

CREATING AN AGE-FRIENDLY CITY

CHULA VISTA AGE-FRIENDLY ACTION PLAN



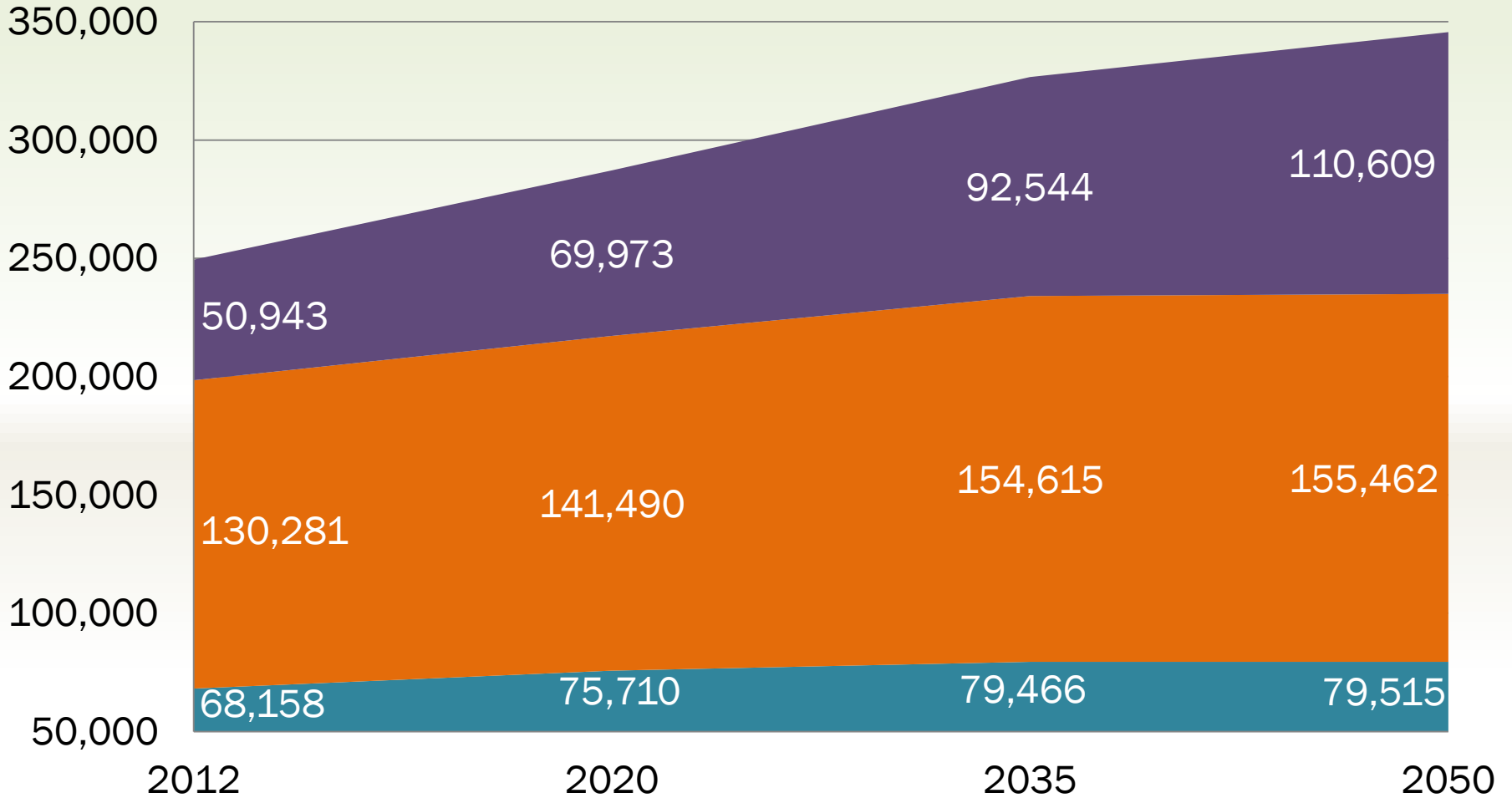
HEALTHY CHULA VISTA

Create policies and programs to improve the City's physical and social environments, promote awareness and access to services, and build community partnerships.



POPULATION GROWTH ESTIMATES

■ 0-17 ■ 18 to 54 ■ 55+





AGE-FRIENDLY ACTION PLAN

PROCESS

2016

Age-Friendly Initiative Began

- SD Foundation
- Chula Vista Enters AFC Network (July)

2016-2017

Establishing Baseline

- AARP survey
- Community Cafes
- Data Gathering

2017-2018

Community Involvement

- Expert Chat
- District Roundtables
- Establish Task Force
- Draft Plan

2018-2021

Implementation

- SDSU Partnership
- Grant opportunities & existing resources

COMMUNITY PLAN



- Community Surveys
- Community Cafes
 - Affordable Housing
 - Residential Care Facilities
 - Mobilehome Parks
 - Promise Neighborhood
 - Boards & Commissions
- Age-Friendly Expert Chat
- Age-Friendly Community Chats
- “My Future Community” Drawing Contest



JOINT TASK FORCE

Commission on Aging

- Advise on matters affecting older residents:
 - Develop mutual understanding & respect between seniors and community.
 - Review existing programs, recommend modifications & promote new programming.
 - Forum for the voice of seniors.

Healthy Chula Vista Advisory Commission

- Implement the Healthy Chula Vista Action Plan:
 - Advise on health related policies and opportunities.
 - Assess the health needs of residents.
 - Provide a forum for resident public health concerns.

AGE-FRIENDLY ACTION PLAN



**Outdoor Spaces
& Buildings**



Transportation



Housing



**Respect, Inclusion &
Social Participation**



**Healthy Food
Access &
Nutrition**



**Civic
Participation
& Employment**



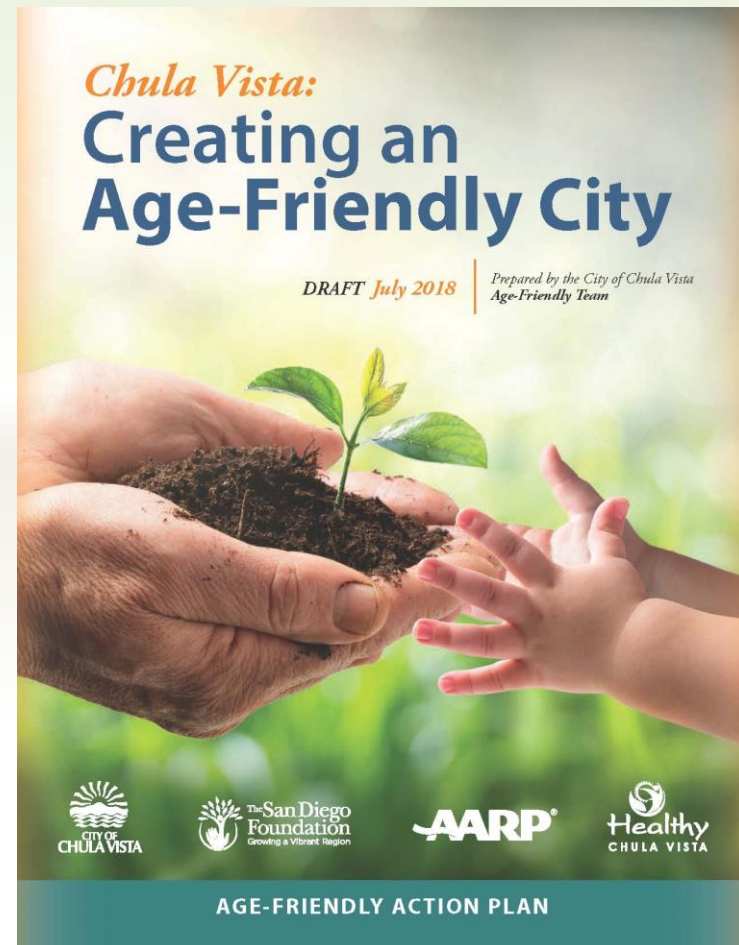
**Communications
& Information**



**Health &
Community**

AGE-FRIENDLY ACTION PLAN

- Cover page
- Executive summary
- Letter from the community's mayor
- Table of Contents
- Community Profile
- Introduction to the plan
 - How the plan was developed
 - Who was involved in the development of the plan
 - Who will manage the implementation of the plan
 - Other information that is important to the plan
- The Action Plan
- Appendices and supporting documentation



UPDATES TO ACTION PLAN

- Page 2 – replace “Voter” graphic with Healthy CV Action Plan cover and remove voter reference
- Page 17 and I-3 – referencing transit field trip, change text to “.. in Chula Vista”
- Page II-1 – add City Council to Acknowledgements

Introduction to the Plan

As a result of changing demographics and concerns about the readiness of communities to serve the growing population of older adults (one-in-five individuals is anticipated to be 65+ across the country by 2030), the World Health Organization (WHO) and American Association of Retired Persons (AARP) have partnered to create a Network of Age-Friendly Communities across the nation.⁶

But, what does it mean to be an Age-Friendly Community?

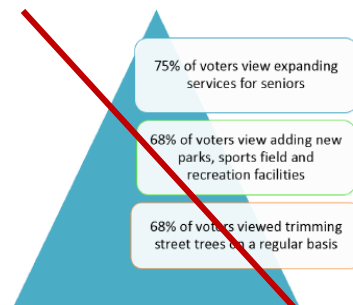
The WHO says, “An Age-Friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. It is a place that makes it easy for older people to stay connected to people that are important to them. And it helps people stay healthy and active even at the oldest ages and provides appropriate support to those who can no longer look after themselves.”⁷ Acceptance into the Age-Friendly Communities network means a community’s elected leadership is committed to actively work toward making their town, city or county a great place for people of all ages.

Chula Vista’s Age-Friendly Journey

The City of Chula Vista has recognized the need to address public health issues through policy, programs, and partnerships for over ten years and has been increasing healthy lifestyles for residents through smoking prohibitions, healthier vending options at city facilities, and access to healthy food and increased physical activity opportunities in underserved areas. In 2013, the

City Council adopted a Strategic Plan which included five key goals, one of which being “Healthy Community” and on January 5, 2016, the City Council adopted the first ‘Healthy Chula Vista Action Plan’ (“HCVAP”) to formalize strategies through policy, programs, and partnership to increase overall wellness of residents. The HCVAP identifies seven areas of focus, which closely mirror the ‘Age-Friendly Domains of Livability’: Engagement, Land Use, Transportation, Environmental Quality, Healthy Food Access, Physical Activity and Health Care & Prevention.

While the Healthy Chula Vista efforts focus on many areas of livability, the City recognized a looming shift in the older adult population could present new and greater public health challenges and voters within the City were identifying senior needs as a high priority.



*Voter Priorities
Community Service Research Report, True
North Research (February 2014)*

Outdoor Spaces and Buildings



- Increase park usage and community ownership
 - Park Action Groups
 - Crime prevention measures
 - Night time park usage

Transportation



- Promote alternative transportation
 - Update senior transportation brochure
 - Conduct “transit” field trips
 - Develop PSA for transit use
 - Event incentives
 - Participation in Bike & Pedestrian Plan
- New ways to move people
 - UBER & LYFT for medical appointments
 - Community event shuttles

Housing



- “Aging in Place”
 - Pocket guide of services
 - Home Audit Program
 - Village concept
- Alternative housing options
 - Home Share
 - Participation in Housing Element
 - Web-based senior housing map

Respect, Inclusion & Social Participation



- Culturally- and age-appropriate programming
 - Assess intergenerational opportunities
 - Southwestern College
 - Aging Workshops
 - “THIS is Chula” aging theme
- Build neighborhood resilience
 - AARP toolkit for schools
 - “Neighbor Day”
 - Toolbox for neighborhood engagement

Healthy Food Access and Nutrition



- Increase access
 - Food System Plan
 - Educate on policy/regulations
 - New distribution points
- Locally grown food & nutrition
 - New community gardens
 - Farmers markets
 - Nutrition classes

Civic Participation & Employment



- Two-way communication
 - “Ambassadors”
 - Web-based portal
 - Resident Leadership
 - Faith-based consortium
 - Promote city technology
- Volunteer & job re-entry
 - Expand volunteer database
 - Entrepreneur & job fair opportunities

Communication & Information



- Widespread & centralized information
 - Assessment of sources and barriers
 - Communication Plan to vulnerable
 - Centralized information sharing
- Video repository
 - Develop senior issue content
 - Work with media to disseminate

Health & Community



- Emergency service inequity
 - Central resource provider
 - Alternative points of care
 - “Family medicine model”
 - Preventative care campaign
- Behavioral health and dementia friendly
 - Mental health trainings
 - Dementia trainings
 - Dementia resources
 - Mental health support groups

WHAT'S NEXT



Outdoor Spaces & Buildings

- “Walk with a Cop”



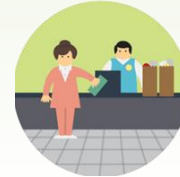
Healthy Food Access & Nutrition

- San Ysidro Health PACE
- Community Gardens



Transportation

- Updated senior brochure
- Video tutorial & field trips



Civic Participation & Employment

- Resident Leadership



Housing

- HomeShare Program
- Web-based map



Communications & Information

- Assessment of barriers



Respect, Inclusion & Social Participation

- “This is Chula”
- AARP Toolkit for schools



Health & Community

- Preventative care campaign
- Dementia trainings

THANK YOU!

AARP®

Joe Garbanzos, AARP® California, Executive Council

Bob Prath, AARP® California, Livable Communities Advisory Team

Kimberly Smith, AARP® California, Associate State Director of Aging & Independence Services

San Diego Foundation

Commission on Aging

Monica Allan

Rochelle Carroll

Bobby Erdmann

Gloria Escalera

Mary Johnson (Vice Chair)

Pat Mallan (Chair)

Jeannine Nash

Healthy Chula Vista Advisory Commission

Mary Cruz (Chair)

Mora De Murguia

Ricardo Jimenez

Lucia Martinez

Ana Melgoza

Diana Milburn

Roman Partida-Lopez

Lorena Quiroz (Vice Chair)

San Diego State University

VISIT US AUGUST 18TH



Food & Drinks

-  Tacos, Spirits & Craft Beer Revolution
-  Food Truck Alley
-  Food
-  Bar
-  Wine Tasting

Entertainment

Stages:

- A - Main
- B - Latin Beats
- C - Community



Activities

-  EV Ride & Drive
-  Green Zone
-  Exotic Wheels
-  Art in the Park & Maker's Faire
-  Health & Yoga Zone
-  Pet Area
-  On The Water Fun
 - Kayaking
 - Paddleboarding
 - Water Rollers
 - Fishing

Discovery Zone Areas

- Animal Encounters
- Splash Bus
- Rad Hatter
- Face Painting
- Henna Tattoos
- Caricatures
- Frisbee Golf
- Volleyball
- Bungee Jumping
- Parachute Rocket
- Jumpy-Jumps
- Giant Hamster Balls
- Laser Tag
- Rock Climbing Wall
- Empower Hour
- Pirate Adventure Play House

