Lasting Change
Convened by the Senior Services Coalition of Alameda County

A G E N D A

9:00 am - Welcome and Opening Remarks - Wendy Peterson

9:15 am - 11:45 am - Conference Plenary & Panel Discussions

The WHO Model of Age-Friendly Communities: Potential for Alameda County?

Keynote Speaker: Anabel Pelham, PhD Professor of Gerontology, SFSU, Executive Director at Center for Age-Friendly Excellence

How Counties Change: Successes and Challenges

Moderator: Karen Grimsich, Aging & Family Services Administrator, City of Fremont

Panelists:

- Ben Duncan, Chief Diversity and Equity Officer, Multnomah County, Oregon;
- Diana Miller, Project Manager of the Seniors' Agenda, Santa Clara County Department of Aging & Adult Services;
- Dr. Muntu Davis, Director and County Health Officer, Alameda County Public Health Department

Alameda County Aging Initiative: Are We Getting There?

Moderator: Karen Anderson, United Seniors of Oakland and Alameda County, Commissioner, Alameda County Commission on Aging

Panelists:

- Supervisor Wilma Chan, Alameda County Board of Supervisors;
- Supervisor Nate Miley, Alameda County Board of Supervisors;
- Rebecca Gebhart, Finance Director at Alameda County Health Care Services Agency;
- Tracy Murray, Director, Area Agency on Aging, Alameda County Social Services Agency;
- Scott Coffin, CEO, Alameda Alliance for Health

11:45 am - 12:30 pm - Visioning Roundtables

12:30 pm - 1:30 pm - Networking Lunch

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About Our Keynote Speaker

Dr. Anabel Pelham

Anabel Pelham, Ph.D. is president of the National Association of Professional Gerontologists (NAPG) www.NAPGerontologists.org and professor and founding director of the Gerontology Program at San Francisco State University. Dr. Pelham became a Professor Emeriti in the fall of 2013. Dr. Pelham is Founding Director of the Center for Age-Friendly Excellence (CAFÉ) www.cfafe.org a project of the Los Altos Community Foundation and a member of the Foundation's Board of Directors.

Dr. Pelham has expertise in global issues in aging and gerontology, Age-Friendly Cities and community development, community-based health and human services, qualitative research methods, graduate gerontology curriculum development, geriatric care management, life-long learning, and credentialing and accreditation in the field of gerontology. Dr. Pelham has lectured and taught for several years internationally and in the former European Masters in Gerontology (EuMaG) Summer School in multiple countries around the world. Dr. Pelham's current interests are: creating Age-Friendly Cities and communities, professionalizing the discipline of Gerontology and compassion as a core value in aging.

Dr. Pelham is past president of the California Council on Gerontology and Geriatrics (CCGG) and is an active member of GSA, CAG, IAGG and serves on the AGHE's Global Aging Committee. Dr. Pelham is former Chair of the Senior Commission for the City of Los Altos, where she led the successful initiative to make Los Altos and Los Altos Hills the first Age-Friendly (City and Town) in California. She is a member of the Advisory Council of Grupo Dabvsa, Mexico.

About Our Moderators

Karen Grimsich

Karen Grimsich, MPH, is the Administrator for the City of Fremont's Aging and Family Services Division, which provides supportive services to older adults in the Tri-City Community. The programs she manages range from general wellness and health promotion services to intensive case management and behavioral health interventions. She believes it is important to strengthen the community's role to be part of the solution in assisting older adults as they age.

Karen Anderson

A graduate of Chicago State University and Northeastern Illinois State University, Karen Anderson also did post-graduate studies at Northwestern University and Human Resource Development at Cal Berkeley for eight years in the Chicago school system before completing her 20 year career as a Federal Probation Officer. Simultaneously she served for 20 years as a military instructor in the US Army Reserves and closing her career as Benefits Coordinator for the Peralta Community College District.

Throughout her working years she has served as Oakland President of Black Women Organized for Political Action, President of the East Bay Stonewall Democratic Club, President of the Congress of California Seniors, region 3, Board member of the Alameda County Advisory Commission on Aging, and as a member of the Social Services Coalition. Today, she wears her hat as board member of the United Seniors of Oakland and Alameda County.

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About Our Panelists

Diana Miller

Diana Miller has been the Seniors' Agenda Project Director with the Department of Aging and Adult Services for Santa Clara County since 2013. Previously, she was the Community Outreach Director for the San Jose City Council's Vice Mayor Judy Chirco. Her nonprofit experience includes serving as Executive Director of two nonprofits: People Acting in Community Together, (PACT) a faith-based community organizing project and the Tenderloin Senior Organizing Project. Her experience working with seniors has been in a wide variety of settings including an inpatient geriatric psychiatric unit of a hospital, skilled nursing home and low-income HUD senior housing. Diana holds a Master's Degree from Wheaton College and a BA from the University of Kansas.

Ben Duncan

Ben Duncan is the Chief Diversity and Equity Officer and Director of the Office of Diversity and Equity for Multnomah County. He is also a founding board member of OPAL Environmental Justice Oregon who organizes low-income and people of color to build power for Environmental Justice and Civil Rights in the community. His work focuses on the relationships between our social, economic, and environmental conditions and racial and ethnic disparities. Ben is co-chair of Region X Health Equity Council through the US Department of Health and Human Services Office of Minority Health, and serves as Chair of the Oregon Governor's Environmental Justice Task Force.

Dr. Muntu Davis

Dr. Muntu Davis is currently the Public Health Department Director and County Health Officer in Alameda County, California. He advises the County Board of Supervisors, local government agencies, and community members and organizations on medical and public health issues and on the development and implementation of public health policy and practices. He also provides oversight, strategic direction, and fiscal management of the department and all of its divisions.

Prior to joining ACPHD in 2005, Dr. Davis worked in the Immunization Branch of the California Department of Health Services on pandemic planning and education on febrile rash evaluation. He also practiced medicine in urban and rural primary care and urgent care clinics in Northern and Southern California. He held multiple positions at the Continuity of Instruction to Reinforce Our Children's Learning Environment (C.I.R.C.L.E.) program at the Tom Bradley Elementary School including co-director and member of the board of directors.

Dr. Davis received both his Bachelor of Arts in Spanish and his medical degree from the University of California, Los Angeles, and completed a residency in Family Medicine at Presbyterian Intercommunity Hospital in Whittier, California. He completed The California Endowment Scholars in Health Policy Fellowship and received his Master of Public Health degree from Harvard School of Public Health in Boston, Massachusetts, where he analyzed policies regarding emergency response planning, implementation, evaluation, and modification at the county level in California. His other areas of interest include ways to improve the use of television news, newspapers, and education-entertainment to promote health and community dialogue regarding both health issues and health policy.

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Supervisor Wilma Chan

Wilma Chan has been a strong advocate for children and families for over 35 years. She was re-elected to the Alameda County Board of Supervisors in 2010. Before serving on the Board of Supervisors again, Wilma Chan served as the first woman Majority Leader of the California State Assembly. She represented Oakland, Alameda and Piedmont in the State Assembly from 2000-2006. Ms. Chan authored historic legislation to end the practice of hospitals overcharging uninsured and underinsured patients and to cover California's 800,000 uninsured children. She won approval of \$100 million to expand the state's pre-school program and fought successfully to maintain the state's Master Plan for college student access. It was her 2010 legislation that blew the whistle on Anthem Blue Cross when the healthplan tried to implement a 33% rate increase.

Prior to serving as an Assemblywoman, Wilma Chan was elected twice as the first Asian American to serve on the Alameda County Board of Supervisors. During her first years as a Supervisor, Wilma Chan wrote the strategic plan to keep the Alameda County Medical Center (now known as Alameda Health System) open and formed the Alameda County First 5 Commission. She implemented a citizenship program with the passage of welfare reform and formed the Alameda and San Leandro Youth Collaboratives.

Wilma Chan holds a BA in history from Wellesley College and an MA in education policy and administration from Stanford University. She has two grown children and one grandchild.

Supervisor Nate Miley

Nate Miley was elected to the Alameda County Board of Supervisors in November 2000 and was sworn in on January 8, 2001. He was re-elected for a fourth term in 2012. Prior to representing District 4, Supervisor Miley had the honor of serving the residents of Oakland City Council, District 6. Voters first elected Nate to the City Council in 1990 and again in 1994 and 1998. While on the council Nate earned a reputation as a "maverick" who proactively worked with the community and his colleagues to address some of the city's long-standing issues around problem liquor stores, crime, and community development.

Nate has dedicated his entire adult life to community and public service. After finishing Law School at the University of Maryland in 1976, he moved to Oakland to work as a Jesuit Volunteer. Nate began his community involvement by taking a position with the Oakland Community Organizations (OCO) and has worked with many community-based groups as well as trained community organizers through the National Center for Urban Ethnic Affairs.

In 1986, Nate discovered his passion - advocating for older adults who do not often have a voice - and created the United Seniors of Oakland and Alameda County (USOAC). USOAC empowers older adults to improve their quality of life. Nate served as the Executive Director of the United Seniors for more than 20 years and was elected President of the Board in November 2010.

Nate is a proud father of two children and has lived in Oakland for more than 30 years. He brings with him a commitment and platform to deliver and improve transportation, healthcare, public safety, and social services to his diverse constituents of Oakland, Pleasanton and the unincorporated communities of Ashland, Fairview, Castro Valley and Cherryland.

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Rebecca Gebhart

Rebecca Gebhart assumed the position of Finance Director for the Alameda County Health Care Services Agency (HCSA) in April 2012. In her role, she oversees the HCSA financial and administrative operations including the \$650 million budget and financial reporting, revenue maximization, contract management, agency wide initiatives to improve business processes and infrastructure, and special projects. Rebecca was assigned by HCSA Agency Director Alex Briscoe to take lead on the HCSA's participation in the Countywide Plan for Seniors, which includes convening the working group of HCSA leaders who coordinate with the Social Services Agency, and who work to increase the HCSA services and investments for older adults.

Tracy Murray

Tracy Murray is the Director of the Alameda County Area Agency on Aging and has been with the county for nine years. Her previous professional experience includes senior management positions in the nonprofit, legal and technology sectors. Ms. Murray is an avid equestrian, and when she is not pursuing work on behalf of seniors, she spends time with her husband and two horses.

Scott Coffin

Scott Coffin is the Chief Executive Officer for the Alameda Alliance for Health, a public non-profit health plan that serves more than 250,000 residents in Alameda County. Mr. Coffin has worked in health care administration for more than 20 years, and has dedicated the last eight years to integrating Medicare and Medicaid services, improving access to care, and implementing quality improvement programs. Mr. Coffin has also worked with the underserved and aging populations throughout his tenure as a health care administrator, and continues to expand his career to innovate community-focused partnerships to address unmet needs and improve the overall quality of life, by improving health and health outcomes among underserved and aging members. Prior to joining the Alliance, Mr. Coffin served as the senior business leader for Anthem overseeing the operations for 500,000 Medi-Cal members in 18 urban and rural counties in Northern California.

Conference presentations and other materials will be available on our website at:

<http://seniorservicescoalition.org/county-initiatives/2015-conference-making-the-differencefor-older-adults/>

The Senior Services Coalition of Alameda County represents nonprofit and public organizations who are working together to ensure that Alameda County seniors can rely on an easily accessible, coordinated system of social, medical and supportive care.

SSC has been a unifying and collaborative force in Alameda County for 18 years. SSC works to strengthen the aging services voice in policy making; increase funding for senior services and strengthen the safety net for economically disadvantaged seniors; make the case for community-based supportive services that help seniors live independently; and promote greater flexibility within our County to connect individuals with the services they need.

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Visioning Roundtable Topics

Age-friendly Services: Envision your organization/program in an age-friendly community of the future. How might it look, operate or provide services differently? What kinds of systems or structures would need to be in place to move from idea to action?

County Change: To advance age-friendly change in our communities, local government must focus not only on individual programs, but also on policy and institutional strategies that include the needs of seniors in all areas of planning. What kinds of strategies can be employed to prioritize the needs of seniors across silos?

New Partnerships: The work of individual agencies on senior issues is necessary, but it is not sufficient. To create an age-friendly region, city and county government needs to work in partnership with communities and nonprofit institutions to achieve meaningful results. What benefits could you envision from increased partnerships? How can communities, nonprofits and government each work in stronger partnership?

Age-friendly Housing and the Built Environment: The homes and neighborhoods where seniors live, work and retire matter a lot. How can we increase access to affordable housing for seniors? How can the needs of seniors around the built environment be better represented in transportation, public health, and regional planning?

Age-friendly Community Engagement: Isolation and exclusion from opportunities to participate in their communities can have a major impact on seniors' health and quality of life. How can we increase opportunities for senior volunteer, work and community engagement roles? How can we create more social supports for seniors?

Ageism and Stigma: Seniors are often marginalized in society, and ageism is often an unconscious bias. How does individual, institutional, and structural ageism manifest? What are the beliefs about seniors that are limiting? How can individuals and institutions transform these stereotypes and create a more inclusive society?

Aging and Communities of Color/Diversity: Aging often exacerbates inequities and economic instability for communities of color or ethnic minorities. How can age-friendly policies be developed with cultural humility and input from communities of color and ethnic minorities? How can inequities best be addressed?