

Transforming Aging in Your State: Building Blocks for a Master Plan for Aging

Advancing States HCBS Conference

December 8, 2021

Baltimore Maryland

Speakers

- **Sandy Pastore, MSW**, Health and Aging Policy Organizer, Illinois Health & Medicine Policy Research Group

Robin M. Lipson, Deputy Secretary, Massachusetts Executive Office of Elder Affairs

Olivia Burns, MSW, Aging Texas Well Coordinator, Texas Health and Human Services Commission

Susan DeMarois, Director, California Department of Aging

Moderator: Carrie Graham, Director of Long-Term Services and Supports, Center for Health Care Strategies

What is a Master Plan for Aging (MPA)?

An MPA is a **cross-sector, state-led strategic planning resource** that can help states transform the infrastructure and coordination of services for their rapidly aging population.

It is a living document that:

- Provides a clear framework to plan for 10 years or more
- Enables governors and/or legislative leaders to communicate a clear vision and priorities for their state
- Guides state/county/local policy, public/private programs, and funding toward aging with dignity
- Reflects extensive input from the community, including people of all ages and abilities, actively considering the needs of populations facing racial and ethnic disparities in aging
- Person-Centered
- Equity Lens

Benefits of Developing a Master Plan for Aging

- ✓ Build bridges across government agencies and departments
- ✓ Facilitate collaboration with diverse stakeholders
- ✓ Promote equity and combat bias and discrimination
- ✓ Raise awareness among policymakers and the public about how aging and disability-related policy impacts people at all stages of life
- ✓ Establish statewide priorities to quickly respond to unanticipated and urgent events
- ✓ Create academic, research, and other partnerships that bring aging and gerontology experts to the forefront of policy influence and ensure evidence-based planning
- ✓ Incorporate an aging and disabilities lens across state priorities beyond traditional health care and community services

Illinois Aging Together



- Strategies
 - People-powered movement
 - Broad stakeholder engagement
 - Advisory Committee
 - Developing a Coordinated Policy and Advocacy Agenda
 - Illinois Aging Together Ambassadors
 - Engage Legislators, Appointees, and future Candidates
 - Provide education
 - Find Champions
 - Shifting the Narrative
 - Reframing aging

Governor Baker's Challenge to the Commonwealth



“We need to think differently about aging in Massachusetts. This isn’t just about acknowledging a shift in demographics; it’s about being intentional in our planning to ensure that those who grew up here, raised families and built communities, can continue to contribute their energy experience and talents where they live and make Massachusetts the most age-friendly state.”

– Governor Charles D. Baker, 2018 –

Age-Friendly Massachusetts

Input from 500+ Residents
Across Massachusetts



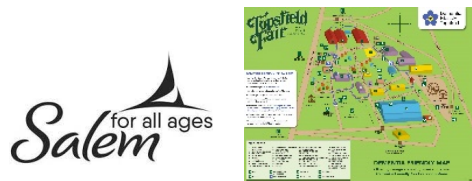
Feedback and Input from
Subject Matter Experts



Governor's Council to
Address Aging in
Massachusetts



Community-Led Age and
Dementia Friendly Efforts



State Designation Team and
Long-Standing Partners



Cross-Sector Partnerships
and Collaboration



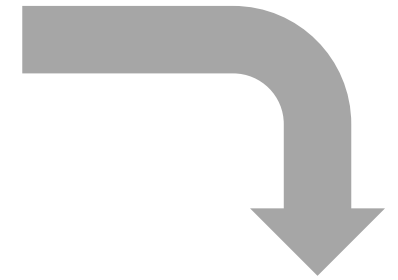
Massachusetts Healthy Aging
Collaborative (Backbone
Organization)



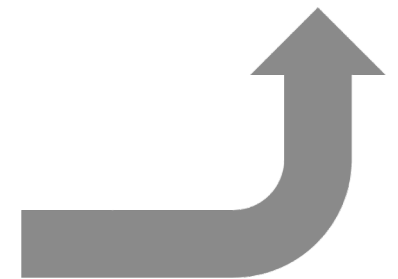
Healthy Aging Data Reports



Sector-Specific
Age-Friendly Initiatives



*ReiM*agine Aging:
Planning Together to Create
an
Age-Friendly Future for
Massachusetts



Identifying Needs and Trends



TEXAS
Health and Human
Services

- Assessing state readiness to serve older adult population
- Reviewing policy
- Supporting community capacity to serve older residents



Master Plan for Aging: Together We Engage

How We Got Here

- Community Groundswell
- Executive Action
- Stakeholder & Public Engagement
- Equity in Focus
- Spotlight on LTSS
- Task Force on Alzheimer's Disease Prevention & Preparedness Alignment
- Cabinet Work Group
- COVID19 Accelerator
- Immediate Opportunities



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**



Eight Building Blocks for Getting Started with an MPA



1. Recruit champions dedicated to advancing the MPA



2. Leverage public and private resources to make the case for an MPA



3. Communicate strategically to gain broad support for an MPA



4. Leverage data to identify unmet needs and establish metrics for success



5. Engage state agencies serving older adults and people with disabilities



6. Identify and align common goals across stakeholders



7. Collaborate with and build on existing age-related initiatives



8. Identify events that highlight the need for an MPA

Thank you for your attention.

For questions or follow up, contact:

**Carrie Graham
cgraham@chcs.org**