



VENTURA COUNTY AREA AGENCY ON AGING
OPTIMAL AGING COMMITTEE

Wednesday, March 23, 2016

2:00 PM to 3:00 PM

Garden View Room

646 County Square Drive, Ventura (805) 477-7300

AGENDA

Chairperson: Sylvia Stein

VCAAA Staff: Christine Voth

1. Welcome and Introductions
2. Public Comments
3. Approval of minutes from meeting held on February 24, 2016
4. Launch of VCAAA's *Optimal Living Club* and *National Senior Health & Fitness Day®* (NSHFD), the nation's largest annual health promotion event for older adults to be held May 25, 2016 – Update on VCAAA activities
5. Talking Points for Outreach Committee for inclusion in public outreach/public relations materials about the Optimal Aging Committee – Continued from last month – Material will be distributed at the meeting
6. Getting started on addressing the committee's objectives 2015-2020 – See attachment
7. Other Committee Involvement/Notification – if any:
 - a. Health Issues Committee
 - b. Legislative Committee
 - c. Livable Communities Committee
 - d. Outreach Committee
 - e. Senior Nutrition Committee
8. Next scheduled meeting date is Wednesday, **April 27, 2016**, 2:00 PM to 3:00 PM

TO: VCAAA Advisory Council Members

FROM: Sylvia Taylor Stein, Chair

DATE: February 24, 2016

SUBJECT: **Optimal Aging Committee (OAC) Meeting Report from February 24, 2016**

Members Present (A quorum was present.)

1. Rose Gossom (Supervisory Appointee)
2. Lori Harasta (City of Ventura)
3. Toni Olson (City of Simi Valley)
4. Ginny Rockefeller (City of Ojai)
5. Sylvia Stein (Service Provider Representative)
6. Bob Taylor (City of Camarillo)
7. Alice Sweetland (City of Oxnard)

Members Absent

1. Marty Kaplan (Supervisory Appointee)
2. Sue Tatangelo (Family Caregiver Representative)
3. Donald Todd (Veterans Representative)

VCAAA Staff Present

1. Christine Voth, Manager, Business Strategy and Strategic Planning
2. Jannette Jauregui, Public Information Officer

1. Welcome and Introductions

2. Public Comments

- a. **Jannette Jauregui** – She is revamping VCAAA’s Good Health/Good Living electronic magazine (also known as the E Magazine). Given that the OAC developed the new guidelines for the E Magazine, Jannette requested input on the requirement that a background check be done on the person to be featured. OAC members were firm on the requirement and stated their rationale. Bob Taylor acknowledged it is a “slippery slope” in that we want to respect and honor the person to be featured while, simultaneously, we must preserve the credibility of the agency. It was suggested that Jannette confer with agency director, Victoria Jump. Jannette said she had already met with Mrs. Jump, and she will report to her the opinion of the committee.
- b. **Lori Harasta** - Lori shared flyers on two upcoming events, one relative to fall prevention and the other about a joint replacement educational seminar. She also shared a flyer on free tax preparation and filing services available to persons who earned less than \$54,000 in 2015.
- c. **Bob Taylor** made a remark during the course of the meeting, which was not a public comment, but is worthy of documenting. Bob said that what he likes about serving on VCAAA’s Advisory Council is that each committee has a role and all the committees are actively doing something productive, which he appreciates.
- d. Another worthy remark: *“The rest of your life and be the best of your life!”* Ginny Rockefeller

3. Approval of minutes from meeting held on December 1, 2015 – Approved (Rose/Toni)

4. Launch of VCAAA's Optimal Living Club and National Senior Health & Fitness Day® on May 25, 2016.

Last month, the OAC supported the launch of the Optimal Living Club on May 25, 2016, to coincide with National Senior Health & Fitness Day. Christine reported that she registered VCAAA with the National Senior Health & Fitness Day organizers. Christine said she has been working with Steve Lehman (SCAN Health & Wellness Center) to spread the word about May 25. This week, she sent an email blast about the event to specifically selected parties such as senior center staff, etc. encouraging them to participate. VCAAA will help promote the activities of registered participants by featuring information on its website and other promotional materials to be decided upon. On February 3, Steve Lehman and Jane Raab (Pleasant Valley Park and Recreation District) met with the staff of some senior centers to encourage planning health and fitness events on National Senior Health & Fitness Day. There was a positive response from attendees. Last month, the OAC brainstormed ideas for the special day. Christine said she would compile a list of the OAC's suggestions, and will share it with VCAAA staff.

5. Talking Points for Outreach Committee - For the purpose of promoting discussion at the meeting, Christine created the attached "Talking Points for Outreach Presentation," and made it available to committee members prior to the meeting. Marty Kaplan was unable to attend the meeting, thus, he submitted his written comments in response to the attachment (which Christine distributed to meeting and attendees). This led to a fruitful discussion. The group agreed a public presentation on, or written materials about the Optimal Aging committee should define and explain the importance of "optimal aging," and the value of undertaking positive personal practices that allow for optimal aging. Materials made available to the public should include the committee's mission statement. The group also prefers to include committee goals and objectives. Bob recommended that a large presentation (such as the Power point presentation) might include the history of the committee, and that a small presentation (such as a flyer) the concise, quick and easy to read/understand. Christine said that she would create a quote public relations" draft of information that reflects the comments made at the meeting today. It will be available for discussion at the March meeting.

6. New meeting schedule - Since its inception, the committee's meeting time has been 1 PM to 2 PM. At the January meeting, a request was made and approved to change the permanent meeting time to 2 PM to 3 PM. See attachment.

7. Growing Bolder/Rebranding Aging™ - Christine shared information about an informative website, <https://www.growingbolder.com> and she encouraged members to check it out. It features inspirational messages and graphics, a free email newsletter, an online and hard copy magazine, podcasts, TV shows and videos.

8. Other Committee Involvement/Notification – None

9. Next scheduled meeting - Wednesday, March 23, 2016, 2 PM to 3 PM.

The meeting adjourned at 1:58 PM.

(Prepared by Christine Voth)

OPTIMAL AGING COMMITTEE (OAC)

**INPUT REGARDING LAUNCH THE OPTIMAL LIVING CLUB
ON NATIONAL SENIOR HEALTH & FITNESS DAY® - MAY 25, 2016**

At their regular meeting on January 27, 2016, VCAAA asked committee members to brainstorm ideas for activities to coincide with the launch of the Optimal Living Club on National Senior Health & Fitness Day (May 25, 2016). Their suggestions are shown below.

- Chair massage with blood pressure being taken before the massage and after the massage
- Cooking demonstrations
- Fitness classes
- FLASH MOB - Hold a fitness-related event that includes learning a few easy dance steps for seniors to perform in a FLASH MOB. (This seemed to be the favorite activity.)
- Health vendor displays
- Memory screenings
- *Mindfulness* meditation - Don and Sue suggested a local professional who teaches *Mindfulness*, Dr. Brock Travis, would be a good person to involve in activities. Brock provides classes at the CHCD. For more information: <http://www.brocktravis.com/>
- Yoga

Additional remarks:

Ginny Rockefeller requested that Alcohol Anonymous and Narcotics Anonymous be included in any information distributed about activities scheduled on May 25. (She gave the example of a client who is an alcoholic and who now has Type 2 diabetes. If the client does not adapt a healthier lifestyle, the person could, as he/she ages, develop blindness and dementia.)

Jannette Juaregui said she could contact the Ventura County Military Collaborative to participate in any of the VCAAA events.

Meeting Participants:

Alice Sweetland (City of Oxnard)
Christine Voth, Manager, Business Strategy and Strategic Planning, VCAAA
Donald Todd (Veterans Representative)
Ginny Rockefeller (City of Ojai)
Jannette Jauregui, Public Information Officer, VCAAA
Joyce Pinkard (Advisory Council member emeritus)
Marty Kaplan (Supervisory Appointee)
Rose Gossom (Supervisory Appointee)
Sue Tatangelo (Family Caregiver Representative)
Sylvia Stein (Service Provider Representative)
Toni Olson (City of Simi Valley)

OPTIMAL AGING COMMITTEE - WORKSHEET FOR OBJECTIVES -MARCH 23, 2016

Agenda Item #6

2015-2020 OBJECTIVES

COMPLETION PRIORITY	OBJ. #	OBJECTIVE	REQUIRED ACTION:	STATUS / REMARKS
B By 6/30/16	3	Create an Optimal Aging link on the VCAAA website that will provide information and resources on successful aging, and <i>Teaser Tips for Aging Well</i> .	During the previous months, OAC members have submitted resources to C. Voth, and she has compiled a list which will be updated as needed.	In progress Completion date: 6/30/2016 Ongoing (after initial creation)
C By 6/30/17	5	Create and distribute a flyer that defines optimal aging and provides information on how to age successfully.	Gather/develop information. Create, print and distribute flyer. Be mindful of reaching the aged 45+ persons to educate them about planning NOW to age optimally. Flyer may be attractive to financial planners, insurance companies, chambers of commerce, etc.	Continued (from 2015 to 2017) Completion date: by 6/30/2017
C By 6/30/17	4	Create a deck of 52 spiral bound cards that can be flipped. Cards would contain inspirational and/or informative tips about optimal aging. The tips would be humorous and clever. The cards would be a good gift item.	-- Have a sponsor (e.g., financial planning company or health agency like Dignity Health) underwrite costs. -- Collaborate with a nonprofit to write a grant and collaborate with the VCAAA to distribute. Sue added that grantors are looking for novel ideas.	Continued (from 2015 to 2017) Completion date: by 6/30/2017
C By 6/30/17	6	Hold an annual story contest about " <i>What Successful Aging Means to Me.</i> " Obtain legal releases from authors so stories could be published in local free print media and on the VCAAA website.	Criteria will need to be developed. Initial focus will be on involving young people in the lives of their elders; thus, partnering with a local school would be a good idea. Kids could submit their stories and photos via Instagram. It would be an opportunity for an intergenerational activity with local schools.	Future project Completion date: by 6/30/2017
D By 6/30/2020	7	Recommend that the Advisory Council creates an annual award program to recognize the accomplishments of older adults and/or the magnificent state of aging.	Action items to be determined. Possible recognition categories: writing, videography, art, persons who serve as role models in aging, etc. Award recipients might include	Future project Completion date: by June 30, 2020

2015-2020 OBJECTIVES				
COMPLETION PRIORITY	OBJ. #	OBJECTIVE	REQUIRED ACTION:	STATUS / REMARKS
			persons of any age depending upon the topic and criteria. This could develop into an annuals awards dinner. This would bring countywide attention to achievements related to aging, and to the VCAAA and its Advisory Council.	
D By 6/30/2020	8	Hold a series of seminars that feature topics pertinent to successful aging. Examples: Your Personal Plan for Longevity; Exploring Personal Values; Financial Planning; Managing Change; Self-Care and Balance; Housing and Living Arrangements; Physical Fitness; Mental Fitness, Exploring Resources for Well Being; Volunteerism; Legal Issues; Spiritual Living; Meaning, Purpose and Legacy-Your Personal longevity plan. <i>(Some ideas for topics extracted from the Collaborative on Positive Aging in Sonoma County.)</i>	(1) Determine how many seminars to hold, topics and format. (2) Determine time frame to rollout seminars (one per month, one per quarter over a few years, etc.) (3) Identify venues for seminars (senior centers, free community space). (4) Create ad hoc planning committee for the seminars and include volunteers from the community who have experience and/or ideas presenting such seminars. (This could include some senior center directors.) (5) Identify and arrange for speakers. (6) Publicize the seminars. This would be an opportunity for collaborating with other organizations (nonprofit, and/or for-profit and/or government).	Future project Completion date: by 6/30/2020.
A By 6/30/16	2	Provide tips or brain engaging activities and for aging well to be featured on Senior Nutrition Program Placements.	Optimal aging teaser tips have been developed for 15 Senior Nutrition Program placemats, which will be rotated. Additional versions of the placemat will be developed as funding becomes available.	Ongoing / Completed for now

2015-2020 OBJECTIVES				
COMPLETION PRIORITY	OBJ. #	OBJECTIVE	REQUIRED ACTION:	STATUS / REMARKS
A By 12/30/15	1	Participate in the planning process for VCAAA's four-year Master Strategic Plan, 2016-2019. Work w/staff to develop recommendations for optimal aging; and agree upon OAC objectives for inclusion in the 4-year plan.	COMPLETED	COMPLETED

Goals: *Reminder: Goals are intangible. Objectives are measurable with start and end date.*

1. To promote and facilitate positive aging, and overcome the stigma of ageism.
2. To facilitate opportunities for older individuals to engage in activities that will: enhance and maintain their sense of identity and self-worth; promote mental acuity, socialization and physical well-being, and nurture financial viability.
3. To educate and inspire Ventura County's older adults, especially those aged 45 to 70 years, on how to successfully plan for their "second adult life-time."

To accomplish its goals, the OAC will (1) provide resources, education and information on successful aging, healthy aging, volunteerism, mentoring, intergenerational activities, financial planning and lifelong learning, and (2) will identify and collaborate with entities that support positive aging, and the goals of the OAC.

OAC Mission Statement: The Optimal Aging Committee's mission is to encourage and inspire older adults to enhance the quality of their lives, to maintain their identity and independence, to foster self-direction and to encourage them to be engaged and productive in a variety of activities regardless of disabilities or adverse medical conditions. The committee will accomplish this by exploring and recommending methods, programs, services and educational tools.

OAC Target Population: First Priority: Persons aged 45 to 70 (based on survey and agreed upon in prior meetings). Note: If using Older Americans Act funds for any committee projects, the target audience must be aged 60 and older. **Second Priority: Persons aged 71 and older.**

Entities identified by OAC to engage/reach target populations: VCAAA website, councils on aging, fraternal organizations, health care providers/physicians, YMCA and fitness centers, insurance companies (could provide incentives for persons working on their health), utility bill inserts, social media, print media, church groups, employers, employer-sponsored wellness programs, senior centers, family caregiver centers and organizations, service providers in the aging services network, and home delivered meals/meals on wheels.