



► Instructions for how to use this PowerPoint Slide Deck:

- This slide is for YOU, the PRESENTER ONLY. Begin your Slide Show with the next Slide - #2.
- Don't forget to add your name, date and audience on Slide #3
- Slide # 13 encourages and enables you to seek out and communicate data specific to the community you are addressing. All of us on the Planning Committee are willing and able to help – just ask!
- Remember, you do NOT need to customize Slide 13 – the data contained herein is specific to Marin County.
- If you want DATA specific to your community, you may ask Amy Dietz – but you must give her 2 weeks notice – a least one!
- Try searching these data sets yourself:
 - <https://www.marinhhs.org/zone-dashboard>
 - <https://data.census.gov/>



➤ MISSION STATEMENT

- *The Marin County Commission on Aging (MCCOA) is federally mandated by the Older Americans Act to advise the Area Agency on Aging and the Marin County Board of Supervisors. The Commission is an advisory council that advocates for, educates, and celebrates older adults throughout Marin County. The Commission strives to promote understanding and positive change in the community through the values of diversity, equity, inclusion, respect, and collaboration.*

Marin County Commission on Aging Update

Update on Marin County's Older Adult Needs assessment conducted
by Marin's Area Agency on Aging (AAA)

What this means for>>>

Presented by

Date:

Marin County Commission on Aging – Who are we?



The Older Americans Act (OAA) passed in 1965 by LBJ's "Great Society" paved the way for the creation of the Area Agencies on Aging (AAA) in the 1973 reauthorization of the OAA.

Marin's 23 Commissioners work on 5 standing committees:

- Health and Nutrition
- Housing and Transportation
- Legislative
- Equity and Inclusion
- Planning & Communication






Agenda



- ▶ Brief on The Marin County Older Adults Needs Assessment
 - ▶ (conducted in 2023 to create the 2024-2028 4 yr. plan)
- ▶ What does this mean?
 - ▶ Economic Insecurity leads to:
 - ▶ Housing Insecurity
 - ▶ Food Insecurity (doubled since 2019 Assessment)
 - ▶ Social Isolation (1/3 of all adults are socially isolated)



The 2023
Needs
Assessment
produced the
following Data:


The Takeaway:
Lots of Older
Adults suffer
from Financial
Insecurity

Increased Economic Insecurity: 47%
Report Difficulty Living on Current Income

25% of Marin Seniors are Low-income

18% are Food Insecure


33% Report feeling socially isolated



47 % of older adults in Marin have difficulty living on their income.

Women are more than 50% more likely than men to report difficulty living on their household income.


Financial Insecurity is an issue that increased from the previous Older Adults Needs Assessment in 2019: up to 16% for a net increase of 19%



18% of older adults in Marin are Food Insecure

The number of older adults experiencing food insecurity has increased 80% from the 2019 Older Adults Needs Assessment (from 10% to 18%).

The number of older adults worried that food will not last through the end of the month also increase by 60% in the last 4 years from 10% to 16%.




Older adults with high levels of concern for housing affordability as doubled since 2019.

Older adults with the highest level of concern around affording their rent or mortgage has **doubled** since 2019 (20% vs. 10%)

Housing affordability struggles are more pronounced among the following groups: Women (26%), Low-Income (38%), Hispanics (32%), Black (41%), Seniors aged 60-64 (35%)

SOCIAL ISOLATION




A third of older adults in Marin County report feeling isolated from others

Women are almost three times as likely as men to have felt excluded or devalued because of their age.

Nearly half of women feel they lack companionship at least some of the time.

These two groups are more than twice as likely to feel they **OFTEN** lack companionship: food insecure and low income.

Women are 3x more likely to eat alone all the time relative to men



What can we do to support older adults?

- **View all policies, projects, services and communications through an Age Friendly, Older adults lens.**
- **Looks for opportunities to support intergenerational activities.**
- **Actively seek out the input from older adults.**
- **Continue to support Age Friendly programs work to enhance social engagement among older adults and across generations.**
- **Make sure older adults and their care givers are aware of town and county resources to live long and well.**
- **Think about housing options for older residents when we consider new and existing housing.**



2024-2028 AAA GOALS:

- **Actively advocate** for the critical needs of older adults and caregivers as identified in the 2023 Marin County Needs Assessment study at the local, state and federal level.
- **Increase awareness, visibility and access** to services and resources for older adults and caregivers with consideration of those with greater social and economic needs, particularly Black and Latino populations.
- Partner with community organizations to **address the financial security** of Marin's older adults and caregivers.
- Increase opportunities for **social engagement** for older adults and caregivers.



Slide # 13 OPTIONAL – fill in yourself....

2025 Information and/or Goals Specific to
your Audience - XYZ Community

-?

1. All policies, projects, services and communications through an Age Friendly, Older adults lens.
2. Looks for opportunities....
3. Actively seek out...isolated populations.
4. Continue to support Age Friendly...
5. Make sure older....
6. Think about housing options for older adults...
7. Add more of your own!!!



Thank you!!!

- ▶ Thank you for all your support for the Commission's work and your commitment to working with the older adults in our beautiful community!

ONLINE RESOURCES

- ▶ <https://www.marinhhs.org/>
- ▶ <https://www.marinhhs.org/zone-dashboard>
- ▶ https://www.marinhhs.org/sites/default/files/files/boards/additional_documents/2024_02/4_older_adult_needs_assessment_marin_county_full_length_version.pdf