

A group of diverse elderly people, including a woman with white hair and glasses, a man with a beard and cap, a man with glasses, and a woman with blonde hair, are laughing and raising their hands in a park setting. The background shows green trees and a bright sky.

*Together building a*

**CALIFORNIA FOR ALL AGES**



# COVID-19 PANDEMIC

- On March 15, Governor Newsom called on all adults 65 and older and other at-risk adults to stay at home, in order to save lives during the unprecedented COVID-19 pandemic.
- Older and at-risk adults answered the call, and together Californians are working on “bending the curve” of COVID-19 infection and deaths.
- Older and at-risk Californians are heroes for your leadership and your sacrifice. We see you!

# PANDEMIC RESPONSE



**Finding Information  
& Assistance**



**Staying Connected  
& Engaged**



**Friends & Family  
Caring for Adults**

# STAY HOME. SAVE LIVES. CHECK IN.

## RESOURCE CARD



For More Resources, visit [EngageCA.org](https://www.engageca.org) and [aarp.org/coronavirus](https://www.aarp.org/coronavirus) or [aarp.org/elcoronavirus](https://www.aarp.org/elcoronavirus).

## DO YOU OR SOMEONE YOU KNOW NEED:

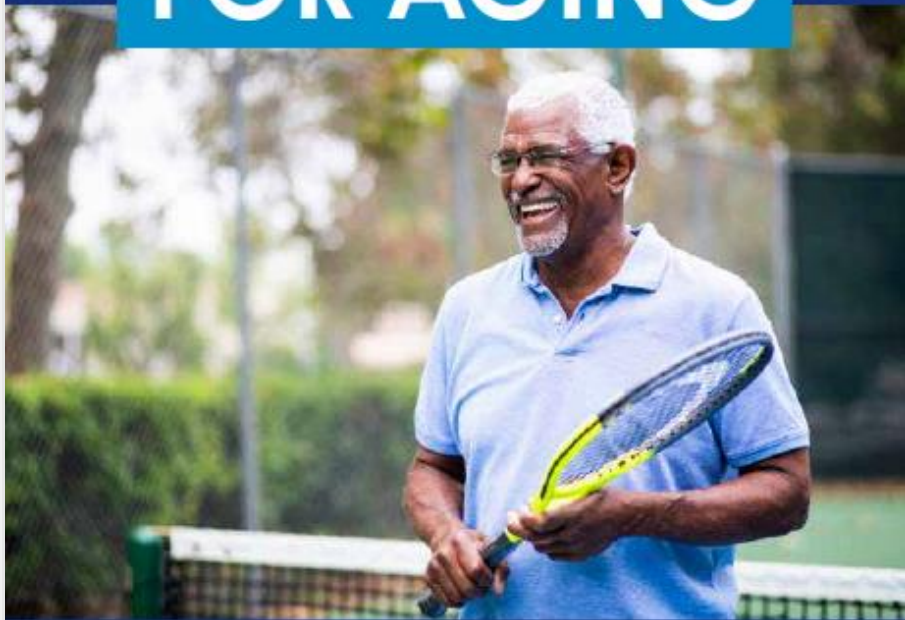
- ✓ **GROCERIES OR MEALS**, call **2-1-1** or visit [www.211ca.org](https://www.211ca.org) to connect to local food assistance and more.
- ✓ **MEDICINE OR MEDICAL ATTENTION**, call your health plan or doctor's office for help. **In an emergency call 911.**
- ✓ **COMMUNITY CONNECTIONS**, reach out to 5 people for regular check-in calls, or call Friendship Line CA at **1-888-670-1360** for someone to listen 24/7.
- ✓ **PROTECTION FROM ABUSE AND NEGLECT:**
  - Call **1-800-231-4024**, if you are living in a care facility for the Long-Term Care Ombudsman CRISIS Line
  - Call **1-833-401-0832**, if you are living at home to talk to Adult Protective Services.
- ✓ **PROTECTION FROM FRAUD**, call **1-877-908-3360**, for AARP's Fraud Watch Network Helpline.
- ✓ **SUPPORT WITH ALZHEIMER'S OR OTHER DEMENTIAS**, call **1-800-272-3900** for the Alzheimer's Association® 24/7 Helpline.
- ✓ **GENERAL COVID-19 INFORMATION**, call the COVID Information Line at **1-833-422-4255** or visit [www.covid19.ca.gov](https://www.covid19.ca.gov).

For Information For All Older Adults Services, call California Aging & Adult Information Line **1-800-510-2020** or go to [www.aging.ca.gov](https://www.aging.ca.gov).

CALIFORNIA  
**ALL**

JANUARY 2021

# Master Plan FOR AGING



## FIVE BOLD GOALS FOR 2030

**The Master Plan for Aging presents a comprehensive approach for every Californian to help build a California for All Ages by 2030.**

The Plan identifies five bold goals and twenty-three innovative and flexible strategies for state and local leaders in government, business, philanthropic, and community-based organizations to collaborate. Each of these goals is in alignment with Governor Gavin Newsom's California for All vision.

The Master Plan for Aging for 2030 is to be considered a living document for the long term. Just as California pivoted to ensure the safety and well-being of older adults in new and different ways during COVID-19 pandemic, the Master Plan will be nimble and responsive to shifting social and economic realities.

Be  
pro  
str  
w  
z  
i

After work began on the Master Plan, the COVID-19 pandemic reached California. The virus disproportionately harmed older and other at-risk adults, and it strained aging and disability services like never before. Older adults have

**Aging is changing and it's changing California. California's over-60 population is projected to double and grow faster than any other age group, increasing from 16 percent in 2010 to one quarter of the population by 2030, when there will be 10.8 million older adults in California.**

Recognizing this, Governor Gavin Newsom issued an executive order in June 2019 calling for the creation of a Master Plan for Aging (Master Plan) ([Executive Order N-14-19](#)). The Executive Order affirmed the priority of the health and well-being of older Californians and the need for policies that promote healthy aging. It also called for a "blueprint" for state government, local government, the private sector, and philanthropy to prepare the state for the coming demographic changes and continue California's leadership in aging, disability, and equity.

*The Master Plan for Aging outlines five bold goals and twenty-three strategies to build a California for All Ages by 2030. It also includes a Data Dashboard for Aging to measure our progress and a Local Playbook to drive partnerships that help us meet these goals together.*



## WHY A MASTER PLAN?

experienced unprecedented death rates – particularly among Latino, Black and Asian Pacific Islander communities and those living in nursing homes. Intensified social isolation and ageism have been especially burdensome. The suffering, resilience, and leadership of older adults, people with disabilities, caregivers, service providers, and advocates during this time have made the Governor's Master Plan for Aging even more urgent.

This is not a plan simply for today's older adults. Instead, the Master Plan is a blueprint for aging across the lifespan. The Master Plan calls on all California communities to build a California for All Ages: for older Californians currently living through the many different stages of the second half of life; for younger generations who can expect to live longer lives than their elders; for communities of all ages – family, friends, neighbors, coworkers, and caregivers – surrounding older adults. As Californians, we can create communities where people of all ages and abilities are engaged, valued, and afforded equitable opportunities to thrive as we age, how and where we choose.

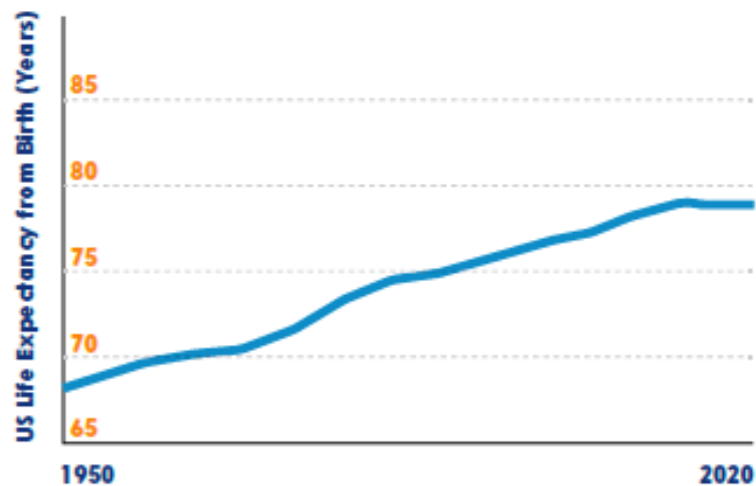


*Aging is changing and*

# IT'S CHANGING CALIFORNIA

**California's demographics are shifting. We will be prepared to ensure that all residents have the opportunities needed to thrive as we age in the Golden State.**

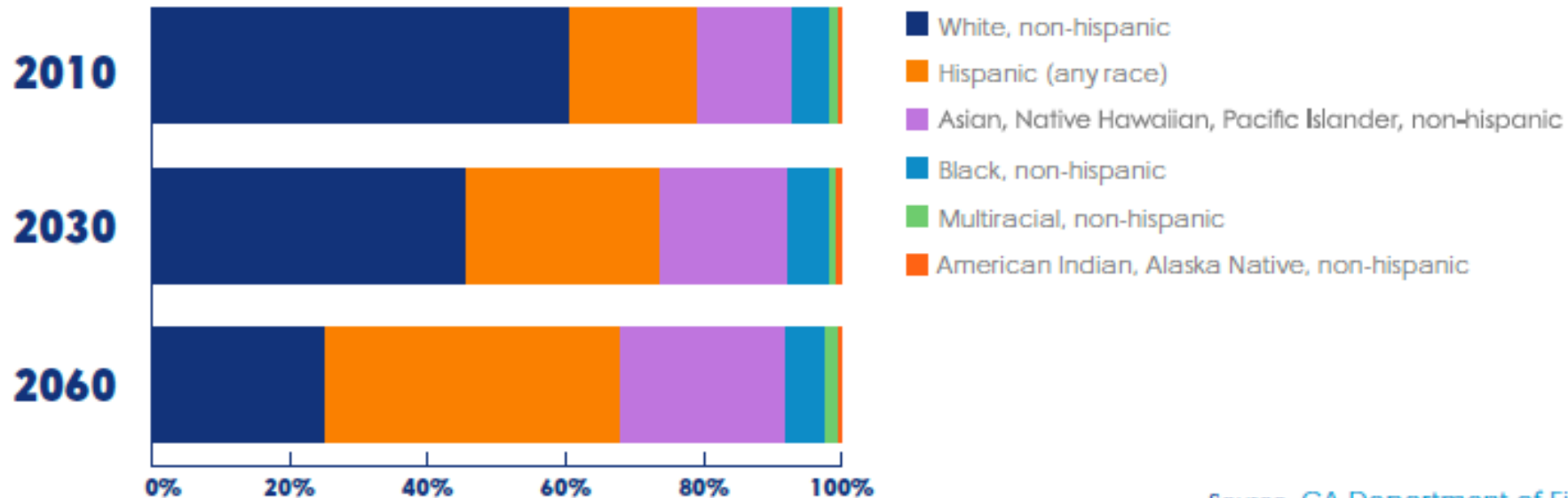
**Californians are living longer than ever before**



## California's older population is becoming more racially and ethnically diverse

By 2030, white, non-Hispanic older adults will no longer represent the majority of older adults.

### California's 60+ population by race/ethnicity, by year



Source: [CA Department of Finance](#)

*Together we engage:*

## HOW WE GOT HERE

Public Participation  
Stakeholder Engagement  
Stakeholder Recommendations  
Community Roundtables with Legislators  
Task Force on Alzheimer's Prevention & Preparedness  
Cabinet Work Group



# *Master Plan* **FOR AGING**

The Master Plan for Aging is for people of all ages who are family, friends, neighbors, coworkers, and caregivers of older adults.

Learn more at [mpa.aging.ca.gov](http://mpa.aging.ca.gov)



**Goal 1:**  
**Housing for All Ages  
and Stages**



**Goal 2:**  
**Health Reimagined**



**Goal 3:**  
**Inclusion and Equity,  
Not Isolation**



**Goal 4:**  
**Caregiving that Works**

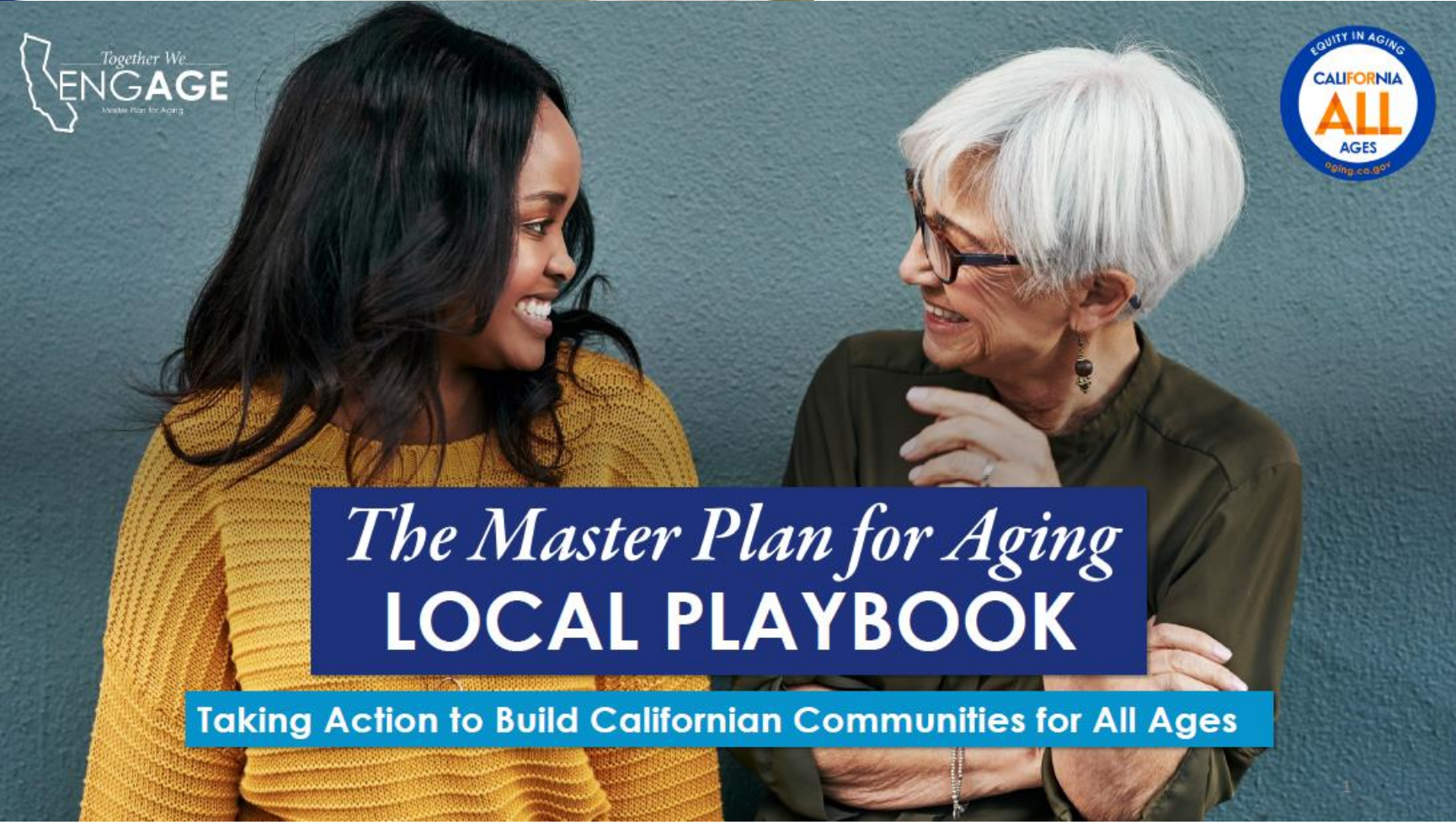


**Goal 5:**  
**Affording Aging**

# THE MPA LOCAL PLAYBOOK

Seven Plays to Build Communities for All Ages

- PLAY ONE: Engage Your Local
- PLAY TWO: Explore Local
- PLAY THREE: Review Existing
- PLAY FOUR: Select Your
- PLAY FIVE: Build Your Action
- PLAY SIX: Evaluate Your
- PLAY SEVEN: Stay Connected



## *The Master Plan for Aging* **LOCAL PLAYBOOK**

Taking Action to Build Californian Communities for All Ages

*The next step:*

## **MPA INITIATIVES FOR 2021-2022**

While the Master Plan for Aging is a ten-year Blueprint for building a California for All Ages, the ten Cabinet Agencies, in strong partnership with local leaders, the private sector, the federal government, and all stakeholders, will launch over 100 initiatives within the first two years.

# MEASURING PROGRESS

## California for All Ages by 2030

The Master Plan for Aging outlines five bold goals to pursue over the next ten years. This Data Dashboard for Aging provides a set of indicators to measure progress. Learn more about the five bold goals and view indicator progress below.

Housing for All Ages  
and Stages

Health Reimagined

Inclusion and Equity,  
Not Isolation

Caregiving That Works

Affording Aging

Indicator Progress  
Dashboard

**Let's build a California  
for all ages**

**Standing up to ageism**

**begins with you**



**#CaliforniaForAllAges**

