



A Healthy Community Perspective on Aging Well

APHA Annual Meeting and Exposition
Washington, DC

November 7, 2007

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Part of the
Public Health Institute

Focus

- Community building
- Organizational development

Funding

- Government
- Foundations
- Fee-for-Service

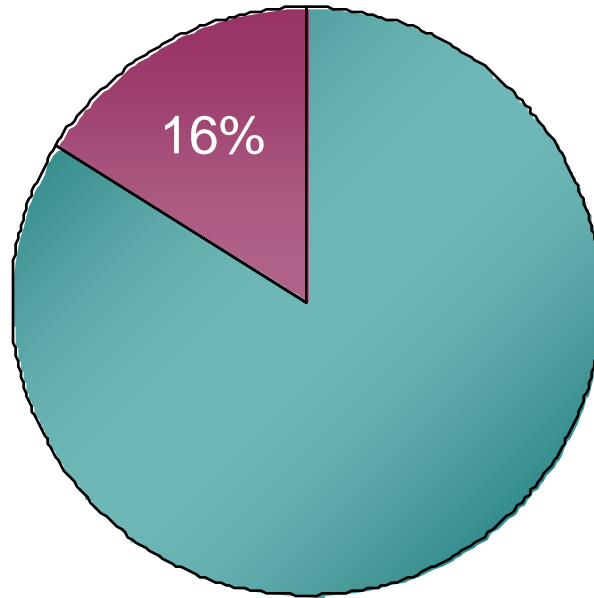


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A Program of the Center for Civic Partnerships

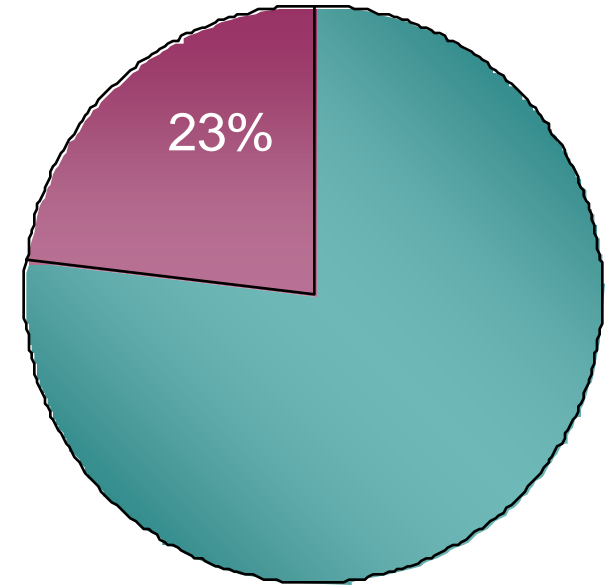
- Established in 1987 –
1st U.S. program
- Educational campaign, local
assistance grants & technical
assistance
- Over 70 cities and
communities to date

60 Years + as Percentage of the Population



Year 2010

6,410,759 Californian's 60+



Year 2030

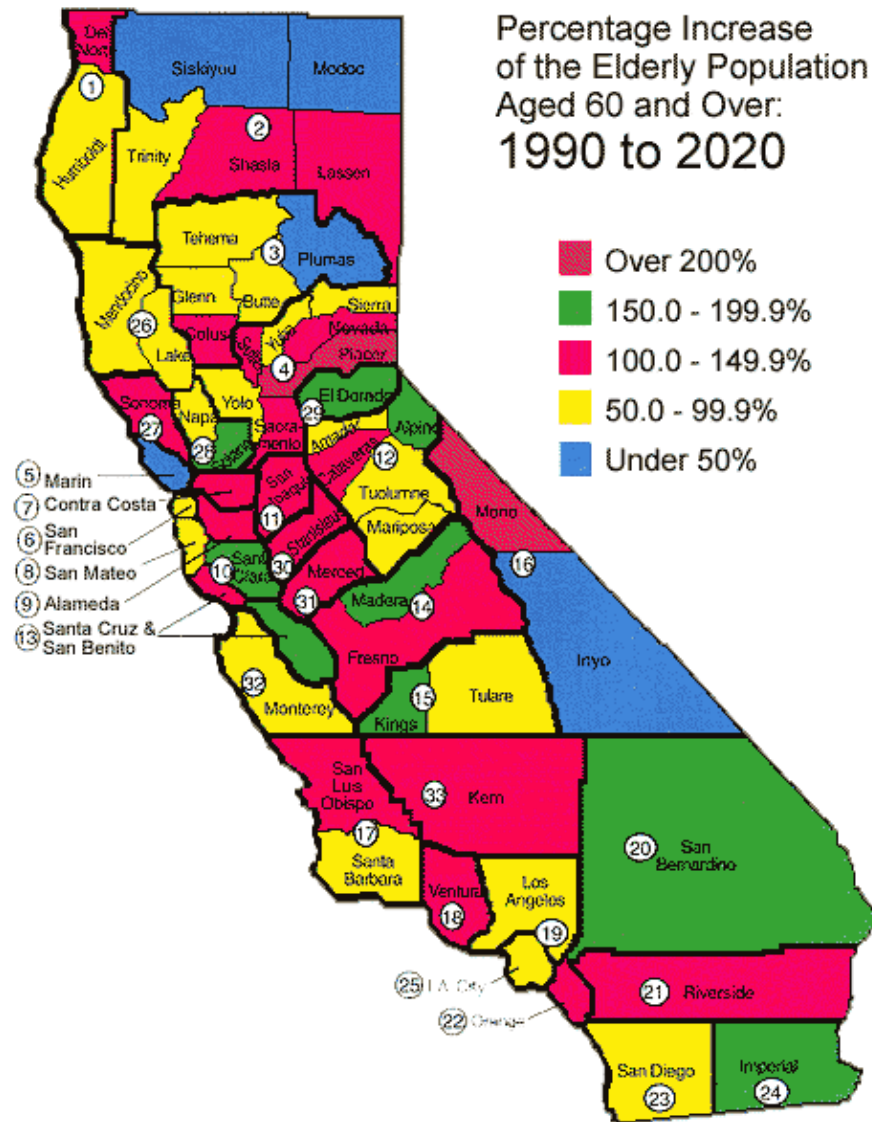
10,982,518 Californian's 60+

 **Californian's 60+**



Source: California Department of Finance:
www.dof.ca.gov/html/demograp/reportspapers/projections/p3/documents/california%20.xls

Percentage Increase by County



All but 5 California counties, (including rural, suburban and urban), will see their older population (age 60+) grow by more than 50% (1990-2020)

Source: California Department of Aging.
http://www.aging.state.ca.us/html/stats/map_narrative_2.html



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Objective

- By September 30, 2006, develop and disseminate a planning brief for 5,000 policymakers and opinion leaders to promote programs and policies to improve the health of older Californians.
- Funding: The California Wellness Foundation, October 2004



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Research

- Literature Review
- In-depth interviews with leaders
 - foundations
 - national associations
 - innovative aging programs



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Phase I

- Identify promising community-based strategies
- Develop a framework of 6 domains (based on municipal responsibilities)
- Construct a tool for rating strategies and providing commentary
- Involve local/state practitioners from a variety of fields for review and critique



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Development Tool

Sample Item

1. Develop infrastructure improvements (e.g. wide sidewalks, benches, good lighting, increased time limits at crosswalk signals) that support safe use by pedestrians and persons who are

Keep

Delete

Change

Comments



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Phase II

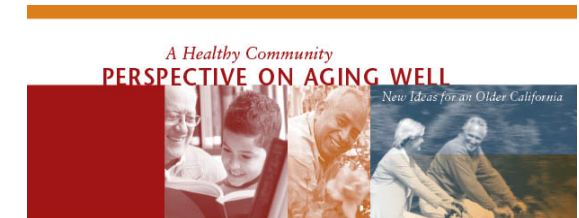
- Review, critique and provide feedback on entire document, including case studies, strategies, etc.
- Involved national / state content experts and local policy makers and administrators



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Healthy Community Strategies for Aging Well – Six Domains

- Varied Housing Options
- Transportation
- Employment
- Lifelong Learning
- Community Involvement
- Supportive Services



CALIFORNIA is about to undergo an unprecedented change. It will affect every aspect of community life—from the jobs we hold to the public transportation we use to the neighborhoods we live in. In a sweeping demographic transformation, the over-65 population will skyrocket over the next 25 years.

While this phenomenon will occur across the U.S., California cities will feel unique pressures. Already home to more older adults than any other state in the nation, California will see its 65-plus population more than double in the next 25 years, from 3.5 million in 2000 (10.6 percent of the state's population) to 8.2 million in 2030 (17.8 percent).¹

California will see its 65-plus population more than double in the next 25 years

Cities and other units of local government, as well as nonprofits and the business sector, need to start planning and allocating resources now to avert more costly remedial measures in the future.

In the past four decades, great progress has been made in the economic situation of California's older population.

While nearly 30 percent of Americans over retirement age lived below the poverty level in the 1960s, today that number has dropped to 10.5 percent² nationwide—and just 8.1 percent³ for California, where older adults have a higher income than in other states.⁴ While much remains to be done, today's residents over 65 are less likely to live in poverty than any other age group.⁵

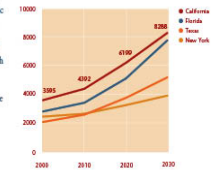
But maintaining—let alone accelerating—this progress will become increasingly difficult in the face of current economic trends. Skyrocketing housing and healthcare costs will outpace Social Security increases at the same time that fewer retirees receive traditional pensions.⁶

"Cities and their partners—both public and private—will really need to rethink how they achieve their mission," says Dr. Laverne Joseph, President and CEO of Retirement Housing Foundation, which manages Angelus Plaza, the country's largest low-income housing development for older adults. "A house-to-house delivery of services is not efficient—and may not even be doable."⁷



A Center of the Public Health Institute

States with the Largest Projection of Older Adults, Ages 65+ Population in Thousands



Source: www.census.gov/population/projections/SummaryTable1.xls



© from *A Healthy Community Perspective on Aging Well: New Ideas for an Older California* (2006).

Distribution

- Over 9,700 copies distributed to date
- Available through our website (10,950 hits to date)
- Diverse sectors and groups including public health groups, elected and appointed local government officials, the Governor (and his cabinet), the California Legislature, non-profits, state and national aging organizations, California Congressional delegation



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Support Services

- Provide recreational opportunities and fitness programs (all skill levels and abilities)

Transportation

- Promote safe, alternative transportation methods beyond the personal automobile (e.g. bicycling, walking, neighborhood electric vehicles)



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Support Services – Promising Practice

Mather Café Plus – Chicago, IL



Photo credit: Mike Kelley, Design credit: Wheeler Kearns Architects

- Attractive storefront cafes in 5 Chicago neighborhoods
- Reasonably-priced food
- Exercise programs, computer classes, medical assistance, financial counseling, and roommate matching services



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Solicited RFA

- Sent to the California Healthy Cities and Communities Network
- 1 year of funding; 2 additional years based on performance



**California Healthy Cities and
Communities Program
Center for Civic Partnerships**

**Healthy Cities Preparing For An
Aging Population**

Solicited Request for Applications

November 1, 2006

**Grant funding period:
January 15, 2007 – January 15, 2008**

**Applications Due:
4:00 p.m., December 8, 2006**



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City of Selma

- Located in Fresno County, Central Valley (4.3 sq. mi./ 13 mi. sphere of influence)
- Estimated 2006 Population: 22,710¹
- Median Age: 28.4 years
- Older Adults (65+): 10.3%
- CA Median Household Income: \$53,629
- Ethnic Diversity:
 - 44% Caucasian
 - 1% Black/African American
 - 2% American Indian/Alaska Native
 - 3% Asian/Pacific Islander
 - 50% Other/Multi-Race
 - 72% Hispanic or Latino (any race)



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¹Source: U.S. Census Bureau, 2006 Population Estimates, Census 2000, 1990 Census

City of Selma

Goals:

Identify the housing, transportation, health, and service needs of older adults

Strategies:

1. Surveying current and “future” older adults to plan for changing interests and present findings to the City Council.
2. Identify successful models in other cities (via site visits / assessments of facilities, housing, and transportation options).



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Accomplishments

1. Established a Senior Advisory Committee to guide the assessment and planning
2. Survey developed through collaborative efforts
3. 5,400 surveys mailed, 800 returned as of 10/9/07 (expect 850)



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City of Citrus Heights

- Located in Sacramento County (14.3 sq. mi.)
- Estimated 2006 Population: 84,751²
- Median Age: 36.3
- Older Adults (65+): 13.6%
- Median Household Income: \$54,881
- Ethnic Diversity:
 - 83% Caucasian
 - 6% Black/African American
 - 1% American Indian/Alaska Native
 - 5% Asian/Pacific Islander
 - 6% Other/Multi-Race
 - 10% Hispanic or Latino (any race)



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²Source: U.S. Census Bureau, 2006 American Community Survey

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City of Citrus Heights

Goals:

Increase participation of mobility challenged older adults in transportation policy, i.e., pedestrian and bicycle master planning.

Strategies:

1. Conduct a survey to identify walkable community characteristics, opportunities, and challenges.
2. Conduct 5 neighborhood field trips to assess accessibility
3. Neighborhood ride audits will be conducted
4. Engage at least 25 older adults and others to participate in master planning efforts



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City of Citrus Heights

Accomplishments:

1. Significant public participation in stakeholder groups (individuals, neighbors, city-wide)
2. Media coverage at 3 events
3. 250 surveys turned in (mid October, 2007)
4. 35 older adults engaged in long-term planning efforts to date.
5. Steering committee members attend and facilitate neighborhood meetings.
6. Neighborhood leaders host the meetings and lead the neighborhood in field trips.
7. Due to project outreach, residents are reporting a higher volume of code violations and safety concerns.



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Next Up

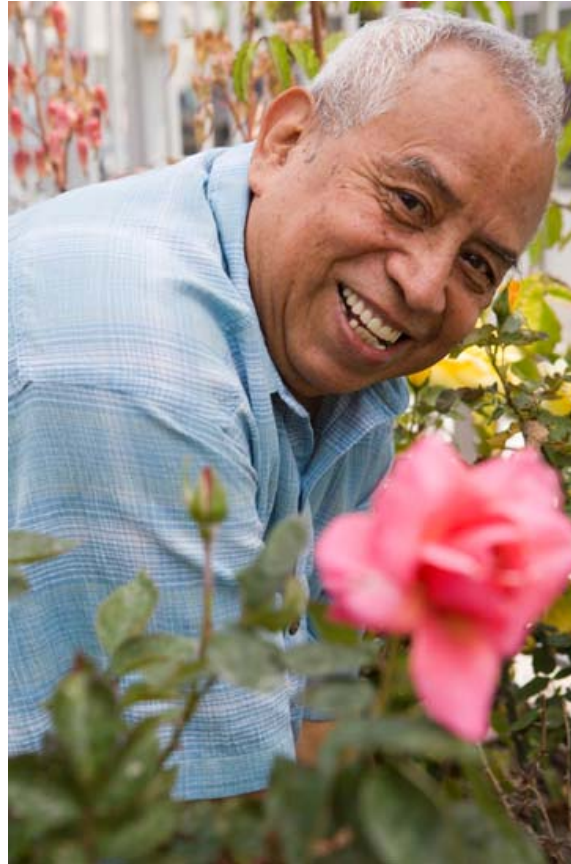
- Learning from grantee communities what moves this work higher on municipal agenda
- Developing a “turn-key” process to facilitate action



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