

MAKING THE DIFFERENCE TOGETHER

Taking Stock of the Aging Policy Landscape for 2021

A G E N D A

Friday, January 29, 2021 - 8:30am-12:15pm

8:30am - Soft Start - Virtual Orientation & Networking

9:00am - Welcome & Wisdom from Our Community

Wendy Peterson, Director, Senior Services Coalition of Alameda County

9:10am - Conference Plenary & Keynote Conversations

Centering Equity to Advance Policy Change

Keynote: Kevin Prindiville, Executive Director, Justice In Aging

Moderator: Kweli Kitwana, Associate Director for Policy & Advocacy, Senior Services Coalition

The Pandemic and the Economy

Speakers: Kimi Watkins-Tartt, Director, Alameda County Public Health Department

Pete Coletto, Finance Director, Alameda County Social Services Agency

Moderator: Deepa Chordiya, Outreach Manager, LIFE Elder Care

The Public Policy Landscape

Speakers: Anissa Basoco-Villarreal, Assistant Agency Director for Government & Community Relations, Alameda County Social Services Agency

Faith Battles, Assistant Agency Director for Adult & Aging Services, Alameda County Social Services Agency

Scott Coffin, CEO, Alameda Alliance for Health

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

Voices of Our Legislative Partners

Speakers: Hon. Rebecca Bauer-Kahan, California Assembly District 16

Hon. Rob Bonta, California Assembly District 18

Hon. Bill Quirk, California Assembly District 20

Introduced by: Kweli Kitwana, Senior Services Coalition

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Prizes to Keep Our Eyes On

Moderator: **Faith Battles**, Assistant Agency Director for Adult & Aging Services, Alameda County Social Services Agency

Speakers: Nicole Howell, Ombudsman Services - Cynthia Carter Perrilliat, Alameda County Care Alliance - Dr. Jim Mittelberger, Center for Elders' Independence - Corinne Jan, Family Bridges - Alexandra Boskovich, Alameda County Community Food Bank - Wendy Peterson, Senior Services Coalition - Marty Lynch, Lifelong Medical Care - Margaretta Lin, Just Cities - Claire Ramsey, Justice In Aging - Sharon Cornu, St Mary's Center

11:20am - Action Conversations

- Vaccine - Coordinate and Share Best Practices for Communication and Distribution
- Basic Needs - Coordinate to deliver Food, Housing, Healthcare, and Support
- Public Policy Advocacy - Collaborate to Fund Services and Advance Legislative and Systems Change Priorities
- CalAIM - Inform Local Planning for Medi-Cal's Transformation

12:00-12:15pm - Appreciation & Networking

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Making the Difference convenes community-based service providers, health care professionals, health, housing and social services agency leaders, policy makers and community members in Alameda County. Together we'll examine the challenges and opportunities we face as we transform our systems and our communities to serve older people, exploring these topics in terms of their practical relevance in Alameda County.

Made Possible with the Generous Support of:



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About Our Keynote Speaker

Kevin Prindiville

Kevin Prindiville is Justice in Aging's Executive Director. He is a nationally recognized expert on Medicare and Medicaid policy and has served as counsel in several class action lawsuits protecting low-income senior's access to public benefits. Kevin has a long history of developing partnerships and directing strategic advocacy efforts. The author of numerous articles, reports and briefs, he frequently testifies before legislators, presents at national conferences and works closely with both federal and state regulatory agencies. He also is quoted often in national and California media.

Kevin is on the Board of Directors of the American Society on Aging. Prior to joining Justice in Aging, he worked as a staff attorney at the Pennsylvania Health Law Project in Philadelphia where he represented low-income individuals having trouble obtaining health care. He is a graduate of the University of Pennsylvania Law School and the University of California, San Diego. Kevin is admitted to the California Bar.

About Our Moderators

Deepa Chordiya

Deepa Chordiya is Outreach Manager at LIFE ElderCare, a local non-profit that provides free services, support, and resources for homebound older adults. Prior to this, she managed PR & social media for a cybersecurity company as well as marketing communications for an audio-visual equipment manufacturer. She grew up in Canada and holds a PhD in English Literature from the University of Toronto.

Karen Grimsich

Karen Grimsich has worked with seniors and at-risk populations in a variety of settings, including residential care and Adult Day Health Care. She currently is the Administrator for Aging and Family Services (AFS), a division of the City of Fremont Human Services Department. She has a Bachelors Degree from the Monterey Institute of International Studies and a Masters degree in Public Health (MPH) from the University of California, Berkeley. She manages a division with 23 staff, and over 200 senior volunteers and interns, and a three million dollar budget. The programs under her supervision include a multi-service senior center, case management, caregiver support, senior peer counseling, in-home geriatric mental health team, and health promoter team.

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Kweli Kitwana

Kweli Kitwana has served as the Senior Services Coalition's Associate Director for Policy & Advocacy since 2017, and brings a combined 35 years of experiences in local, state and national grassroots advocacy and progressive policy. Before coming to SSC, Kweli served as Interim Associate Director for the Mid-West Academy for two years before handing off the reins to move closer to her family in California, and she continues to fill in as a lead trainer. Kweli has worked to advance affordable housing, economic security and social justice issues, working with UAction Education Fund, Planned Parenthood, The Center For Progressive Leadership and Progressive Majority.

Kweli's experience has taught her that organizing groups includes deepening their understanding of how strategic actions lead to wins, and she has specialized in leadership and coalition building. She is skilled in developing appropriate tools for dissecting the relationships of power, and has a broad understanding of policy and civic engagement. She values intersectional partnership building and is committed to advancing policies that positively impact underserved and disenfranchised communities.

Faith Battles

Faith M. Battles joined the County of Alameda Social Services Agency - Department of Adult and Aging Services (AAS) in February of 2020 as its Assistant Agency Director. Prior to this appointment, Faith served in the County's Department of Children & Family Services for 20 years, with the last 10 years as Division Director, responsible for directing the recruitment and approval of Resource Parents, the operation and coordination of the County's Assessment Center and the placement of children, youth and Non Minor Dependents in safe and stable homes.

Faith holds a Bachelor's degree in Law & Society from the University of California, Santa Barbara and earned her Master's Degree in Social Work with an emphasis in Administration & Planning from San Francisco State University.

Faith values living authentically and maximizing individual potential and desires that same gift for older adults and adults with disabilities throughout the life span. Faith's professional goals in her role as Assistant Agency Director for the Department of Adult and Aging Services include supporting the County's intention to become an Age Friendly County, broadening the reach of Alameda County's system of care for its aged, blind and disabled citizens that is consumer focused and informed, inclusive and equitable across all spectrums, easily accessible and responsive through no wrong door and is supported by a thriving collaborative effort with valued community partners.

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About Our Panelists

Kimi Watkins-Tartt

Kimi Watkins-Tartt serves as Director of the Alameda County Public Health Department. In this capacity she is responsible for providing overall direction, planning and organization of the programs and operations of the Public Health Department.

Prior to this, and in the role of Deputy Director, Ms. Watkins-Tartt was responsible for the oversight of the department's programmatic divisions which include Family Health Services, Community Health Services, Public Health Nursing and Communicable Disease Control and Prevention. Additionally, Ms. Watkins-Tartt oversaw the management of internal department policies, program budget, grant coordination and personnel management. Ms. Watkins-Tartt has worked for over 25 years within the local public health community and brings a wealth of experience in public health administration, policy development, as well as community health planning and coordination. Prior to taking on the role of Deputy Director, Ms. Watkins-Tartt led the Division of Community Health Services, driving the division's strategic initiatives including the launching of new efforts that aligned with the department's strategic direction to achieve health equity. Ms. Watkins-Tartt was instrumental in helping the department design and implement its health equity and local policy efforts and spearheaded the department's first Chronic Disease Prevention Planning process.

Ms. Watkins-Tartt has a long standing passion and commitment to health equity and social justice. She is a founding member and current Co-Chair for the Bay Area Regional Health Inequities Initiative (BARHII) and serves as Vice Chair of the Health Equity and Social Justice Committee of the National Association of City and County Health Officials (NACCHO).

Peter Coletto

Peter Coletto is the Finance Director for Alameda County Social Services Agency. Pete has over 15 years of finance experience in both the public and private sector. He started his career as a diesel and jet fuel trader and then working in business development for a media company. Pete then transitioned to the public sector, joining the Social Services Agency (SSA) as a Financial Analyst before moving to the County Administrator's Office (CAO).

At the CAO, Pete was responsible for working with County Agencies and Departments to develop the budget for both the program (Health Care, Public Assistance, and Public Protection) as well as the non-program (Capital Projects, Debt, Revenues) areas. Pete developed the County's five-year forecast and worked on providing analysis on initiatives with County stakeholders, including Alameda Health System and ACERA, to County leadership.

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Since returning to SSA as Finance Director, Pete has worked with his team to develop the Agency's first five-year forecast and reorganized the Finance Department to streamline internal processes.

Anissa Basoco-Villarreal

Anissa Basoco-Villarreal became the Assistant Agency Director for the Department of Government and Community Relations, Alameda County Social Services Agency, in February 2020. Anissa has significant experience in public administration, government relations, community organizing, and civic engagement. She is also a steadfast advocate of immigrant rights. In her current role, Anissa is responsible for the oversight of the following teams: Information Systems & Program Integrity Division; Office of Policy; Office of Public Affairs; Disaster Preparedness and Emergency Management; and the Workforce Development Board.

In her previous role as the Policy Director, Anissa led the advocacy of AB 1702 (2016), which was signed by the Governor. She also worked tirelessly on AB 944 (2019) and AB 2111 (2018), both were almost unanimously supported by the legislature but vetoed by the Governor. In her previous roles, Anissa served as a District Director in the CA State Assembly; a Special Assistant to the Alameda County District Attorney; and a Deputy Chief of Staff at the Alameda County Board of Supervisors. She also spent over a decade as a direct service provider serving victims of crime. In her tenure at the District Attorney's Office, she worked to assure passage of four bills sponsored by the District Attorney's office that became law: AB 535 (2013), SB 107 (2013), SB 130 (2013) and AB 307 (2013).

Anissa was raised in El Paso, Texas and is bilingual in Spanish and English. She earned her Master's Degree in Public Administration from San Francisco State University and holds a Bachelor of Arts degree from Vassar College, Poughkeepsie, New York.

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Scott Coffin

Scott Coffin joined the Alameda Alliance for Health in 2015 as the Chief Executive Officer; a public managed care health plan serving more than 270,000 residents in Alameda County, employing 330 employees, and generating \$1.1 billion in revenue. He has worked in health care administration for more than 26 years and dedicated his career to the integration of Medicare and Medicaid services for older adults, formation of quality incentives programs, and development of community-based models of care that reach the highest-need children and adults.

Mr. Coffin has engaged with safety net leaders throughout the East Bay communities to integrate physical health, mental health, substance use, and social determinants of health through collaboration with provider partners. The investments in artificial intelligence, data analytics, and predictive modeling technologies enable sharing of the patient's experience, and to better coordinate transitions of care.

He is active in his community, serving as a coordinator with the street medicine teams and partnering with county health agencies, and innovating with law enforcement organizations for development of coordinated re-entry solutions. He serves as a Commissioner for the First 5 Alameda County, and as a Board member with Integration Healthcare Association, Local Health Plans of California, and Association for Community Affiliated Plans. Prior to joining the Alliance, Mr. Coffin was the senior executive at Anthem & AmeriGroup for the Northern California Medicaid health plan, overseeing the operations for 500,000 Medi-Cal members in 18 urban and rural counties.

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Prize Speakers

Nicole Howell, Executive Director, Ombudsman Services of Solano, Contra Costa & Alameda Counties

Cynthia Carter Perrilliat, Co-Founder & Executive Director, Alameda County Care Alliance

Dr. Jim Mittelberger, Medical Director, Center for Elders' Independence

Corinne Jan, CEO, Family Bridges

Alexandra Boskovich, Government Relations Manager, Alameda County Community Food Bank

Wendy Peterson, Director, Senior Services Coalition

Marty Lynch, CEO Emeritus, Lifelong Medical Care

Margaretta Lin, Executive Director, Just Cities

Claire Ramsey, Senior Staff Attorney, Justice In Aging

Sharon Cornu, Executive Director, St Mary's Center

ACTION CONVERSATIONS

Virtual Breakout Rooms will focus on the following topics:

VACCINE - Coordinate and Share Best Practices for Communication and Distribution

How can the unique needs of older people be addressed through coordination and communication? What concrete resources do we have to offer? What do you need in order to inform and assist your community? What does equity look like and feel like?

BASIC NEEDS - Coordinate to deliver Food, Housing, Healthcare, and Support

How can we coordinate to deliver Food, Housing, Healthcare, and Supportive Services that address the unique needs of seniors? What policy or budget priorities will help you do this? What does equity look like and feel like?

PUBLIC POLICY ADVOCACY - Collaborate to Fund Services and Advance Legislative and Systems Change Priorities

What are the important policy, budget and systems change opportunities? How can we work together to advance them? What do you need to take the next steps? What does equity look like and feel like?

CalAIM - Inform Local Planning for Medi-Cal's Transformation

How might In-Lieu of Services and Enhanced Care Management address the unique needs of older adults? What practical data sources or measurements might be used to document the medical necessity of an In-Lieu of Service? What does equity look like and feel like?

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Conference presentations and other materials are available on our website at:
<http://seniorservicescoalition.org/county-initiatives/2020-21-ssc-conference-making-the-difference/>

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 over 20 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 foster collaborative efforts to connect individuals with the services they need.