

#55

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Q1 Define the problem: [Outline the challenge(s) your recommendation will address. Insert links to reports where appropriate.]

Improve society's perception of longevity.

Q2 Pick your Master Plan for Aging goal(s): [Check the goal(s) your recommendation aims to fulfill. View MPA Framework document for reference]

Goal 2: Livable Communities & Purpose. We will live in and be engaged in communities that are age-friendly, dementia-friendly, and disability-friendly.

Q3 Choose your MPA Framework objective: [Check the objective(s) your recommendation will accomplish. View MPA Framework document for reference.]

Objective 2.2: Californians will age with lifelong opportunities for social and civic engagement, volunteering, learning, and leadership.

Q4 Outline your recommendation: [In one to two sentences, sketch out your idea for the Master Plan for Aging.]

Advocates must stop marginalizing the value of older adults by generally positioning them as a vulnerable and dependent "special interest." Older adults should not be competing with other "causes." Aging is about purpose and opportunities, not only challenges. Also, aging is about all of us, not "them."

Q5 Identify and quantify your target population: [Describe which groups of Californians will be impacted by this recommendation, with numbers if available.]

1. Public. 2. Popular media. 3. Entertainment industry content developers. 4. "Aging" advocates and policymakers.

Q6 Share your recommendations for an age-friendly California: [Insert detailed bullet points describing your Master Plan for Aging ideas.]

1. Create new, age-accommodating opportunities for older adults to "repurpose their time, resources and experience (rather than "retire.")
2. Empower and publicize purposeful programs and participants.
3. Encourage Hollywood (in our State's own backyard!) to more authentically represent the multi-faceted nature of aging and older adults.

Q7 Provide any supporting evidence for your recommendation: [Add links or summaries of research evidence that support your unique vision.]

Multiple essays with authoritative citations on these subjects are published on www.humblesky.net and [@WiseUpOnAging](https://twitter.com/WiseUpOnAging) (

Q8 Give examples of local, state or national initiatives that can be used as an example of best practices: [Provide any available links and sources.] Local: State: National: Other:

Wise Up On Aging is an initiative, supported by the California Commission on Aging, to encourage to Hollywood (to use its considerable cultural influence) to better represent older adults.

Q9 Provide a roadmap to implementation: [Insert any actions state agencies, legislators, counties, local government, or philanthropy can take to move this recommendation forward. Some of the entities listed below may or may not be applicable to each recommendation.] State Agencies/Departments: [action to be taken by Governor or specific state agencies] State Legislature: [legislation needed to implement recommendation] Local Government: Federal Government: Private Sector: Community-Based Organizations: Philanthropy: Other:

Governor's Office of Public Affairs, California Department of Aging, California Film Commission; and other authorities to "independently validate" the goals

Q10 Identify person-centered metrics: [What are the individual measures of inputs or outcomes that can be used to predict your recommended action's impact on people.]

Media coverage; "aging-appropriate" films; baseline and one-year public attitudes survey -- and, ultimately, the influence an increase in public awareness and support on advocacy groups and policymakers

Q11 Measuring Success: [Describe specific metrics that could be used to empirically measure the effectiveness of your recommendation]

unfortunately, as with all public relations initiatives, short-term metrics and measurements are difficult to quantify because of the multiple, "indirect," cumulative strategies and tactics.

Q12 Measuring Success: [How would we know that the implementation of your recommendation is successful?]

Short term: By 2020...

media coverage, Hollywood's contributions

Mid term: By 2025...

public involvement in opportunities and programs to "repurpose" longevity; voter support for legislation and initiatives to advance healthy, purposeful aging

Long term: by 2030...

Healthy, purposeful longevity is universally viewed as a "general-interest" opportunity, not only a burdensome "special interest."

Q13 Provide data sources: [What existing data can be used to measure success or progress?]: Existing data sources: [specify datasets, variables, and data owner/location] Suggestions for data collection to evaluate implementation of this goal when no data sources exist:

see #s 10 and 11

Q14 Identify potential costs and/or savings: [Provide any research, actuarial analysis or other evidence of the cost of, or potential savings from, implementing your recommendation.]

- \$1 million yr. multimedia public outreach initiative
- \$2 million yr. to incentivize and recognize the participation of the entertainment industry

Q15 Prioritize your recommendation: [How would you prioritize your recommendation relative to other needs/priorities?] **High**

Q16 Contact information: [Let's stay in touch!]

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