

# Post-Briefing FACT SHEET

Milbank Memorial Fund

## STATE LEADERSHIP NETWORK

### California's Master Plan for Aging: Milbank Memorial Fund State Leadership Network Virtual Briefing

April 28, 2021

#### SPEAKERS

**Kim McCoy Wade**  
Director, California  
Department of Aging



**Moderator:**  
**Sarita A. Mohanty,**  
President and Chief  
Executive Officer,  
The SCAN  
Foundation



#### What Is the Challenge?

- California's over-60 population is projected to grow faster than any other age group, increasing from 16 percent in 2010 to one quarter of the population by 2030.
- The next generation of older Californians will be more diverse, more likely to remain in the workforce longer, and less economically secure.
- Older adults experienced unprecedented death rates from COVID-19, particularly nursing homes residents and members of Latino, Black, and Asian Pacific Islander communities.
- Today, services for older adults are fragmented and there is a need for coordinated policies that promote and prioritize healthy aging.

#### What Is a Master Plan for Aging?

- A Master Plan for Aging is a blueprint for aging across the lifespan for members of state and local governments, the private sector, and philanthropy.
- The California Master Plan for Aging outlines five bold goals and 23 strategies to build a *California for All Ages* by 2030. It also includes a Data Dashboard for Aging to measure progress and a Local Playbook to drive partnerships.
  - Goal 1: Housing for All Ages and Stages
  - Goal 2: Health Reimagined
  - Goal 3: Inclusion & Equity, Not Isolation
  - Goal 4: Caregiving that Works
  - Goal 5: Affording Aging

#### Role of State Leaders in Creating California's Master Plan for Aging

- In June 2019, Governor Newsom issued [an executive order](#) calling for the creation of a Master Plan for Aging, as well as a Stakeholder Advisory Committee, a Long-Term Services and Supports Subcommittee, and a Research Subcommittee. An Equity Work Group was established in February 2020.
- A Cabinet Work Group, representing all 10 cabinet departments and other executive offices, was established to consider public and stakeholder input, provide expertise, and ensure coordination.
- The Department of Aging's [Together We EngAGE](#) campaign collected input from the public, stakeholders, and partners through pledges, surveys, meetings, webinars, and community roundtables. In addition to advancing the Master Plan for Aging, the department is "reinventing itself" by modernizing its core programming, service delivery and data collection, while also expanding its work to address issues such as behavioral and mental health, the digital divide, and equity in aging.

#### Key Considerations for Other States

- Executive support from the governor can help move a Master Plan for Aging from idea to action.
- States can establish accountability for the work through mechanisms like a data dashboard and an impact advisory board.
- States can capitalize on existing momentum for key state priorities by including a specific focus on aging: "We wanted aging to be incorporated into everybody's priorities," Kim McCoy Wade

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said in the briefing. “In California, it’s all about housing right now. So that had to be first. I don’t think you can talk about aging without talking about health. And frankly, we wanted to link health and housing really directly so that health is housing and housing is health.”

## Other Takeaways from Briefing

- COVID-19 has acted as an accelerator for the Master Plan for Aging by underscoring ageism, the gaps in access to long-term services and supports, and the numerous burdens on family caregivers.
- A Master Plan for Aging could prepare states to leverage new funding for

older adults, including federal money through the American Relief Plan Act and proposed American Jobs Plan Act, more effectively and efficiently.

- A Master Plan for Aging can build on existing initiatives funded by the Older Americans Act and other state programs and plans.
- Effective state leaders need strong planning and implementation skills to advance a Master Plan for Aging. To fill gaps in knowledge, they can utilize consultants, stakeholders, and executive branch colleagues for subject matter expertise in the many different areas addressed in a Master Plan.

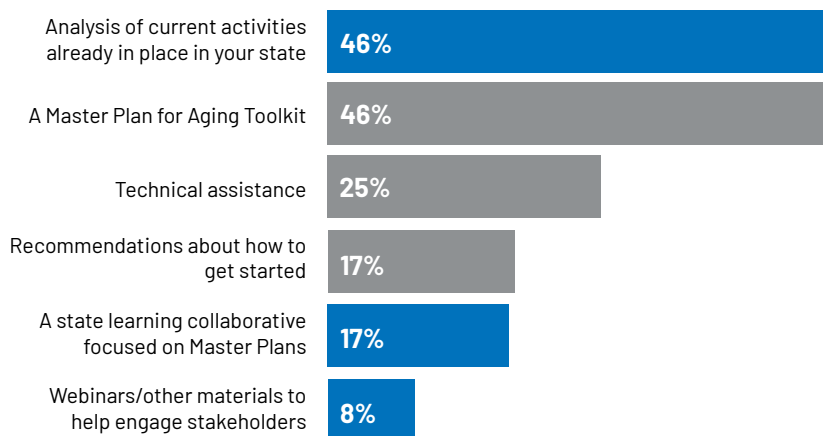
“[One of our goals is] not just serving older adults, but integrating, fighting against ageism, fighting against abuse and neglect, making sure that older adults are not over there, but are centered.”

— Kim McCoy Wade  
Director of the California  
Department of Aging

## Participant Reactions

- 83% of participants responded that their state should develop a Master Plan for Aging.
- Participants reported that an analysis of current state activities and a Master Plan for Aging toolkit would be particularly helpful in facilitating the creation of a Master Plan for Aging in their state.

## What would be most helpful for your state in creating a Master Plan for Aging?



## For Additional Support

If you are interested in advancing a Master Plan for Aging in your state, please reach out to our partners at The SCAN Foundation, who are eager to support states with resources, expertise, and other assistance for Master Plan activities. Please contact Erin Westphal, [EWestphal@thescanfoundation.org](mailto:EWestphal@thescanfoundation.org), or Megan Burke, [MBurke@thescanfoundation.org](mailto:MBurke@thescanfoundation.org), at SCAN for more information.

## Other Helpful Resources:

1. California’s Master Plan for Aging [website](#)
2. California Department on Aging [report](#) on California’s Master Plan for Aging
3. California Health and Human Services Agency’s [press release](#) on California’s Master Plan for Aging
4. The SCAN Foundation [summary](#) of California’s Master Plan for Aging
5. The SCAN Foundation [brief](#) on key elements in building a Master Plan for Aging