

# Caring for Caregivers: Supporting the Master Plan for Aging

Friday, April 28, 2023

9AM to 12PM [Virtual Event via Zoom](#)

## Program & Topics of Discussion

**9:00AM**

### Welcome from the Bay Area Senior Health Policy Coalition

- [Katherine Kelly](#), Director of Government Affairs, On Lok
- [Uche Uwahemu](#), Director of Government Affairs, Center for Elders' Independence

**9:10AM**

### Caregiving Stories from Our Community

Hear powerful testimonials from caregivers in our community about the challenges they face and the opportunities they see to support the critical work they do every day.

**9:25AM**

### Keynote Speaker: [Susan DeMarois](#), Director, CA Department of Aging

The Master Plan for Aging (MPA) is a ten-year blueprint for advancing a California for All Ages and Abilities. The MPA's Five Bold Goals include adequate preparation and support for the rewards and challenges of caring for aging loved ones. Hear directly from Susan DeMarois about the progress that's been made so far, the work that's yet to come, and the opportunities for you to get involved in this groundbreaking initiative.

**9:45AM**

BREAK for 10 minutes

**9:55AM**

### Panel: A Discussion with Our Legislative Leaders

How are county leaders viewing the Master Plan for Aging and its impacts to issues affecting caregivers? We will hear directly from county supervisors and a local agency director on key issues impacting the direct care workforce and unpaid caregivers, including the digital divide and addressing the financial burden of affording care.

#### Panelist Speakers:

- Alameda County Supervisor [Nate Miley](#)
- Marin County Supervisor [Mary Sackett](#)
- Napa County Supervisor [Belia Ramos](#)
- Solano County Supervisor [Monica Brown](#)
- Sonoma County Supervisor [Susan Gorin](#)
- [Tracy Murray](#), Contra Costa County Aging & Adult Services

#### Moderator:

- [Susannah Meyer](#), Executive Director, Empowered Aging

## Program & Topics of Discussion Continued

10:50AM

### Small Group Reflections & Discussion

Choose one of four interactive small groups to reflect upon the keynote remarks and legislative panel. Develop strategies to elevate these issues locally and further drive engagement with elected officials and the community at-large.

1. **Addressing the financial burden of caregiving for the direct care workforce.** Facilitator: [Uche Uwahemu](#), Center for Elders' Independence
2. **Addressing the financial burden of caregiving for unpaid family caregivers.** Facilitators: [Jenna Shankman](#), Family Caregiver Alliance and [BJ Bischoff](#), Providence Community Health Napa Valley
3. **Virtual care expansion and the digital divide.** Facilitator: [Celine Regalia](#), Providence Community Health Napa Valley
4. **Addressing the financial burden of affording care.** Facilitator: [Eli Gelardin](#), Marin Center for Independent Living

11:15AM

### Report Out from Small Group Reflections & Discussion Session

Hear the action items, proposals or strategies from the small group discussions facilitators and get energized to carry this work forward!

11:35AM

### Call to Action: Achieving Effective Advocacy

Whether you are a new or seasoned advocate, join this session to enhance your advocacy skills and learn practical skills to advocate for the Master Plan for Aging and caregiver issues. We will learn about what makes successful advocacy, the best way to contact your legislators, what you need to develop your elevator speech and a real-life example of how effective advocacy is impacting legislation for caregivers.

- [Katie Duberg](#), Political Organizing Director, California Work & Family Coalition

11:55AM

### Closing

- [Katherine Kelly](#), Director of Government Affairs, On Lok
- [Uche Uwahemu](#), Director of Government Affairs, Center for Elders' Independence

12:00PM

### Event Concludes

Thank you for your engagement and participation.  
[Learn more about our coalition.](#)



Community Health Napa Valley