

• Friday, November 3, 2017 • Nile Hall, Preservation Park, Oakland •

**Making the Difference** convenes community-based service providers, health care professionals, health and social services agency leaders, policy makers and community members in Alameda County. Together we'll examine the challenges and opportunities we face as we transform our systems and our communities to serve older people, exploring these topics in terms of their practical relevance in Alameda County.

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**Making The Difference:  
from Systems Change to Social Movement**  
Aging in Alameda County

*Convened by the Senior Services Coalition of Alameda County*

**A G E N D A**

**9:00 am - Welcome and Opening Remarks - Wendy Peterson**

**9:15 am - 12:30 pm - Conference Plenary & Panel Discussions**

***Re-Framing Aging***

*Keynote Speaker:* Moira O'Neil, PhD

Director of Research Interpretation and Application, FrameWorks Institute

***Systems Change - Adapting to a New Reality***

*Moderator:* Monique Parrish, LifeCourse Strategies

*Panelists:*

- Rebecca Gebhart, Acting Director, Health Care Services Agency
- Marty Lynch, Chief Executive Officer, LifeLong Medical Care
- Randy Morris, Assistant Agency Director, Adult & Aging Services, Social Services Agency
- Richard Espinoza, Chief Administrative Officer, Post-Acute Care, Alameda Health System

***Community Movements to Embrace Aging***

*Moderator:* Kweli Kitwana, Senior Services Coalition of Alameda County

*Panelists:*

- Pastor Horacio Jones, Family Bible Fellowship and partner, Alameda County Care Alliance
- Karen Grimisch, Administrator, City of Fremont Aging & Family Services
- Steve Lustig, Chair, Berkeley Age-Friendly Continuum

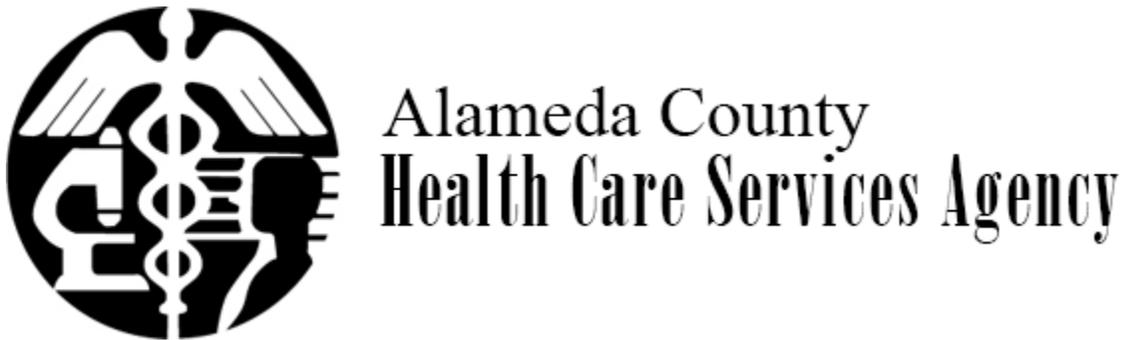
**12:30 pm - 1:45 pm - Lunchtime Discussion Café**

**1:45 - 2:00 pm - Wrap Up**

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## About Our Keynote Speaker

### **Moira O'Neil**

Moira O'Neil is a senior researcher and director of research interpretation and application at the FrameWorks Institute. In this role, she works with an interdisciplinary team that employs a range of methods to further public understanding of social issues.

Moira is trained as a sociologist, earning her BA from the University of California, Santa Cruz, and master's and doctoral degrees from the University of California, Santa Barbara. She has a broad range of research interests and experiences. Her master's thesis was an in-depth analysis of racial imagery in popular fitness magazines, and her dissertation examined the medicalization of war trauma at the turn of the 20th century in the United States. Prior to graduate school, she worked as a research associate on projects related to immigration policy and illicit drug use and drug policy.

## About Our Moderators

### **Kweli Kitwana**

Kweli Kitwana joined Senior Services Coalition as our Associate Director of Policy and Advocacy in April, 2017, and brings a combined 35 years of experiences in local, state and national grassroots advocacy and progressive policy. Before joining SSC, Ms. Kweli worked at the Mid-West Academy, where she served as Interim Associate Director for two years before handing off the reins to move closer to her family in California, and she continues to fill in as a lead trainer on occasion. She has worked to advance affordable housing, economic security and social justice issues, working for USAction Education Fund, Planned Parenthood, The Center For Progressive Leadership and Progressive Majority. Kweli's experience has taught her that organizing groups includes deepening their understanding of how strategic actions lead to wins, and she has specialized in leadership and coalition building. She values intersectional partnership building and is committed to advancing policies that positively impact underserved and disenfranchised communities.

### **Monique Parrish**

Dr. Monique Parrish is the Director of LifeCourse Strategies a technical consulting firm providing strategic planning, meeting facilitation, community-based research, program development, and policy analysis to non-profit organizations addressing the health and social service needs of older adults and individuals with chronic illness and disabilities. As an example, Dr. Parrish recently completed a Gap Analysis addressing Santa Clara County's capacity to support variable housing and health care needs for low-income older adults and persons with disabilities. The analysis identified gaps and barriers to care facilities and supported community living alternatives, as well as recommendations to increase access to both resources, for the target populations.

## About Our Panelists

### **Richard Espinoza**

Richard Espinoza is Chief Administrative Officer of Post-Acute Care for Alameda Health System, and is responsible for post-acute care provider Fairmont Hospital, as well as all acute rehabilitation, sub-acute services and skilled nursing facilities system wide.

Mr. Espinoza has over 20 years of experience as a health care administrator, most recently serving as the director of long-term care operations at Alameda Hospital. He has a documented history of providing successful, efficient and profitable operations across multiple post-acute facilities while meeting and exceeding local, state and federal regulations ensuring the highest level of care. Mr. Espinoza holds degrees in legal studies and rhetoric from the University of California, Berkeley.

Alameda Health System (AHS) is a leading public health care provider and medical training institution recognized for its world-class patient and family centered care. As one of Alameda County's largest employers, AHS provides more than 4,500 jobs and is home to more than 1,100 physicians across nine facilities, including Highland Hospital, Alameda Hospital, San Leandro Hospital, John George Psychiatric Hospital and Fairmont Hospital, and a network of community-based wellness centers.

### **Rebecca Gebhart**

Rebecca Gebhart was appointed Interim Director of the Alameda County Health Care Services Agency (HCSA) in December 2015. As Interim Director, Rebecca reports to the County Board of Supervisors and oversees the Public Health, Environmental Health, Behavioral Health and Administration/ Indigent Health Care departments as they implement the mandated and discretionary health care services of the County. The Health Care Services Agency has a \$770 million annual budget and over 1,500 employees.

As a management generalist, Rebecca is aware of the importance of effective programmatic, financial and administrative functions to the ability of local government to achieve mandated and discretionary services. She understands that no single agency can address issues effectively and prioritizes working across public and private health care systems to identify shared goals and achieve results. She has built a strong collaborative relationship with the Alameda County Social Services Agency to improve, enhance, and expand services for older adults in Alameda County. Because of the collaborative efforts and the prioritization of the needs of older adults, this has resulted in expanded home visitation nurse case management services, increased number of meals for seniors, enhanced the advance health care planning and hospice program known as Getting the Most Out of Life, expanded access to in Home support services and more. Additionally, she has led the Health Care Services Agency in implementation of cross agency initiatives that includes expansion of services for older adults that resulted in the creation of a Fund Development Needs Assessment in Alameda County.

When not serving as HCSA Interim Director, Rebecca serves as HCSA Finance Director and has been in that role since April 2012. As HCSA Finance Director, Rebecca oversees all HCSA financial and administrative operations including the budget and financial reporting, revenue

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maximization, contract management, agency wide initiatives to improve business processes and infrastructure, and special projects. Prior to serving as HCSA Finance Director, Rebecca served as Alameda County's countywide Budget Coordinator in the County Administrator's Office (CAO) and prior to that position Rebecca served as the founding Finance Director of First 5 Alameda County, where she served for nine years. Rebecca has a BA from Mills College in International Relations and a Master's degree from Cal State East Bay in Public Administration.

### **Karen Grimsich**

Karen Grimsich, MPH, is the Administrator for the City of Fremont's Aging and Family Services Division, which provides supportive services to older adults in the Tri-City Community. The programs she manages range from general wellness and health promotion services to intensive case management and behavioral health interventions. She believes it is important to strengthen the community's role to be part of the solution in assisting older adults as they age.

### **Pastor Horatio Jones**

Pastor Horacio "Ray" Jones was born on June 13, 1961 in Oceanside, CA, the fourth of 6 children. He was reared in St. Louis until the age of 14 when his family relocated to Los Angeles, CA. Pastor Jones relocated to San Jose, Ca. to live with relatives at the age of 16. He reached an impasse within his life as the lure of the streets, drugs and crime were threatening to abort his purpose. Avoiding the school to prison pipeline he graduated from Mt. Pleasant High School, San Jose, and is currently completing studies toward a Master's of Divinity Degree from Golden Gate Baptist Theological Seminary. Pastor Jones is married to Florence V. Jones. Together they have five children: four sons, one daughter and a precious grand-daughter.

Pastor Jones has the joy and privilege of pastoring Family Bible Fellowship of Newark, CA since 1988. FBF was founded with the blessing and support of Dr. Willie T. Gaines Jr. and the Emanuel Baptist Church, San Jose. Pastor Jones accepted Jesus as Lord of his life, married the love of his life, announced his calling into the gospel ministry and has experienced significant spiritual, emotional and relational milestones.

Hearing the calling of God from Luke 4:18, Pastor Jones established the Tri Cities Community Development Center in 1997 to provide services, programs and resources for the least of the least of our society. As President/CEO he manages reentry services for ex-offenders mental health training and advocacy for the African American Community and academic development for children struggling to excel in the classroom.

Pastor Jones is actively engaged in illuminating stigma and discrimination related to living with a mental health diagnosis. As a recipient of an Innovation Grant from Alameda County Behavioral Health Care Services, Pastor Jones developed Mental Health Friendly Congregations.

Family Bible Fellowship is a founding congregation of the Alameda County Care Alliance ACCA. The ACCA is designed to provide assistance, support and advocacy for individuals living with advanced illnesses and their caregivers by providing resources, information and support. Participating pastors and congregations partner with hospitals and physicians to provide holistic care that addresses the spiritual and medical needs of persons receiving

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care. As a faith leader, Pastor Jones believes that the work of the Black Church historically and contemporarily has served as the foundation for hope, change and empowerment for the African American Community.

Gun violence tragically and sovereignly redirected his ministry and life June 14, 2014 when his oldest son was shot and nearly succumbed to his injuries. As his son struggled for his life in an Intensive Care Unit, pastor Jones learned to trust in God when life carries you “through the valley of the shadow of death” - Psalms 23. Pastor Jones’s life passion is to make Christ’s love real and relevant to all people especially those battling to break free from the sociological, spiritual and economic grip of poverty, oppression and racism.

He currently serves as a Cultural Broker, along with faith leaders from various religious backgrounds for PEERS, Peers Envisioning and Engaging in Recovery Services of Alameda County. Pastor Jones expertise focuses on the African American Christian faith. T.C.C.D.C. has hosted, “Mental Health & Spirituality 101 Training for Faith Leaders, and Mental Health and Spirituality 101 for African American Faith Leaders, addressing the mental health and spiritual needs of our community, in response to the ACBHCS, “African American Utilization Study Report.” Pastor Jones ground breaking curriculum, “A Bridge Over Troubled Waters - The Spiritual Journey of African Americans From Slave Ships To The White House,” educates and gives a historical perspective on the role of spirituality and faith in mental health to facilitate an upstream approach in mental health care for African American consumers and family members.

### **Steve Lustig**

Steve grew up in San Diego and attended the University of California Berkeley. He currently Chairs both Age Friendly Berkeley and the Berkeley Age Friendly Continuum initiatives, is on the board of Ashby Village, and served on the County Planning Committee for Older Adults. Steve retired from the University of California, Berkeley, as an Associate Vice Chancellor Emeritus, Health and Human Services, where he was in charge of several departments including: the campus’ health and counseling programs for students, faculty and staff, Environment Health and Safety, and a campus Elder Care Program. He developed numerous programs addressing diversity, organization and staff development, and work/family policies. He led statewide efforts to provide health insurance to University of California students and to increase funding for mental health services for young adults.

Steve has a long history of community involvement. Prior to his career in health at UC Berkeley, Steve was a community organizer in South Chicago, worked building political coalitions in the Bay Area, taught both Anthropology and Organization Development at UCB, USF and Sonoma State, worked in public schools both in the classroom and with State and Federal Projects, participated in research on Aging and Stress, and anchored the household while his wife Linda pursued her career in Genetic Counseling.

Building community has been one of his passions. He has pursued it as an activist in the 60s, as a graduate student, in the mountains of New Mexico, while coalition building in the Berkeley area, while working to establish a UC Berkeley Division on equity and inclusion, and now, in his work with older adults.

Steve has served on several boards, including: President of the Berkeley Unified School District Board, President of the Stiles Hall Board (providing mentoring to low income

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students in Bay Area schools), and member of the Lifelong Medical Care Board and the Free Speech Movement Archives Board. He holds a BA in Anthropology and Sociology from UC Berkeley, and graduate degrees in both Folklore and Medical Anthropology from a joint UCSF/UC Berkeley program. The latter program was an NIH funded pilot on Adult Development and Aging. Steve has lived in Berkeley for over 40 years, and has 3 children and 5 grandchildren.

### **Marty Lynch**

Marty Lynch is CEO of LifeLong Medical Care, a sixteen-site community health center in the San Francisco Bay Area. Mr. Lynch has been the Director of LifeLong and the Over 60 Health Center since 1982. In addition to serving uninsured and Medi-Cal populations, LifeLong focuses on providing integrated services to special populations such as the disabled elderly, frequent users of emergency rooms, and Homeless with medical, mental health and substance abuse problems. Mr. Lynch co-founded the Elderly Sub-committee of the National Association of Community Health Centers and is a past Chair of the California Primary Care Association. He served on state task forces to examine policy changes necessary for the integration of primary care and mental health services and to develop a California plan for Alzheimer's disease.

Mr. Lynch received a PhD in Social and Behavioral Sciences from UCSF and an MPA from the Kennedy School of Government at Harvard. He is also involved in public policy and research activities related to health access for the uninsured, long term care models, chronic care, and financing care for disabled populations. Mr. Lynch is also a Lecturer at the University of California, Berkeley.

### **Randy Morris**

Randy Morris is the Assistant Agency Director of the Adult & Aging Services Department of the County Social Services Agency. He has worked for the Agency since 1994, where he started as a Child Welfare Worker. He worked in the Child Welfare Department until 2011 when he was promoted to his current position. His department administers the IHSS & APS programs, as well as the Public Administrator / Guardian / & Conservator programs; Veteran's Service office; and Area Agency on Aging (AAA).

**Nile Hall's wifi is available for you to access conference materials online.**

The wifi ID is NILE and the password is 5108747582.

**Conference presentations and other materials will be available on our website at:**

<http://seniorservicescoalition.org/county-initiatives/2017-ssc-conference-making-the-difference/>

**The Senior Services Coalition of Alameda County** represents nonprofit and public organizations who are working together to ensure that Alameda County seniors can rely on an easily accessible, coordinated system of social, medical and supportive care.

SSC has been a unifying and collaborative force in Alameda County for 19 years. SSC works to strengthen the aging services voice in policy making; increase funding for senior services and strengthen the safety net for economically disadvantaged seniors; make the case for community-based supportive services that help seniors live independently; and promote greater flexibility within our County to connect individuals with the services they need.

## Today's Video Featured...

### **Alameda County Care Connect**

Featured: Dr. Kathleen Clanon, Medical Director, Alameda County Health Care Services Agency; Executive Director, Alameda County's Care Connect

### **Older Adults, Healthy Results**

Featured: Angela Ball, Director of Public Health Nursing, Alameda County Public Health Department  
Michele Burke, PH Nurse Supervisor for Older Adults, Healthy Results

### **Creating Communities of Care**

Featured: Ofra Paz, Executive Director of DayBreak Adult Care Centers  
Partners: Alameda County Emergency Medical Services  
St. Mary's Center

### **The Alameda County Palliative Care Initiative under State bill 1004**

Featured: Dr. Michelle Schneidermann, Medical Director, Alameda Alliance for Health  
Partners: Alameda Alliance for Health  
Getting the Most out of Life, Alameda County Health Care Services Agency

### **The In-Home Supportive Services (IHSS) Bridge Project**

Featured: Claire Ramsey, Senior Staff Attorney with Justice in Aging  
Randy Morris, Assistant Agency Director with Alameda County Social Services Agency, Adult and Aging Services Department.

### **Alameda County Council for Age Friendly Communities**

Featured: Joel Ginsberg, Management Analyst, Alameda County Social Services Agency  
Partners: Alameda County Health Care Services Agency, Social Services Agency, Community Development Agency, and District Attorney's Office; Alameda Health System, Senior Services Coalition, United Seniors, Justice In Aging, St. Mary's Center, LIFE ElderCare, Community Resources for Independent Living; the Cities of Berkeley, Fremont, Hayward and Oakland; and others.

### **Measure A1, the county-wide affordable housing bond**

Featured: Linda Gardner, Director, Alameda County Housing and Community Development  
Note: Measure A1-funded programs will begin accepting applications in spring 2018. If you are interested in receiving emailed notifications, please sign up for the A-1 Affordable Housing Bond List Serve at the following website: <http://acgov.org/cda/hcd/esubscribe.htm>

### **Alameda Alliance for Health Health Homes Project**

Featured: Scott Coffin, Chief Executive Officer, Alameda Alliance for Health  
Partners: Alameda Health System  
Tri-City Health Center  
City of Fremont Aging and Family Services  
LifeLong Medical Care/The Trust Clinic

### **The Community Health Home**

Featured: Corinne Jan, Chief Executive Director, Family Bridges, Inc.

### **Other initiatives and new developments that we wish we'd had time to include in the video:**

AC3 Problem Solving Learning Community (to participate, contact Amanda Gartin at [Amanda.gartin@acgov.org](mailto:Amanda.gartin@acgov.org))  
Center for Elders Independence new PACE Center opening in November in San Leandro.  
The Maadi Club, a collaboration between Alameda Health System, DayBreak and City of Oakland to provide Eritrean elders a connection to health and supportive services in a social setting.  
Health Care Services Agency's Alzheimer's Data Project.  
And many more!

**Are we missing anything?** If you know about a community or systems change initiative that is underway in Alameda County, please add it to the community wall today!

## Lunchtime Discussion Café

The Discussion Café is meant to help attendees synthesize the information and perspectives we've heard in the plenary presentations, and generate thinking and ideas that will help us all build a common vision.

At the end of today's plenary, you'll be asked to choose a topic and move to one of the designated tables. Collect your lunch, get settled and introduce yourselves. Each table should appoint a Scribe and a Facilitator who will lead the group through a series of questions. Your group will document "take-aways" and post them on the Community Wall to be shared with conference participants, speakers, policy makers and other stakeholders.

Tables will be designated for one of the following four topics:

### **Focus on Systems Change**

Explore how systems can collaborate with community- and faith-based organizations, and what are the challenges and opportunities. What practical elements are key to ensuring that older adults and the community are part of a systems change effort?

### **Focus on Community Movement**

Discuss what strategies will support collaboration between the community, CBOs, local government and other partners, and what are the barriers and opportunities. What practical elements are key to ensuring that older people are part of a community change effort?

### **Focus on Age-Friendly Cities**

Extend this morning's discussion about systems change and community change efforts, focusing in on age-friendly initiatives. If communities and older adults themselves are part of the solution, what practical strategies can be employed to harness that potential?

### **Focus on Framing Aging**

Is changing people's perspectives about aging important to your work? Continue this morning's discussion about framing aging, share how you are or want to be doing this and what is the impact on you, your work, and the community.

We've set up Ginn Room with three tables for groups with members who would appreciate a quieter venue for their Discussion Cafe. Ginn is down the hall from the plenary hall.