

**CALIFORNIA COMMISSION ON AGING**  
**REFRAMING AGING INITIATIVE**  
**September 2016 – December 2017**  
(Approved 9/14/16)

**STATEMENT OF PURPOSE**

Each of us desires to age in a manner that is healthy, secure and purposeful. As our older adult population increases and needs evolve, the California Commission on Aging intends to advance opportunities that are culturally responsive and address challenges in order to ensure longevity is a positive experience for all individuals and society, inclusive of those at-risk of not aging safely. A key CCoA priority in its Operational Plan 2015-2017 is to **“develop a more accurate and progressive vision of aging and aging services.”**

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**PROPOSED STRATEGIES FOR IMMEDIATE IMPLEMENTATION**

1. Draft a statement of purpose and publish a thought-provoking “one-sheet” on the Commission’s intent to help “reframe aging.” (*Assign to: OP& BL Committee to prepare draft.*) As “the principal advocate in the state on behalf of older individuals”, publish informational releases explaining the issues and strategies about which the CCoA is advising the Governor, State Legislature, and State, Federal and local departments and agencies.
2. Update design of *AgeWatch* (consider renaming, as well) to a web-based format in order to enhance readability. Create blog, contact/subscription information, expanded calendar, more hyperlinks to reports and news articles, etc. Access databases and capture new contact information to expand subscriber base. (*Assign to staff to research these items with CDA’s IT manager to determine compatibility with state of California guidelines and availability/feasibility of CDA support.*)
3. Continually review and update the website’s design and content (within state guidelines). Refresh and routinely update the homepage with new photos and topical content. (*Assign to staff.*)
4. Draft editorial guidelines for submissions by Commissioners and guest authors to *AgeWatch* and the Commission’s website and/or blog. Also, identify responsibilities and disclaimers related to Commissioners’ submissions to independent media. (*Assign to OP&BL Committee to prepare draft. Secondly, assign to staff to confer with CDA’s IT Manager.*)
5. Encourage Commissioners to submit opinion pieces and/or letters to the editor each year to local print media as well as online forums, social media, email and other professional connections. Include copies/links for these published pieces in the Commission’s advocacy efforts/materials including *AgeWatch*. (*Assign to Commissioners.*)
6. Explore a relationship with FrameWorks Institute project; establish Commission as a primary partner in California. (*Assign to Commission Chair.*)