

TO: VCAAA Advisory Council Members

FROM: Sylvia Taylor Stein, Chair

DATE: June 24, 2015

SUBJECT: Optimal Aging Committee Meeting Report from June 24, 2015

Members Present (5)

Lori Harasta (Ventura COA)

Toni Olson (City of Simi Valley)

Ginny Rockefeller (City of Ojai)

Sue Tatangelo (Family Caregiver Representative)

Sylvia Taylor Stein (Service Provider Representative)

Members Absent (2)

Marty Kaplan (Supervisory Appointee)

Donald Todd (Veterans Representative)

VCAAA Staff Present (4)

Marleen Canniff, Grants Administrator

Victoria Jump, Agency Director

Elizabeth Renteria, Outreach Coordinator

Christine Voth, Manager, Business Strategy and Strategic Planning

Guests (1)

Joyce Pinkard

1. Welcome and Introductions. Former Advisory Council member, Joyce Pinkard, was welcomed to her first meeting of this committee.
2. Minutes were approved meeting held on May 27, 2015 (S. Tatangelo/G. Rockefeller)
3. **Public Comments.**
 - Sylvia Taylor Stein announced the Long Term Care Ombudsman will be holding a Casino Night at the Camarillo Airport on September 19, 2015. Tickets may be purchased online. The cost for a ticket in advance is \$40.
 - Lori Harasta announced a Fall Prevention event for Spanish speakers on June 27, at Oxnard Family Circle Adult Day Care in north Oxnard. A similar event for English speakers will be held on September 18. Location to be announced.
 - Re: AARP Livability Indices for cities in Ventura County. Christine Voth stated this information will be in the July agenda packet.
4. **VCAAA's E-Magazine.** The committee has been asked by Victoria Jump to develop criteria for nominating an older adult to be featured in the VCAAA E-Magazine. The Optimal Aging Committee has been requested to undertake this task because persons featured in the E-Magazine should be role models for optimal aging. Elizabeth Renteria provided an overview of VCAAA's E-Magazine. It has multiple components: a written

article, a video, a cover shot, and posting of the article, photo and video on VCAAA's website (under the links News Center then Overview). It was noted that Joyce Pinkard was the most recent 'optimal ager' to be featured in the magazine. To date, five persons have been featured and were selected by staff. Elizabeth said the next candidate will be a Latino male from the 126-Corridor (Santa Paula- Fillmore-Piru). These qualities are being sought to provide a balance to the persons featured thus far.

There was discussion of qualities and characteristics that represent optimal aging. Volunteerism is a high priority, and it is important to look for "unsung heroes" versus high profile achievers. Victoria Jump said nominees must be aged 60 or older. She reminded the committee that the focus needs to be on good health and good living, since that is the name of the magazine.

Ginny Rockefeller shared information about the Living Treasure program in Ojai, which honors an individual who is considered to be a living treasure. That person gets to ride in Ojai's Fourth of July parade. Ginny will get more information about this program and forward it to Christine Voth.

Sue Tatangelo recommended that the nomination form might include a requirement for the nominee to provide references. It was also suggested that letters of support be submitted from organization(s) where the volunteer provides service. Sylvia Taylor Stein said the James Irvine Foundation Leadership award has criteria that may be useful. She will forward information about the award to Christine. Christine will develop a mockup of the criteria and application for the July meeting.

5. **VCAAA website link for Optimal Aging.** Christine distributed a draft of the resources gathered to-date, which is work in progress.
6. **Intergenerational Story Telling Competition.** There was discussion about doing an intergenerational project to enlighten perceptions on aging. It would involve school-aged youths (elementary, middle school, high school and college) telling the story of positive aging via a two-minute video. Videos could be done on smart phones and emailed to VCAAA.

Christine asked if anyone knows persons in the educational community who might be contacted to participate in this project. Sue Tatangelo said students from Pacifica High School (Oxnard) videotaped an event at the Camarillo Health Care District, and did a good job. Elizabeth Renteria has contacts at Oxnard High School. Marleen Canniff has contacts at the Santa Paula School dist. Lori Harasta has contacts at Ventura Adult Continuing Ed and CAPS5. Nordhoff High (Ojai) and Foothill Tech (Ventura) were suggested as possibilities. Toni Olson stated in years gone by, students from Moorpark College videotaped interviews of seniors, and did posters, which were featured at the Simi Valley

⁵ Community Access Partners of San Buenaventura is a private non-profit PEG Media Center that manages the public, educational and government access television channels in Ventura. CAPS provides equipment, studio and editing facilities, and training classes for the benefit of the residents of Ventura.

Senior Center. Sylvia said a resource for interview questions might be the book, Grandma and Me. She will check into that.

Victoria jump recommended offering the program to several schools with the hopes that at least one will agree to participate. There could be multiple categories of winners. Each winner would receive a trophy and bragging rights. She said award categories could also be in different languages: English, Spanish and other languages. Ideas for interview topics included: living in the depression, the St. Francis Dan disaster, immigration, the radical 60s, the war eras, or simply, personal memories of growing up.

The committee will continue discussion of this project at the next meeting.

7. **Embracing Aging Initiative, York County, Pennsylvania.** Christine Voth shared a handout about this program, which is funded by the community foundation in York County, Pennsylvania. York County was recently featured in a National Association of Area Agencies on Aging webinar as a best practice in optimal aging. Significant effort was made to re-educate the residents of York County about aging, which among other things, included a clever advertising campaign geared at changing attitudes toward aging. For more information go to: <http://www.yccf.org/aging.asp>

8. Informational:

- a. OAC meeting schedule for FY 2015-2016. Sylvia will not be at the July meeting. Sue Tatangelo volunteered to be the acting chair for the next meeting
- b. SocioNeeds Index, Ventura County.

9. Other Committee Involvement/Notification, if any:

- a. Health Issues Committee. Ginny Rockefeller shared information about a presentation she recently made to the Ojai City Council as the city's representative to the VCAAA Advisory Council.

10. **Next meeting:** Wednesday, July 22, 2015.

The meeting was adjourned at 2:10 PM.