

Coalition Summary

The Fall Prevention Coalition of Stanislaus County was established in October 2007 as an effective broad-based community senior fall prevention coalition to increase awareness of fall prevention activities, improve coordination and collaboration of agencies that serve at-risk seniors, increase fall prevention activities, and participate in activities that strengthen the coalition and measure its effectiveness. Founding partners of the coalition include: AARP, Adult Protective Services, Advancing Vibrant Communities, Catholic Charities, California State University, Stanislaus Kinesiology Department, DMC Foundation, Healthy Aging Association, Link2Care-Public Authority of Stanislaus County, Memorial Medical Center, Stanislaus County Area Agency on Aging, Stanislaus County Behavioral Health & Recovery Services-Senior Access Teams, Stanislaus County Health Services Agency, Stanislaus County Commission on Aging, and Stanislaus County Multi-Purpose Senior Services Program.

In July 2012 the Healthy Aging Association in partnership with the Stanislaus County Area Agency on Aging received a Grant from The SCAN Foundation to expand their focus on Long Term Services and Support Systems. The Coalition agreed to change the Coalition name to the “**Senior Coalition of Stanislaus County.**” The Senior Coalition of Stanislaus County will continue to expand coalition membership, thereby strengthening its ability to continue to address fall prevention issues and include a focus on developing a Community around Long Term Services and Supports. The Senior Coalition of Stanislaus County will continue to conduct and coordinate fall prevention activities through the Annual Healthy Aging & Fall Prevention Summit every October and build an infrastructure that will sustain previous efforts of the coalition. The focus over the next 24 months will be to participate in an effective, statewide social movement toward transforming the state’s long-term services and support (LTSS) systems. We will work on improving the Coalition’s ability for social action in Stanislaus County – specifically focused on policy issues around a high-quality, cost effective system of LTSS. The Coalition will bridge the gap and build partnerships, with a focus on inclusion, between organizations and advocates for seniors and persons with disabilities, as well as improve quality of life and care, increase support for Family Caregivers, sustain Fall Prevention Goals and establish Senior Coalition sustainability.

I. Coalition Mission and Vision (or guiding principles)

New Mission Statement: “To enhance the physical, mental, and social well-being, while reducing fall risk for seniors and persons with disabilities in Stanislaus County, in a collaborative community effort through advocacy, education, coordinated services and best practices for independence.”

The Senior Coalition of Stanislaus County will continue to broaden its focus to include Long Term Services and Supports in Stanislaus County following the California Collaborative Guiding Principles for LTSS:

1. **Dignity:** The services are grounded in respect for the person who uses them and driven by the preferences of that person.
2. **Choice:** Access to all types of services is provided on an equal footing.
3. **Flexibility:** The services are comprehensive and flexible enough to meet changing needs and incorporate new modes of service and supports.

4. **Quality:** Public funding and oversight that values and rewards high-quality care.
5. **Legality:** The services are consistent with the legal rights of individuals who use them.
6. **Cultural Competence:** The services are appropriate and responsive to the needs of unserved and underserved populations.
7. **Accessibility:** The services and information about them are easy to locate and use and are physically and programmatically accessible.
8. **Affordability:** The services are cost-effective for the person and the system.
9. **Inclusive:** The system recognizes and supports the crucial role of high-quality paid and unpaid caregivers, including family caregivers, and emphasizes the importance of workforce development and training.
10. **Independence:** The services support maximum independence, full social integration and quality of life.

The SCSC will focus on senior issues and will:

1. Bridge the gap and build partnerships, with a focus on inclusion between organizations and advocates for seniors and persons with disabilities.
2. Improve the Coalition’s ability for social action in Stanislaus County – specifically focused on policy issues around a high-quality, person-centered cost effective system of Long Term Services and Support (LTSS).
3. Establish better coordination of services and increase access to services to improve quality of life and quality of care.
4. Increase Support for Family Caregivers
5. Sustain Fall Prevention Goals and Activities
6. Establish Senior Coalition Sustainability

II. Situational Analysis (SWOT)

Strengths	Weaknesses	Opportunities	Threats
Existing partnerships between social services for aging.	Lack of partnership with local physicians and medical groups	Educate the community through PSA’s, facebook, newsletters, presentations, etc.	Not enough support through budget cuts in aging services
Support from local elected government	Recruitment of Managed Care Organizations to join the Coalition	Build relationships with new MCO’s in Stanislaus County	MCO’s wanting to create their own services and not utilize existing services
Greater Understanding of LTSS by SCSC members	CCI will not roll out until 2019 in Stanislaus County	Monitoring the current roll out in other counties	SCSC members become disinterested in staying involved in SCSC meetings

III. Communication Goals

1. Create unified messaging for media sources
2. Insure that members of the Coalition understand and support the mission of SCSC
3. Create a new Senior Coalition email address that reflects the groups broader mission
4. Add Senior Coalition of Stanislaus County resource to partner Websites
5. Network with other coalitions or attend community meetings
6. Showcase existing senior/persons with disabilities services in Stanislaus County at existing Coalition/Advocacy Groups

IV. Target Audiences

1. Managed Care Organizations
2. Health Care Providers
3. Advocacy Groups for Seniors and Persons with disabilities
4. Local Government
5. Social Directors of Support Services for Seniors and/or Persons with disabilities

V. Overarching Messages and supporting messages

- 1. Many of us aren't aware of how to access the care we might need as we get older.**
 - a. According to the 2012 Survey of California Voters 40 and Older, nearly half of the survey respondents say they only sometimes, rarely or never receive the emotional and social support they need.
 - b. 63% of registered voters are either unsure or inaccurately believe that Medicare covers long-term nursing home care.
 - c. Many Americans believe that they can rely on family to take care of them as they age.
 - d. To find out what services may be available in Stanislaus County call the local Area Agency on Aging Senior Information & Assistance line at 1-800-510-2020.
 - e. Person –Centered: “Health care that establishes a partnership among practitioners, patients, and their families...to ensure that decisions respect patients’ wants, needs and preferences and that patients have the education and support they need to make decisions and participate in their own care.”

- 2. There is a growing demand for supportive services and care as people grow older.**
 - a. Findings from a 2014 Survey among California Voters 40 and Older on Long Term Care, found that nearly half of California voters 40 and older anticipate need for Long-Term Care for Family, yet most are unprepared for costs.
 - b. Today, over 12 million Americans rely on these services and supports, with 58 percent of those individuals over the age of 65. By 2050, it is predicted that this number will more than double, with 27 million Americans relying upon long-term services and supports. America needs a comprehensive system in place that will support our needs as we grow older.
 - c. In 2015, there are approximately 97,100 residents over the age of 60 in Stanislaus County.
 - d. In Stanislaus County, the older adult population 60 and older increased 3.4% in 2015.
 - e. According to the Department of Health Care Services January 2013 approximately 18,000 in Stanislaus County are Medi-Cal/Medicare dual eligible.

3. Seniors and persons with disabilities rely on a system of care that should be transformed to preserve dignity and independence, with each individual’s needs being met in the environment they choose.

- a. Currently there are not enough support services available to meet all needs of older adults and persons with disabilities.
- b. The ability to prepare financially for long-term care expenses continues to be hindered by California’s stagnant economy.
- c. Making financial resources available to caregivers can help allow individuals needs to be met.

VI. Communication Strategies & Tactics

- a. 3 Presentations to local elected officials in the next 12 months
- b. 2 Media Engagement: Press Releases, Modesto Bee Articles
- c. Add links on 75% of Coalition Members Websites
- d. 5 Presentations to local Coalitions and Senior Advocate Groups

VII. Evaluation

Outputs:

- 10000 copies of the Healthy Living Newsletter printed and distributed
- 3 articles in the local newspapers about our issue
- 3 Community Presentations
- 100 posts on Facebook and LinkedIn

Impacts:

- Social Services, Health Plans, and related groups will recognize SCSC as a viable coalition to collaborate on future health care transitions
- Community at large will have awareness increased importance of LTSS and older adult issues

VIII. Contact information

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