

***We Stand
With Seniors...
Will You?***

TOOLKIT

 **@WeStandWithSeniors**

 **@WeStandWSeniors**

WeStandWithSeniors.org

We Stand With Seniors... Will You?
is a public awareness and education
campaign supported by West Health
and The SCAN Foundation.



Will You?

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TABLE OF CONTENTS

01 Background	3
02 Campaign Timeline	4
03 Key Messages	5
04 Frequently Asked Questions	8
05 How You Can Help	11
06 Sample Social Media Tactics and Content	16
07 Website/Blog Post.....	18
08 Sample Email.....	19
09 Website Badge/Logo	20



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01

BACKGROUND



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The Golden State is heading for a crisis if the next governor and state lawmakers do not act now. California needs a long-term master plan to address the cost and delivery of health and wellness services seniors need to age safely and with dignity.

Waiting to address senior needs may result in countless seniors going without the care they need, as well as massive financial costs to the state and taxpayers as policymakers will be forced to act without a cohesive master plan.

Consider this:

- Californians age 55 and older make up 45% of the state's voters, yet senior-specific issues are not at the forefront of election issues, despite the fact that voters consider them important.
- 83.3% of California voters would support a candidate who has a vision and long-term investment plan for California's seniors - with support shared across all demographics and all political parties.
- One in five older adults in California lives in poverty.
- Nearly 35% of people working today have no money saved for retirement - and countless more will not have enough.
- Healthcare dollars for seniors are already stretched and are often subject to cuts.
- Medicare does not cover dental care, leaving many seniors without coverage which can lead to serious health complications.
- Ninety-percent of seniors would like to age in their homes, but programs and systems to help them do this are minimal, expensive and currently not scalable.
- Nursing care and senior living homes are expensive and out of reach for many seniors.

02 CAMPAIGN TIMELINE



In the coming months, your participation and active engagement will help us elevate senior issues in the public discussion - giving them the attention they need and deserve.

Between now and November 2018, *We Stand With Seniors* will:

- Encourage voters to contact gubernatorial candidates and educate them about senior issues
- Convene senior stakeholders for educational forums throughout the state
- Highlight key issues each month
- Conduct voter surveys
- Educate candidates and policymakers about the needs of California seniors



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03 KEY MESSAGES



We encourage you to communicate the following messages, as well as your own experiences, with the gubernatorial candidates, the media and in your communities so that senior care issues begin to receive the attention they deserve.

Campaign Summary

The *We Stand With Seniors* campaign is a nonpartisan, public awareness and educational effort sponsored by West Health and The SCAN Foundation to encourage California's elected leaders and candidates for office to focus on the needs of seniors and implement policies that will improve the lives of all Californians.

The campaign's goal is to focus our policymakers, media and the public on the need for integrated and cost-effective changes in our healthcare system to better meet the needs of California's older adults and their caregivers, while improving the system overall.

The Problem

- To ensure senior issues receive the attention they deserve, it will be important that gubernatorial candidates and other elected officials, the media, policymakers and voters understand the crisis we are facing with senior care in California.



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03 KEY MESSAGES



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To prompt solutions, *We Stand With Seniors* wants Californians to know that:

- With the rapid growth of California's senior population, accessing quality healthcare and support services are going to be increasingly out of reach if the state does not develop sound policies and a master plan to care for our older adults.
- The Public Policy Institute of California reports that California's senior population will increase by nearly 90 percent, or four million people, in the next couple of decades.
- **In addition to our growing senior population:**
 - One in five California seniors lives in poverty.
 - Three in 10 older Californians do not have enough income to cover their basic needs.
 - One in four senior households faces a housing cost burden.
 - Medicare does not cover dental care for seniors at all, and poor oral health can lead to heart disease and other chronic conditions that can result in death.
 - In California, more than 7 million adults (21 years of age and older) are enrolled in Denti-Cal, California's Medicaid dental program.
 - The Little Hoover Commission found that Denti-Cal ranks among the state governments greatest deficiencies and falls short in providing dental care to our most vulnerable communities.
 - The Medi-Cal program provides coverage to almost a quarter of California seniors, and in 2015, 34 percent of the state's budget was spent on Medi-Cal.
 - Nearly 35 percent of seniors today have no money saved for retirement - and countless more have not saved enough given that a 65-year-old, healthy couple can expect to spend upwards of \$200,000 over the course of their retirement on Medicare premiums alone.
- In light of the current and growing challenges faced by seniors in accessing care, California is heading for a crisis in caring for its older population if the state and next governor do not act now to create a master plan that includes effective and cost-efficient policies to ensure seniors can age safely and with dignity.

03 KEY MESSAGES



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Voters Want Solutions!

In early 2018, *We Stand With Seniors* conducted a survey among 1,000 California voters to see where they stand on issues affecting seniors in our state. While senior issues do not get much public attention from candidates, policymakers and the media, the survey results made clear that California voters understand what seniors are facing, they demand a long-term vision and plan and they want the incoming governor to make senior issues a priority:

- In polling numbers rarely seen in statewide surveys, super majorities of Californians want the state's incoming governor to create and implement long-term plans that will address healthcare, dental care and other services that will allow our aging population to age safely and with dignity.
- Eighty-three percent of voters are more likely to support a gubernatorial candidate with a clear vision and long-term investment plan to address increasing demand for senior services.
- Voters know that California is lagging in care for our seniors - with 67 percent of voters believing that California is NOT prepared to care for its aging population.
- Eighty-seven percent of voters agree that providing dental care for seniors is as important as access to healthcare.
- Eighty-one percent of voters are more likely to support gubernatorial candidates committed to making high-quality healthcare for seniors more accessible and affordable.
- Eighty percent of voters support the state investing in caregiver programs that assist those who care for senior family members.
- Seventy-nine percent of voters support the state investing in in-home healthcare services that allow seniors to age successfully in place, including medication delivery, telehealth and house calls.

In a time when we see so much political polarization, it is amazing to see that California Democrats, Republicans and independent voters of all ages can all agree on one thing: we need to provide better care for our seniors.

04

FREQUENTLY ASKED QUESTIONS



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What will *We Stand With Seniors*' education and awareness campaign entail?

Through grassroots action, the *We Stand With Seniors* awareness and education campaign will:

- Educate gubernatorial candidates and policymakers about the needs of California seniors
- Convene senior stakeholders for educational forums throughout the state
- Survey voters on how they want the state to address senior healthcare needs
- Share best practices for providing care and services to our rapidly aging population

Will *We Stand With Seniors* support a specific candidate for governor or oppose one who does not elevate senior issues?

- West Health and The SCAN Foundation are nonpartisan, nonprofit foundations and our role is to educate around issues impacting seniors through *We Stand With Seniors*. The foundations do not support or oppose candidates or contribute to political campaigns.
- We hope that all of the candidates will listen to our messages, take into account the results of our voter survey and commit to enact solutions to increase access to quality, affordable care that will all make California seniors a priority.

Who funds *We Stand With Seniors*?

We Stand With Seniors is funded by West Health and The SCAN Foundation, both nonpartisan, nonprofit foundations dedicated to improving the lives of seniors.

What are your primary concerns about senior care in California?

- Seniors will suffer if action is not taken to increase their access to high-quality, affordable healthcare, dental care and supportive services.
- Without access to proper care, seniors end up with more complications, placing a greater toll on their health and well-being.
- Lack of access to proper care also results in higher costs to our healthcare system and state, and places a larger burden on family caregivers.

04

FREQUENTLY ASKED QUESTIONS



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Where specifically is California lacking in senior care?

There are a number of areas we need to address. Some examples include:

- We need a master plan for aging that includes more coordinated, community-based care to enable seniors to age successfully with the dignity, quality of life and independence they deserve.
- California's Denti-Cal program, which provides healthcare benefits for millions of low-income individuals and families, has been subject to budget cuts and low reimbursement rates have led to a deficit of dentists in the program. The program has been found to be severely lacking in a bi-partisan study conducted by the Little Hoover Commission. Oral health directly influences one's overall health and lack of proper care can lead to serious health problems such as cardiovascular disease, diabetes and respiratory infections.

What solutions does *We Stand With Seniors* promote?

Working with senior advocates and policymakers across the state, *We Stand With Seniors* seeks to share and uncover best practices and smart approaches to caring for our seniors. Many senior-focused organizations like West Health and The SCAN Foundation have had success promoting quality, affordable programs to help seniors age safely and with dignity. We want to harness all these ideas and others and apply them to addressing the looming senior crisis in California.

Some examples of solutions include:

- Addressing system fragmentation at state and local levels by:
 - Articulating a vision and acting on a plan for our aging population that assures access, coordination and affordability.
 - Promoting expansion of models of coordinated care statewide, such as the Program of All-Inclusive Care for the Elderly (PACE), and informing those who can benefit from these models of available options to drive demand.
- Establishing a precedent for age-friendly community planning that offers more housing accessible to transportation.

04

FREQUENTLY ASKED QUESTIONS



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- Strengthening Denti-Cal:
 - Increasing reimbursements to Denti-Cal providers to improve access to critically-needed oral healthcare services.
- Ensuring seniors get the proper nutrition and other community-based supportive services they need to stay healthy as they age and to prevent costly health complications:
 - Increasing funding for more home-based nutritional services and community-based senior centers.
 - Providing more caregiver training on senior nutrition.

Where will the money come from to address the crisis in senior care?

- We think much of the money is already in California's budget, but resources need to be used more wisely.
- Smarter care results in healthier seniors and lower costs.

How can we educate the public that they need to plan better for retirement and senior care?

- That is part of our *We Stand With Seniors* campaign - to make the public and policymakers more aware of what seniors need so that we can all plan better.

05 HOW YOU CAN HELP



How You Can Help

Sign up to #StandWithSeniors at www.WeStandWithSeniors.org

In a political climate with many issues vying for attention, you can help elevate the need for solutions to the crisis facing older Californians by using the content in this kit. Making our collective voices heard will help ensure senior issues receive the attention they need and deserve.

Talk to Candidates and State Lawmakers

Using the messages and materials herein, as well as your own experiences, contact state lawmakers and candidates for governor and ask them how they plan to address the looming crisis facing our seniors. Phone calls, tweets, Facebook posts, emails and questions posed at events will help educate the candidates and let them know voters are looking for their leadership toward solutions, including a master plan for aging.

Following the Primary Election on June 5, 2018, the candidates for California Governor are:

John Cox:	@TheRealJohnHCox	johncoxforgovernor.com
Gavin Newsom:	@GavinNewsom	gavinnewsom.com

To find your State Senate and Assembly representatives, visit:

<http://findyourrep.legislature.ca.gov>



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05 HOW YOU CAN HELP



Will You?

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Visit Our Website

- Learn more about the growing challenges faced by California seniors and their families in accessing high-quality, affordable healthcare, dental care and supportive services.
- Engage your networks about the cost to the state if these challenges are not addressed by directing them to sign up to #StandWithSeniors at www.WeStandWithSeniors.org.

The screenshot displays the website's header with the logo, social media icons, and navigation links: STAND WITH SENIORS, ISSUES, UPDATES, ABOUT, and CONTACT. Below the header is a large grid of 18 diverse senior citizens. The main content area features the heading "Now Is The Time." followed by a paragraph: "With the senior population increasing by nearly 90%, or four million people by 2030, California is heading for a crisis in caring for our older population if the state and next governor do not act now to". To the right is a sign-up form titled "Join Us. #StandWithSeniors" with fields for Full Name, Email (placeholder: jsmith@email.com), Mobile Phone, and Zip Code.

05

HOW YOU CAN HELP



Will You?

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Spread the Message on Social Media

Trending issues on social media get attention. Help raise interest in the importance of addressing the needs of California seniors by regularly posting information on social media channels including Twitter, Facebook and your personal website, if applicable.

Distribute Informational Materials

Contact us for materials to distribute at events and among your colleagues and constituents.

- Key Survey Results
- Issue Papers
- “Join Us” Postcards
- *We Stand With Seniors* Buttons and Engagement Cards

NOW IS THE TIME

1 out of 5 older adults lives in poverty, and the number of seniors in our communities will increase 90%—4 million people—by 2030. The Golden State is heading for a crisis if the next governor and state lawmakers don't act now. California needs a long-term solution to address the cost and delivery of healthcare, dental care, housing and supportive services so seniors can age safely and with dignity.

www.WeStandWithSeniors.org

@WeStandWithSeniors

@WeStandWSeniors

Will You?

I #StandWithSeniors and will do my part to ensure their needs are addressed

Please email me updates on #StandWithSeniors

You may list me/my organization on the We Stand With Seniors website

Name _____ Signature _____ Date _____

Organization/Company _____ Phone _____

Email _____ Twitter Handle _____ ZIP _____

Join Us Online! www.WeStandWithSeniors.org

West Health and The SCAN Foundation's We Stand With Seniors ...Will You? public awareness and education campaign focuses on the specific challenges seniors and their families face in accessing high-quality, affordable healthcare, dental care and supportive services, and the cost to the state if these challenges are not addressed.

Talk to your Colleagues, Family and Friends

All of us have a stake in ensuring California seniors can age safely and with dignity. Please share this information with people in your network, ask them to join the *We Stand With Seniors* campaign and encourage them to let the candidates know that Californians from every background want senior issues addressed now. Additionally, developing a master plan for aging is absolutely critical for the state's social and economic future.

Keep an Eye Out for Opportunities

Anywhere people are talking about issues that affect Californians is where we want to be sharing our message. Let us know of events and speaking opportunities in your community – we are working to carry the *We Stand With Seniors*' message to audiences around the state.

05

HOW YOU CAN HELP

Share Our Monthly Issue Focus

We need your help in educating the gubernatorial candidates and state lawmakers about the growing challenges seniors and their families currently face as well as possible solutions:



Geriatric-Focused Acute Care – May



Master Plan for Aging – June



Oral Healthcare – July



Home-Based Primary Care – August



Malnutrition – September



Supportive Services – October



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06 SAMPLE SOCIAL MEDIA TACTICS & CONTENT



Will You?

WeStandWithSeniors.org



[Click to download image](#)



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Sample Social Media Tactics And Content

Social media is an excellent tool to help raise awareness and educate candidates, policymakers, the media and your community about the problems California seniors face and the need for solutions. By regularly (every day!) posting content about senior issues on your Facebook and Twitter feeds, you can help put California seniors front and center.

A few tips on effective social media tactics:

- Always include #StandWithSeniors in your posts.
- Always tag the gubernatorial candidates in your posts:
@TheRealJohnHCox
@GavinNewsom
- Follow the Facebook pages and Twitter accounts of *We Stand With Seniors*, West Health and The SCAN Foundation.
- Repost and retweet relevant content from *We Stand With Seniors*, West Health and The SCAN Foundation's channels to your personal and organization's social media accounts.
- When you encourage others to carry the message, please remind them that facts and civility always win the day.
- Use a website like bitly.com to shorten links for Twitter posts.

Supporters who sign up for *We Stand With Seniors* updates will receive sample social media posts regularly. Email info@WeStandWithSeniors.org to receive social graphics that can accompany posts.

06 SAMPLE SOCIAL MEDIA TACTICS & CONTENT



Will You?

WeStandWithSeniors.org

Sample posts that can be used now include:

83% of CA voters support a #CAgov candidate w/ a plan for seniors.
I #StandWithSeniors... Will You?

@TheRealJohnHCox @GavinNewsom

<http://westandwithseniors.org/wsws-survey-results/> | <https://bit.ly/2rdv4dn4>

California's older adults are facing a #healthcare crisis. Let's work together to solve #LongTermCare so our seniors can age safely & with dignity.
#StandWithSeniors www.WeStandWithSeniors.org

Dropping the ball on looming senior care crisis now will mean massive long-term costs to the state & taxpayers later. #StandWithSeniors to take action. www.WeStandWithSeniors.org

1 in 5 seniors live in poverty and that number will only grow. We need a master plan & solutions to this crisis to ensure CA's older adults age safely, with dignity. We #StandWithSeniors... Will You?

@TheRealJohnHCox @GavinNewsom

www.WeStandWithSeniors.org

67% of voters say the state is NOT prepared to care for its #aging population. Now is the time for #gov candidates & policymakers to take action. We #StandWithSeniors... Will You?

@TheRealJohnHCox @GavinNewsom

07

WEBSITE/ BLOG POST



Will You?

WeStandWithSeniors.org

Californians Want Action for Seniors – Will You Join Them?

A January 2018 survey by West Health and The SCAN Foundation found that an overwhelming majority of California voters—a whopping 83 percent—say they are more likely to support a gubernatorial candidate who has a plan to address the healthcare and living needs of the state’s growing senior population.

With California’s senior population expected to increase by nearly 90 percent, or four million people in the next couple of decades, there is a daunting crisis in senior care looming on the horizon. In addition, one in five older Californians currently lives in poverty, nearly 35 percent of workers have nothing saved for retirement, and access to quality, affordable healthcare, dental care, and supportive services is already limited for most of California’s seniors.

While we don’t hear much, if anything, from policymakers or the media about many of the critical problems facing our state’s older adults, the survey results prove that large, bi-partisan majorities of California voters want the state’s incoming governor to create and implement a master plan for aging that will address healthcare, dental care and other services that will allow our aging population to age safely and with dignity.

The *We Stand With Seniors* educational and awareness campaign is working to raise awareness of the looming crisis in senior care in California, educate gubernatorial candidates and decision makers about the problems and work together toward long-term solutions. Created by West Health and The SCAN Foundation, *We Stand With Seniors* will convene senior-community stakeholders for educational forums throughout the state and work to inform policymakers about the needs of California seniors, as well as the best practices for providing care and services to our rapidly aging population.

To LEARN more about the coming senior care crisis in California, and to JOIN the grassroots effort working to implement solutions before it is too late, visit www.WeStandWithSeniors.org

08

SAMPLE EMAIL



Will You?

[WeStandWithSeniors.org](http://www.WeStandWithSeniors.org)

Join the Effort to Address California's Looming Senior Care Crisis

California seniors are headed for a crisis. With our senior population slated to grow by 90 percent by 2030—and with scarce resources available to seniors and their families—California must act now to ensure our seniors can age safely and with dignity.

Waiting to address senior needs may result in countless older adults going without the care they need, as well as massive financial costs to the state and taxpayers as policymakers will be forced to act without a cohesive plan.

In March, West Health and The SCAN Foundation launched *We Stand With Seniors*, a public awareness and education campaign. The goals of the campaign are to communicate directly with the candidates for California governor focusing on the specific challenges older adults and families face in accessing high-quality, affordable healthcare and supportive services in California. In the months leading up to the election, the campaign will not only work to educate candidates, it will also convene older adults, advocates and policymakers for educational forums and conduct periodic surveys on how well the candidates are addressing the issues.

You can help improve the outlook for California seniors starting today by:

1. Joining the *We Stand With Seniors* campaign by signing up at www.WeStandWithSeniors.org
2. Following the campaign's social media accounts, and encouraging your networks to do so, as well:
 - a. Twitter: [@WeStandWSeniors](https://twitter.com/WeStandWSeniors)
 - b. Facebook: <http://www.facebook.com/WeStandWithSeniors/>
 - c. Use the #StandWithSeniors hashtag in all your social media communications!
3. Communicating to candidates directly on social media, citing #StandWithSeniors. Ask them to make older adult issues a priority and develop a plan for California.

Their handles are: [@GavinNewsom](https://twitter.com/GavinNewsom) [@TheRealJohnHCox](https://twitter.com/TheRealJohnHCox)

To LEARN more about the coming senior care crisis in California and the grassroots effort to implement solutions before it is too late, visit www.WeStandWithSeniors.org

Thank you!

09

WEBSITE BADGE/LOGO



Will You?

WeStandWithSeniors.org

Your organization can help educate California about the looming senior care crisis and need for solutions now.

To download the badge image, simply click on the link below. Once you download the image, add it to your website to link those interested to the *We Stand With Seniors* website for more information.



Will You?

www.WeStandWithSeniors.org/toolkit