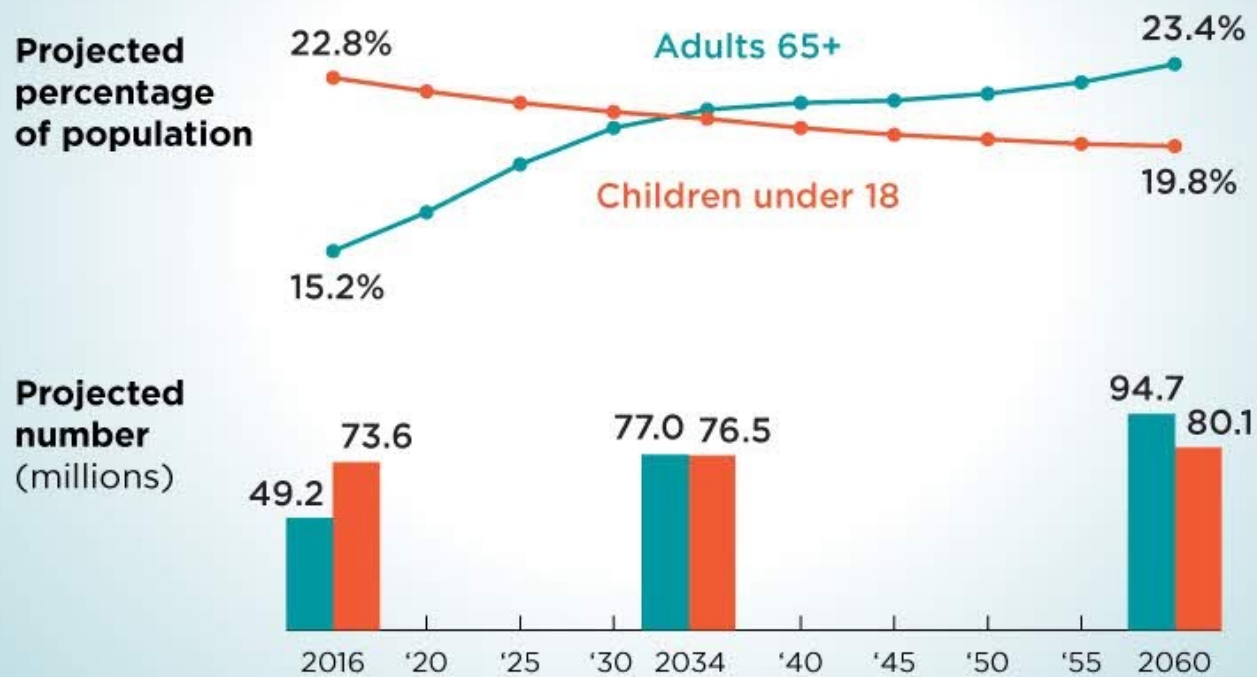




“I’ve reached an age when, if someone tells me to wear socks, I don’t have to.” Albert Einstein

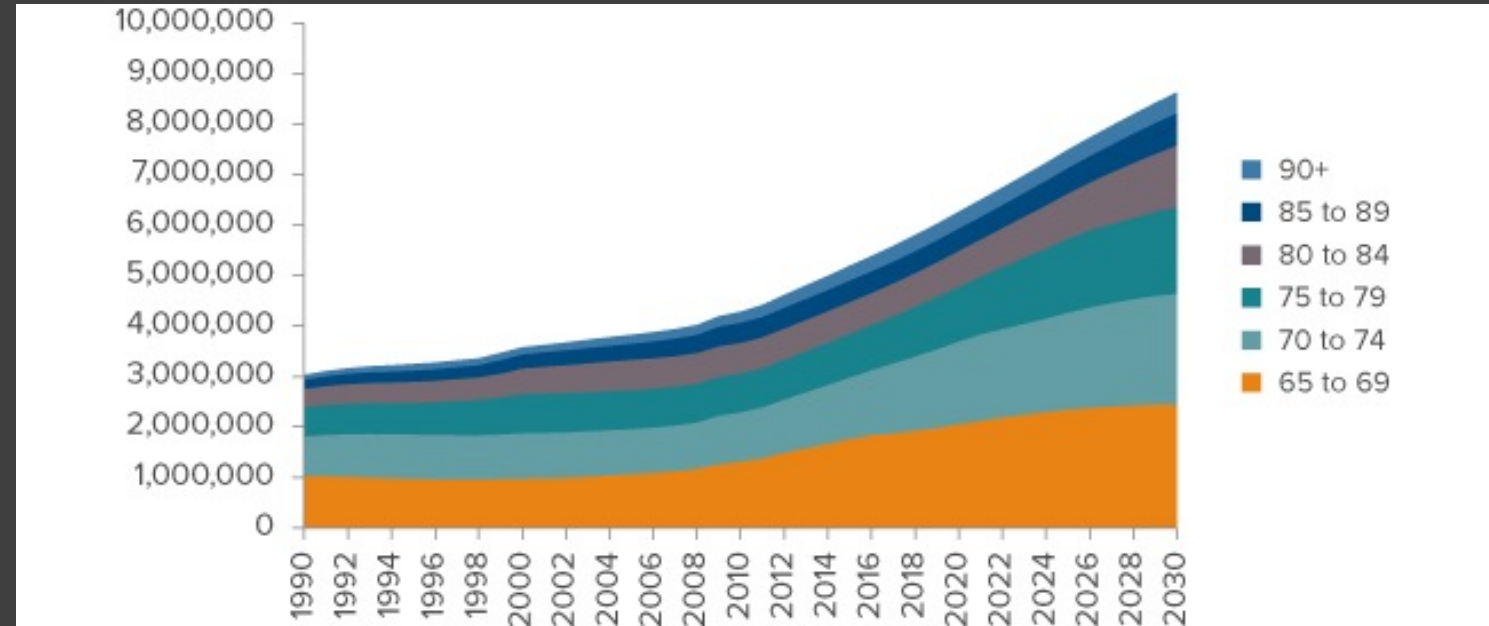
## For the First Time in U.S. History Older Adults Are Projected to Outnumber Children by 2034



Note: 2016 data are estimates not projections.

# An Aging Nation

Life  
Expectancy  
in California  
is 81.9 years



# Aging is Changing



- More diversity
- More living alone
- More risk of poverty
- More awareness of the stages of aging

# Ageism – What is it?

Ageism is prejudice or  
discrimination based on  
assumptions about age





Ageism –  
Why does it  
Matter?



---

**Ageism has negative effects on health, well-being and lifespan**

---

**Ageism increases social inequities**



# Ageism in Every Day Life

---

*She's so cute!*

---

*He's surprisingly sharp!*

---

*Isn't it time that she retires!*

---

*He's doing so well for 85!*

---

*Old people can't change! "old dogs can't learn new tricks"*

---

*Of course he's depressed, he's old*

---

*Of course, she has dementia, she's old.*

# Stereotypes of Older Adults

Alike (“older adults are all the same”)

Alone and lonely

Sick, frail and dependent

Depressed

Rigid

Unable to cope



“Them” Becomes “Us”

<https://www.youtube.com/watch?v=OMUnMAzEUew>



Don't Call  
Me,  
"Honey!"

# RETHINKING AGEIST LANGUAGE

## Ageist

"They" or "Them"  
when talking about  
other generations

Inappropriately  
addressing people with  
terms of endearment

"Young at Heart"  
implies being young is  
good, but older is bad

Speaking to an adult of a  
different age with childish  
language (elderspeak)

## Inclusive

"We" or "Us"  
to show you aren't  
separating people by age

Calling someone by their  
preferred name to show  
respect regardless of age

Give thoughtful  
compliments based on  
a person, not their age

Talking to adults as a  
peer and an equal,  
regardless of their age



# Vision Loss

- Decreased ability to see objects clearly
- Decreased ability to focus on objects at varying distances
- The need for more lighting
- Decreased ability to perceive depth
- Slow accommodation to changes in light
- Decreased ability to discriminate colors in the blue-violetorange

# Meeting the Vision Challenges

- Avoid glare areas, use blinds
- More light on signs
- Use large print for handouts and signs
- Bold print for publications
- Avoid using blues, violets and greens together in printed materials
- Use yellow background with red print
- Use high-intensity light for reading areas
- Use accessible technology features for low vision

**1** **READABILITY**  
Different stroke weight can impair the legibility of a letterform, and challenge older eyes that have problems focusing

**2** **READABILITY**  
Upper and lower case is more readable due to the ascenders and descenders which facilitate quick recognition of letter shapes

**3** **Readability**  
It can be argued that serifs improve a letterform's legibility and/or the readability of body text when compared to sans serif. But if the stroke variation is too great (see fig. 2) or the serifs too fine, readability can be difficult, especially online with glare and resolution issues

**4** **Readability** **Readability**  
X-height is the height of the lowercase letter, measured relative to the height of the capital letters. Larger x-heights, serif or sans serif, can improve readability since the lowercase letters are larger.

**5** **6** **7**

The infographic consists of seven numbered sections. Section 1 shows the word 'READABILITY' in a font with varying stroke weights, with 'thin' and 'thick' labels pointing to the letters 'h' and 'l' respectively. Section 2 shows the word 'Readability' in a serif font, with 'ascenders' and 'descenders' labels pointing to the 'a' and 'y' respectively. Section 3 shows the word 'Readability' in a serif font, with 'serifs' labels pointing to the decorative flourishes on the 'l' and 'y' respectively. Section 4 shows the words 'Readability' and 'Readability' side-by-side, with 'x' labels and dashed lines indicating the height of the lowercase letters relative to the uppercase letters. Section 5 shows a cursive script. Section 6 shows a decorative flourish. Section 7 shows a decorative flourish.

# Hearing Loss



## Challenges

- Pride
- Looks like cognitive impairment
- Gradual loss over time
- Lose ability to hear high-frequency sounds
- Social Withdrawal

# Hearing Loss



## Meeting the Challenge

- Recognize there is a loss
- Make eye contact
- Slow your rate of speech
- Enunciate clearly
- Get rid of background noise
- Lower the tone of your voice
- Keep phone receiver close to mouth
- Teach back
- Hearing aids/devices



# Dexterity

## Challenges

- Stiff joints
- Decrease in range of motion
- Arthritis
- Decrease in sensation
- Decrease in strength
- Decrease in circulation in extremities
- Changes in appearance and lifestyle



# Dexterity

## Meeting the Challenge

- Use the right tools/adaptive equipment
- Have patience and understanding
- Resist rushing
- Offer to assist



# Cognitive Impairment

## Communicating With Someone who has Cognitive Deficits



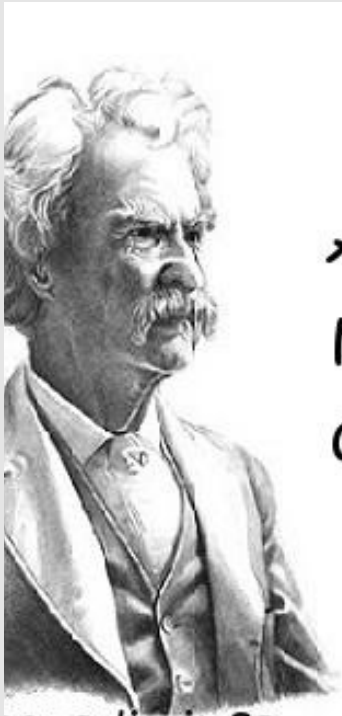
- Turn questions into answers
- Avoid confusing or vague statements
- Turn negatives into positives
- Give visual cues
- Avoid saying “Do you remember when?”
- Treat the person with dignity and respect
- Enlist care partner’s assistance as appropriate

# Cognitive Deficits



- **Identify yourself**
- **Call the person by name**
- **Use short, simple words and sentences**
- **Speak slowly and distinctively**
- **Patiently wait for a response**
- **Repeat questions as needed**

Aging is a State of Mind.  
Own it.



espedia.info

Age is an issue of mind over  
matter. If you don't mind, it  
doesn't matter.

Mark Twain

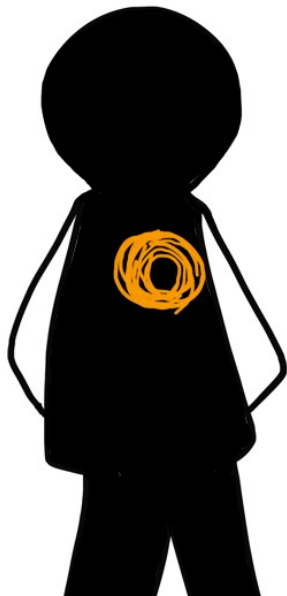
<https://www.aarp.org/disrupt-aging/stories/ideas/info-2016/hollywood-ageism-video.html>

# How Do We Best Support Older Adults and Persons with Disabilities?



# Start with Asking: “What matters to you?”

What matters to you?



© Art2Inspire

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Person-center planning starts with person-centered interaction – what is important to the individual not what we think they need

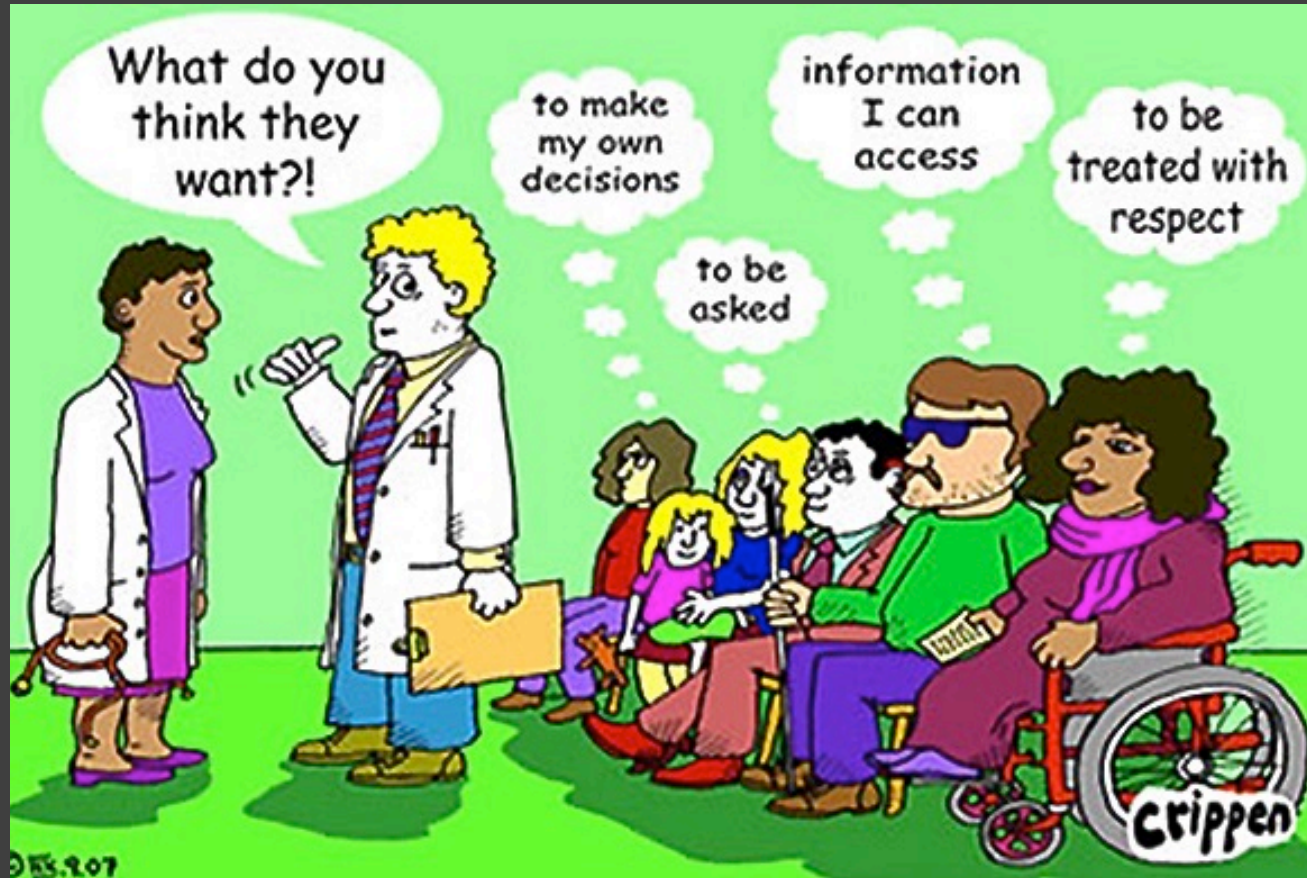
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Changing the way we think, talk and act will change attitudes about aging, and ultimately, will advance policies and programs that support all of us at every age and stage of life.

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Our choice of words matter – ageism and ableism are systemic

# “What’s important to you?”



- Ask & Listen: You won't know what's important if you don't ask!
- “If disabled people were truly heard, an explosion of knowledge of the human body and psyche would take place.” - Susan Wendell



# What Matters?

**When identified in a specific, actionable, and reliable manner, patients' health outcome goals can guide decision making.**

- **Babysitting**
- **Sewing**
- **Gardening**
- **Woodworking**
- **Volunteering**
- **Meals with friends**
- **Kayaking**
- **Reading**

# What are the Resources Available to Support What Matters?





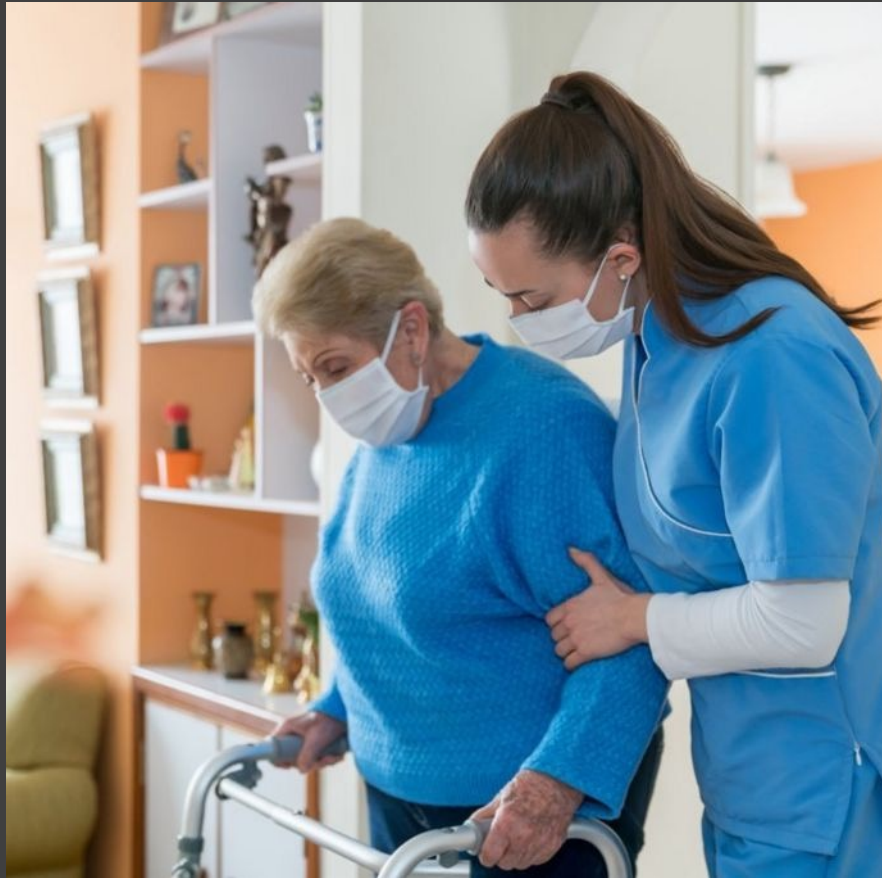


## Areas to Consider for Activities and Resources

- **Health and Wellness**
- **Social Engagement**
- **Mobility**
- **Equipment and Assistive Devices**

# HEALTH & WELLNESS

## IHSS



The main Medi-Cal program that provides attendant care to help people with disabilities with personal care, cleaning, errands, and meals is **In-Home Supportive Services (IHSS)**. IHSS is designed to help low-income people with disabilities of all ages live safely in their own homes if they wish to do so, rather than in a nursing home or other group care facility.

- **ADLs: Bathing, Grooming, Dressing, Feeding, Toileting**
- **Home care: Cleaning, Laundry, Shopping, Cooking,**
- **Paramedical services with Rx: ROM, Medication administration, Injections**
- To apply: Call the main office at 408-792-1600; Fax - 408-792-1837 or 408-792-160; Visit: <https://www.socialservices.sccgov.org/other-services/in-home-supportive-services>

# HEALTH & WELLNESS

## Private-pay Caregivers Services

Services provided by private pay caregivers include personal care and companionship, as well as professional nursing care for older adults and people with disabilities.

- Home Health Agencies
- Care.com: <https://www.care.com/>
- Aging Care: <https://www.agingcare.com/>
- Veterans: <https://veteranshomecare.com/>
- Jewish Family Services of Silicon Valley: <https://www.jfssv.org>
- IOA: <https://www.ioaaging.org/corio-home-care>
- SVILC: <https://quickmatch.org/svilc>



# HEALTH & WELLNESS Medi-Cal Waiver Services MSSP

- **Multipurpose Senior Services Program (MSSP):** The MSSP Waiver provides Home and Community-Based Services (HCBS) to Medi-Cal eligible individuals who are 65 years or older and disabled, as an alternative to nursing facility placement. MSSP provides community-based case management, linkages to other needed services, and can fund or purchase some services needed to help participants remain in their homes. [https://www.aging.ca.gov/Providers\\_and\\_Partners/Multipurpose\\_Senior\\_Services\\_Program/?msckid=6e3](https://www.aging.ca.gov/Providers_and_Partners/Multipurpose_Senior_Services_Program/?msckid=6e3)
- **To apply in Santa Clara County: Contact “Sourcewise”:**  
<https://www.mysourcewise.com/programs-services/care-management/>

# HEALTH & WELLNESS Medi-Cal Waiver Services **PACE**

- Another option for people over age 55 who are eligible for Medi-Cal and Medicare and would qualify for placement in a nursing facility is the **Program of All Inclusive care for the Elderly (PACE)**.
- PACE provides coverage for all needed preventive, primary, acute and long-term care services including prescription drugs, doctor medical care, transportation, home care, checkups, hospital visits, and even nursing home stays whenever necessary.
- On Lok serves Santa Clara County:  
<https://www.onlok.org/pace/locations/san-jose-pace-center>
- <https://www.dhcs.ca.gov/individuals/documents/California-PACE-Plans-Zip-Codes-Jan2022.pdf>

# HEALTH & WELLNESS Medi-Cal Waiver Services **CBAS**

- **Community Based Adult Services (CBAS)** is a licensed program that offers daytime health and other services at centers throughout the state. Also known as Adult Day Health Care, CBAS is available for adults with disabilities who would otherwise qualify for nursing facility care, or have chronic conditions that meet entrance criteria (e.g., dementia, mental health diagnosis).
- Services include: professional nursing services; physical, occupational and speech therapies; mental health services; therapeutic activities; social services; personal care; hot meals and nutritional counseling; and transportation to and from the participant's residence.
- For a list of providers in SCC, visit:  
[https://www.aging.ca.gov/Providers and Partners/Community-Based- Adults Services/](https://www.aging.ca.gov/Providers_and_Partners/Community-Based-Adults_Services/)

# HEALTH & WELLNESS

## Medi-Cal Managed Care Plan Benefits (SCFHP and Anthem Blue Cross)

- Acupuncture
- Cal AIM Services (Community Supports and Enhanced Case Mngmt)
- Chiropractic services
- Dental services
- Durable medical equipment (DME)
- Emergency services, including ambulance
- Hearing services
- Hospice and palliative care
- Hospital stay
- Incontinence creams and washes
- Laboratory and radiology services, such as x-rays
- Long-term services and supports (LTSS): long-term care, Community-Based Adult Services (CBAS), and Multipurpose Senior Services Program (MSSP)
- Maternity and newborn care
- Mental health services
- Outpatient (ambulatory) services
- Pediatric services
- Podiatry services
- Prescription Drugs
- Preventive and wellness services, including chronic disease management
- Speech therapy
- Substance use disorder treatment services
- Transportation to medical appointments
  - Non-emergency medical transportation (NEMT)
  - Non-medical transportation (NMT)
- Vision services

# Cal AIM

## California Advancing and Innovating Medi-Cal

### **COMMUNITY SUPPORTS**

- Housing Transition Navigation Services
- Housing Deposits
- Nursing Facility Transition/Diversion to Assisted Living Facilities
- Community Transition Services/Nursing Facility Transition to a Home
- Medically Supportive Food/Meals/Medically Tailored Meals
- Housing Tenancy and Sustaining Services

### **STANDARDIZED BENEFITS ENROLLMENT**

### **ENHANCED CASE MANAGEMENT**

### **NEW DENTAL BENEFITS**

### **BEHAVIORAL HEALTH**

### **INTEGRATED MEDICARE/MEDI-CAL SERVICES**

### **CHILDREN / FAMILY SUPPORTS**

### **JUSTICE-INVOLVED SUPPORTS FOR INDIVIDUALS**

### **INFRASTRUCTURE FUNDING FOR CBO'S**



# Social Engagement



- **City of San Jose – Parks, Recreation & Neighborhood Services**  
<https://www.sanjoseca.gov/your-government/departments/parks-recreation-neighborhood-services/your-programs/active-adults-50>
  - Health & Fitness
  - Dance
  - Arts & Crafts
  - Enrichment & Education
  - Music & Theater Arts
  - ILS and AT workshops for Seniors at 4 San Jose Senior Centers (SVILC)
- **City of San Jose Therapeutic Recreation Services:**  
<https://www.sanjoseca.gov/your-government/departments/parks-recreation-neighborhood-services/your-programs/therapeutic-recreation-services>
  - Sports
  - Wellness
  - Inclusion Activities
- **Other city PRNS programs in SCC (Santa Clara, Sunnyvale, Campbell, Morgan Hill)**

# Social Engagement



- **Health to You (H2U):** H2U is a membership program geared toward people **50 years old and older**. H2U offers activities and events to help you get out of the house, meet new friends, exercise or just try something new.
  - Heart of the Valley Services for Seniors:  
<http://servicesforseniors.org/>
  - Good Samaritan Hospital:  
<https://goodsamsanjose.com/>
- **Adult Day Care Programs:** coordinated programs of professional and compassionate services for adults in a community-based group setting. They provide social and some health services to adults who need supervised care in a safe place outside the home during the day.  
<https://www.caring.com/senior-living/adult-day-care/california/san-jose>
- **IOA Friendship Line:** 24-hour toll-free Friendship Line is the only accredited crisis and emotional support line in the country for people aged 60 years and older, and adults living with disabilities.  
<https://www.ioaaging.org/services/friendship-line>  
Toll Free #: 1-800.971.0016

# Mobility

## Senior Mobility Guide:

[https://www.vta.org/sites/default/files/2019-08/Senior\\_Mobility\\_Guide\\_June17.pdf](https://www.vta.org/sites/default/files/2019-08/Senior_Mobility_Guide_June17.pdf)

- **Public Transit (VTA buses and Light Rail, Cal Train, Sam Trans, BART)**
- **VTA Access Paratransit**
- **Free Community Shuttle Services**
- **R.Y.D.E. (Saratoga, Campbell, Los Gatos, Cupertino - Monte Sereno, Morgan Hill)**
- **Private Transport Services**



# Free/Low Cost DME, Equipment & Assistive Technology Devices

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- Able People Foundation  
<https://www.ablepeoplefoundation.org/applyforequip>
- Silicon Valley Independent Living Center (SVILC)  
<https://www.svilc.org/assistive-technology>
- Seniors Mobility  
<https://www.seniorsmobility.org/free-medical-equipment>
- EyeQue <https://www.eyequ.com/knowledge-center>



# Contact Information



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[www.svilc.org](http://www.svilc.org)**



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