



NEWS RELEASE

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April 2, 2015

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Preparing for an Age-Friendly Marin

Community members mobilize through the Aging Action Initiative

San Rafael, CA – More than 90 community leaders and residents representing more than 40 organizations and constituent groups came together April 2 in San Rafael for the second convening of the [Aging Action Initiative](#). Launched in 2014, the initiative aims to address needs of older adults while strengthening the aging services network so it is prepared for the expected demands in the years ahead.

In 2030, an estimated one in three Marin residents will be over age 60 compared with one in four today. The Aging Action Initiative, which convened at the Embassy Suites Hotel, brought together healthcare and social services organizations, food providers, research institutions, foundations, and the faith community, among others, who are poised to act and advocate for the needs of our older adults in Marin County.

In the fall of 2014, the group began by prioritizing key issues related to older adult health and well-being. Now the group has launched an action plan focused on 1) mental health; 2) dementia; 3) food security and access to nutrition; and 4) care and system coordination.

“No one agency or group could do this alone,” said Lee Pullen, Director of the [Aging and Adult Services](#) Division of Marin County [Health and Human Services](#). “Our success depends on teamwork among all sectors including residents, community organizations, and government. We are thrilled to be working together toward the common goal of an Age-Friendly Marin.”

The Marin County Board of Supervisors has identified the needs of Marin’s senior population as a priority and has set aside \$350,000 to provide resources for actions related to the Aging Action Initiative.

“We are committed, with our many partners, to meeting our changing needs by rethinking the nature of aging itself,” Supervisor Kate Sears said. “Our collective action today helps us weave a stronger safety net for the most vulnerable while keeping older adults engaged and vital. This is an exciting time for all ages to plan this new future.”

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For instance, when suddenly faced with trying to find assistance or caring for a family member, it can be overwhelming and difficult to know where to start. A major action area for the initiative will be the development of a comprehensive and coordinated network of information and assistance providers so there is "no wrong door" when it comes to trying to find out about services. The so-called A&I network of providers will help people find the right resource no matter where they first make the call.

Another major action area will consist of developing training and awareness tools aimed at identification and intervention for mental health and cognitive issues, such as dementia, that may affect older adults. Those tools will aid first responders, medical personnel, service providers and community members in connecting people to the appropriate resources.

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