



# **CITY OF OAKLAND MAYOR'S COMMISSION ON AGING**

**Wednesday, April 7, 2021**

10:00 a.m. – 12:00 p.m.

Teleconference

Please see the agenda to participate in the  
meeting

**CITY OF OAKLAND**  
**MAYOR'S COMMISSION ON AGING**

Teleconference  
Wednesday, April 7, 2021  
10:00 a.m. – 12:00 p.m.

Pursuant to the Governor's Executive Order N-29-20, all members of the Commission on Aging and City Staff will join the meeting via phone/video conference and no teleconference locations are required.

**PUBLIC PARTICIPATION**

The public may observe and/or participate in this meeting many ways.

**OBSERVE:**

**To observe the meeting by video conference**, please click on this link: <https://zoom.us/j/91661011924> at the noticed meeting time.

Instructions on how to join a meeting by video conference is available at:  
<https://support.zoom.us/hc/en-us/articles/201362193-joining-a-Meeting>

**To listen to the meeting by phone**, please call the numbers below at the noticed meeting time:

Or iPhone one-tap:

US: +16699009128, 91661011924# or +12532158782 ,91661011924#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 301 715 8592 or  
+1 312 626 6799

Webinar ID: 916 6101 1924

Instructions on how to join a meeting by phone are available at:

<https://support.zoom.us/hc/en-us/articles/201362663-Joining-a-meeting-by- phone>

**COMMENT:**

**To comment by Zoom video conference**, click the “Raise Your Hand” button to request to speak when Public Comment is being taken on the eligible Agenda item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

Instructions on how to “Raise Your Hand” is available at:

<https://support.zoom.us/hc/en-us/articles/205566129-Raising-your-hand-in-a-webinar>

**To comment by phone**, please call on one of the above listed phone numbers. You will be prompted to “Raise Your Hand” by pressing “\*9” to request to speak when Public Comment is being taken on the eligible Agenda Item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

Instructions of how to raise your hand by phone are available at:

<https://support.zoom.us/hc/en-us/articles/201362663-Joining-a-meeting-by-phone>

If you have any questions, please email Hayde Mazariego at [Hmazariego@oaklandca.gov](mailto:Hmazariego@oaklandca.gov).



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**City of Oakland Mayor's Commission on Aging**  
**Wednesday, April 7, 2021**  
**10:00 a.m. - 12:00 p.m.**

*Teleconference*

Issues that the public wishes to address that **are not** published on the agenda will be heard during the Public Forum section. Raise your hand if you are viewing by video or dial \*9 if you are joining by phone. You will have 2-minutes to speak on the item.

**AGENDA**

1. **Call to Order**
2. **Roll Call**
3. **Adoption of Agenda**
4. **Approval of Minutes:** March 3, 2021
5. **Public Forum** (Limit to 2 minutes)
6. **Myeloma Link at The Leukemia and Lymphoma Society: *Learn more about LLS's program called Myeloma Link, a program that seeks to connect African American communities to education, expert care, and support services for those affected by blood cancers.***  
*Claire Ulbrich, Manager, Patient & Community Outreach*  
*Laura Ortiz-Ravick, Senior Program Manager, Outreach and Health Promotion*
7. **City of Oakland FY2021-2023 Policy Budget**
8. **Commission on Aging 2021 Retreat Recap and Council Report**
9. **Age-Friendly Action Plan**
10. **HSD Aging & Adult Services/COVID-19 update**  
*Scott Means, Aging & Adult Services Manager*
11. **Announcements**
12. **Closing Remarks & Adjourn**

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**NOTE: THE COMMISSION MAY TAKE ACTION ON ANY ITEM ON THE AGENDA**

Commission on Aging agendas are provided to subscribers at no charge. Meeting minutes are available to the public for review and copying at the Human Services Department, 150 Frank H. Ogawa Plaza, Suite 4340, Oakland, CA 94612.



*This meeting location is wheelchair accessible. To request disability-related accommodations or to request an ASL, Cantonese, Mandarin or Spanish interpreter, please email [smeans@oaklandnet.com](mailto:smeans@oaklandnet.com) or call (510) 238-6137 or TDD/TTY (510) 238-3254 at least five working days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities.*



# Mayor's Commission on Aging

City of Oakland – Human Services Department

Lionel J. Wilson Building

150 Frank H. Ogawa Plaza, Suite 4340

Oakland, CA 94612

Tel: (510) 238-3121 • Fax: (510) 238-7207 • TTY: (510) 238-3254

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**Wednesday, March 3, 2021**

**Held via Teleconference**

## **SPECIAL MEETING MINUTES**

### **1. Call to Order**

Chair Bryan Ricks called the meeting to order at 10:05 a.m. The meeting was held via teleconference.

### **2. Roll Call and Determination of Quorum**

**Present:** Bryan Ricks, Martha Scott, Asha Beene-Clark, Michael Coleman, Diana Garrett, Tomye Neal Madison, Shannon McDonnell, Jacqueline Phillips, Jennifer Seibert

**Excused Absent:** Cheryl Moore

*A quorum was established.*

**Staff:** Scott Means, Aging & Adult Services Manager, Hayde Mazariego, Senior Services Program Assistant

### **3. Agenda Modification and Approval**

The agenda was approved with no modifications.

- M/S/Carried: Jennifer Seibert/Michael Coleman/Motion carried unanimously.

### **4. Approval of Prior Meeting Minutes:**

The February 3, 2021 minutes were approved.

- M/S/Carried: Tomye Neal Madison/Shannon McDonnell/Motion carried unanimously.

### **5. Public Forum**

There were no public comments.

### **6. FY 2020-21 Budget Priorities-Scott Means, Aging & Adult Services Manager**

- **MSSP:** Approved for 2 case management positions to serve additional clients for the new fiscal year.
- **Senior Centers:** With the resignation of the East Oakland Senior Center Director, there is a 75% Senior Center Director Vacancy. The division has been approved one exempt limited duration staff by July 1, 2021.
- **ASSETS:** Still on hold due to budget cuts. The senior centers are being approached by the state to open vaccination sites but without Assets workers and Temporary part-time staff, this is not possible.

### **7. Report/Announcements-MCOA Commissioners**

Chairperson Ricks announced that there is a MCOA subcommittee that is working on creating a story around key items that are being presented to City Council for budgetary purposes. Vice Chair Scott shared that Councilmember Bas is asking for input on the City's budget through District 2's newsletter.

8. **Beginning of the 2021 Commission on Aging Retreat** - *Scott Means, Aging & Adult Services Manager*  
Scott Means announced he would be facilitating in lieu of the retreat facilitator's unexpected absence. Scott introduced the State's Master Plan for Aging and stated that the commission and stakeholders would focus on finding lateral integration between the Master Plan and the Age-Friendly Oakland Action plan.
9. **Historic Overview & Progress**-*Wendy Peterson, Director, Senior Services Coalition Alameda County*  
Wendy stated that the Senior Services Coalition represents 40+ member organizations that provide health and supportive services to over 80,000 older adults in Alameda County. The Coalition's mission is ***“Strengthen and improve the network of support for older people in Alameda County, especially those disproportionately impacted or at risk because of fragile health, cognitive impairment, disability, language, culture, race, financial status, or gender.”*** Wendy added that the coalition strengthens and improves the network of support for older adults by advancing county and state policy change and facilitating collaborative solutions. She stated that Governor Newsom's administration recognizes that California's demographics are shifting and drove the decision to invest in developing and implementing that State's Master Plan for Aging. By 2030, 1 in 4 Californians will be over the age of 60 and that the state has not been a good place to age as access is limited for older adults. The Master Plan has five goals with 23 strategies to build a California for all ages by 2030 (<https://mpa.aging.ca.gov/>).

The goals include:

- 1) Housing for All Ages
- 2) Health Reimagined
- 3) Inclusion and Equity, not Isolation
- 4) Caregiving that Works
- 5) Affording Aging

The Master Plan for Aging includes a data dashboard that supports the pursuit of the goals and will measure progress (<https://letsgethealthy.ca.gov/mpa.data.dashboard.for.aging/>). Further discussion was held regarding initiatives for 2021-2022.

## 10. MCOA Action Plan

**Domain:** HEALTH & WELLNESS/FOOD INSECURITY

**Domain Goal:** *Optimize a healthy life span for all Oaklanders and enable them to thrive.*

Chair Bryan Ricks stated that the retreat is an opportunity to look at master plan goals and determine if it makes sense to adopt some of the strategies into existing plans. He noted that Age-Friendly action items do not focus on bridging healthcare with home and needs to be considered. An open conversation was held comparing the Master Plan with the Health and Wellness Domain. Commissioner Neal Madison stated that there is a presumption that many older adults would like to move towards technology in their homes, however a lot of homes are not set up for that. Vice Chair Scott stressed that the subcommittee does not need to reorganize or realign goals but instead work on interfacing with the Master Plan's priorities.

**Domain:** HOUSING

**Domain Goal:** *Keep seniors in housing.*

Commissioner Beene-Clark stated that there are a few strategies that can be incorporated from the master plan, such as transportation. Recognizing that displacement is not just economical and can be due to several factors is crucial. Commissioner Beene-Clark also suggested incorporating rapid re-housing for Oakland seniors. Sara Bedford stated that the Human Services Department has added 2 case managers in the budget proposal and the City also received funding for two innovative housing projects through the Project Homekey Initiative. Wendy Peterson added that the County's Measure AA funds home repairs and can fund the creation of dwelling for older adults. Commissioner Garrett suggested inviting Covia to the next meeting. Scott Means suggested that the second Housing domain goal of Seniors having a voice in the decisions around housing in Oakland be ramped up to seniors being prioritized based on the master

plan and experiences from COVID-19.

**Domain:** OPEN SPACES

**Domain Goal:** *To ensure that Oakland public spaces are open, welcoming, engaging, and safe for all ages.*

Scott Means highlighted the intersections with homelessness and safe access to parks. Commissioner Coleman commented that the master plan has open spaces under housing however, the subcommittee felt it was important to have the domain separately. He stated that there are master plan areas that need to be incorporated such as, park access within a 10-minute walk or less and colocations of parks with community centers. He stressed the importance of coordination with City departments as they all have in some way an impact on open spaces. Scott Means suggested that the intersection with housing and open spaces be incorporated into the domain.

**Domain:** COMMUNICATION AND INFORMATION

**Domain Goal:** *Every Oakland resident can access robust and needed information to manage their lives, attend events, and stay connected and informed.*

Commissioner Garrett stressed the importance of collaborations with Eden I&R and other cities and counties. Commissioner Neal-Madison suggested sending mass mailing for outreach. Commissioner McDonnell also suggested using billboards as well as a mass voicemail system. Scott Means suggested using the MySeniorCenter database system to send communications. He suggested that the subcommittee keep the domain goal as is, however, a rewrite of the recommendation is needed. He announced that HSD is actively working with a marketing and communications consultant and the Aging division had been approached by T-Mobile to reinvent senior technology centers. Commissioner Beene-Clark inquired if there have been surveys conducted on ways to best communicate with the community. Commissioner Garrett stated that the subcommittee gathered input from listening sessions. Commissioner Phillips suggested revisiting the County as a resource.

## 11. Livable Oakland Implementation, Developing Next Steps

**Domain:** HEALTH & WELLNESS/FOOD INSECURITY

The subcommittee will focus on realignment to the changing needs of seniors and incorporation of the master plan. Commissioner Scott stated the subcommittee needs to see where the master plan strategies fit and amplify the domain goal recommendations. Commissioner Beene Clark suggested adding isolation.

**Domain:** HOUSING

The subcommittee will focus on ramping up the second domain goal of seniors having a voice in the decisions around housing in Oakland, emphasizing the “No Seniors on the Streets” initiative as well as incorporating inclusion and equity.

**Domain:** OPEN SPACE

The subcommittee will incorporate park access within a 10-minute walk and continue working with Mosswood Park and other regional park departments.

**Domain:** COMMUNICATION AND INFORMATION

The subcommittee will rewrite recommendations but not change domain goals and incorporate phone and direct mail/printed access to Oakland Seniors.

Subcommittees plan to have revised reports by the next meeting.

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### Date and Time of Next Meeting

The next meeting will be held on Wednesday, April 7, 2021 at 10:00 a.m. via teleconference.



# THE LEUKEMIA AND LYMPHOMA SOCIETY- MYELOMA LINK

**Claire Ulbrich**

Manager, Patient & Community Outreach

**Laura Ortiz-Ravick**

Sr. Program Manager, Outreach and Health  
Promotion

# OUR MISSION

The mission of The Leukemia & Lymphoma Society (LLS) is: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

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We fund **RESEARCH** to advance lifesaving treatments

We drive **ADVOCACY** for policies that protect patient access to lifesaving treatment

We provide patients and families with hope, guidance, education and **SUPPORT**

# HERE TO HELP

**EDUCATION  
& SUPPORT**

**ADVOCACY**

**RESEARCH**

**THE LEUKEMIA  
& LYMPHOMA  
SOCIETY  
IS AT THE  
FOREFRONT OF THE  
FIGHT  
TO CURE CANCER.**

LLS is the largest nonprofit dedicated to creating a world without blood cancers. Since 1949, we've invested more than \$1.3 billion in groundbreaking research, pioneering many of today's most innovative approaches.

We are leaders in advancing breakthroughs in immunotherapy, genomics and personalized medicine. This research saves lives. These revolutionary new treatments originally discovered through blood cancer research are now being tested in clinical trials for other cancers.

**"LLS is doing more than any cancer nonprofit to advance cutting-edge research and cures."**

– Louis J. DeGennaro, Ph.D., LLS President and CEO



# ADVOCACY

In FY2019, ABOUT

# 50,000

ACTIVE ONLINE  
ADVOCATES HAVE  
JOINED, ENGAGED OR  
TAKEN ACTION ON  
BEHALF OF BLOOD  
CANCER PATIENTS AND  
THEIR FAMILIES AT THE  
FEDERAL AND STATE  
LEVEL

The LLS Office of Public Policy is charged with pursuing **LLS's mission through advocacy** aimed at governmental decision makers. LLS will continue to focus on using advocacy to **work toward a cure and improve the lives of blood cancer patients.**



# THE INFORMATION RESOURCE CENTER (IRC)

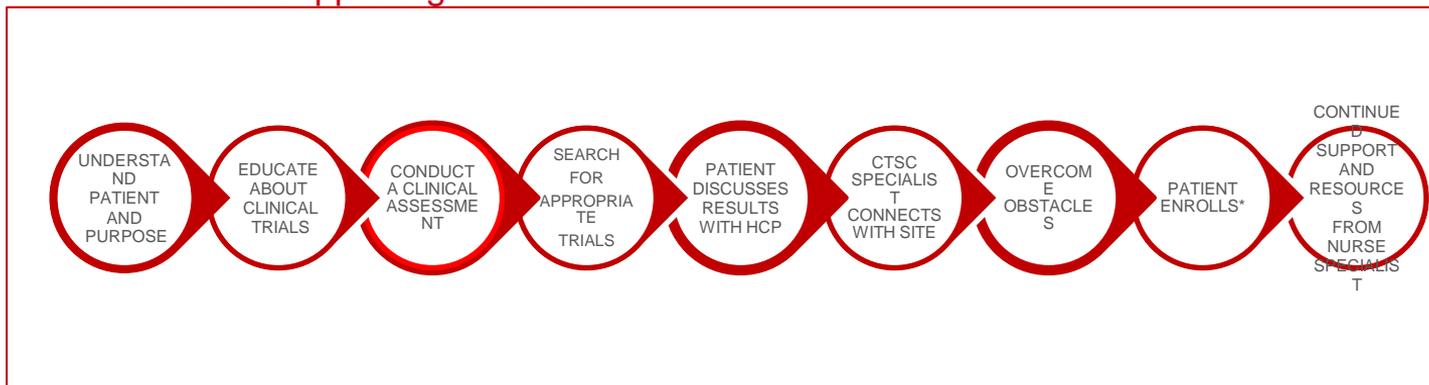
Information Specialists assist patients and their families with financial and social challenges, and give accurate, up-to-date disease, treatment and support information at every stage of the cancer trajectory.





# CLINICAL TRIAL SUPPORT CENTER (CTSC)

## Process for Supporting Patients



In FY '20, nurses in the CTSC:

- Helped 799 patients find a trial, and close to 21% of those enrolled in a trial.
- Engaged in 9,361 patient interactions to provide this assistance (average number of interactions to achieve enrollment is 31)

**To access the CTSC please call 800-955-4572**



# PATIENT AND PROFESSIONAL EDUCATION

This multidisciplinary team delivers **free** education and support materials, resources, and programs through a **variety of mediums** to reach professionals and patients/survivors/caregivers of **different ages and at different stages of the cancer trajectory**, with **varying degrees of health literacy**.



# LEADING SOURCE OF BLOOD CANCER INFORMATION, EDUCATION AND SUPPORT



THE CAREGIVER WORKBOOK

UPDATED DATA ON BLOOD CANCERS



CARING FOR A LOVED ONE WHO HAS BLOOD CANCER

FACTS 2017/2018

### Palliative Care

Your Extra Layer of Support During Cancer Treatment

Palliative care is specialized medical care that focuses on actively relieving the side effects and emotional aspects of a serious illness such as cancer. The goal is to improve quality of life for the patient and the family.

Palliative care is provided by an interdisciplinary team of palliative care specialists including doctors, nurses, and social workers. Other professional team members may be included and each member will work with you and other members of the healthcare team to provide an extra layer of support.

Palliative care is for anyone with a serious illness, regardless of age, stage or prognosis. It doesn't mean you're giving up. It's about making the most of the time you have left and improving your quality of life.

The goal of palliative care is to help you and your family live as well as possible during the course of a serious illness. It's about making the most of the time you have left and improving your quality of life.

Services of palliative care include:

- Nutrition advice and management
- Physical or occupational therapy
- Pain management
- Medication to reduce side effects
- Therapy or counseling
- Decision-making assistance
- Help with coordination between health care providers or specialists
- Other medical treatments

Most people who receive palliative care benefit from it. It can help you and your family live as well as possible during the course of a serious illness. It's about making the most of the time you have left and improving your quality of life.



**MORE ABOUT PALLIATIVE CARE**

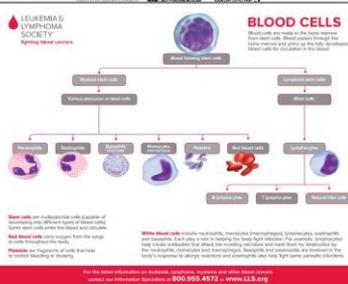
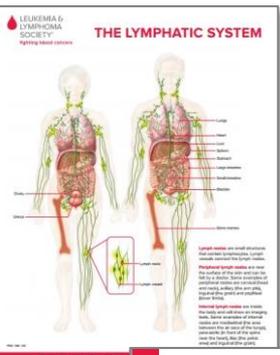
Most people who receive palliative care benefit from it. It can help you and your family live as well as possible during the course of a serious illness. It's about making the most of the time you have left and improving your quality of life.

## Managing Stress

How stress affects you and ways to cope



## Blood and Marrow Stem Cell Transplantation



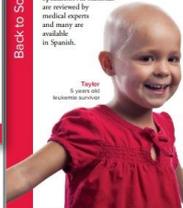
Back to School Resources | www.lls.org/school



Education and healthcare professionals are working together to understand how to help children, young adults and families manage cancer and its treatment and maintain a good quality of life. Cancer survival rates for children have improved significantly during the past several decades because of new and better treatments.

**LLS Resources**

LLS has free programs and materials for patients, survivors, families, schools and healthcare professionals which can help manage the education needs of children and young adults who have been diagnosed with cancer. These resources are listed on the reverse side of this card and can be accessed through our website, chapters and Information Specialists. All materials are reviewed by medical experts and many are available in Spanish.





# PATIENT AND COMMUNITY OUTREACH



## PATTI ROBINSON KAUFMANN FIRST CONNECTION PEER SUPPORT PROGRAM



The *Patti Robinson Kaufmann First Connection Program* is a free service of The Leukemia & Lymphoma Society (LLS) that introduces patients and their loved ones to a trained peer volunteer who has gone through a similar experience.

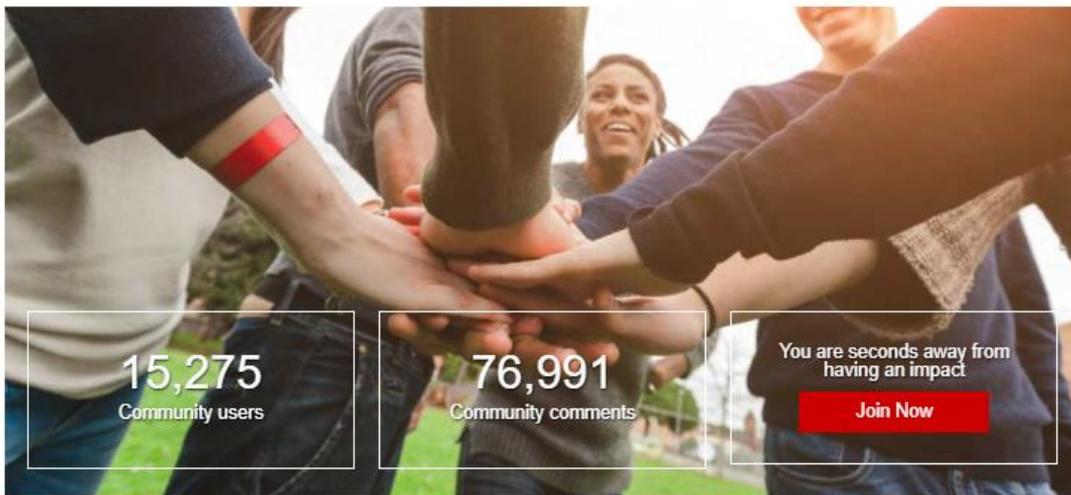


[About](#) [FAQ](#) [Articles](#) [Join](#) [Sign in](#)

## Welcome to LLS Community

We are a community of blood cancer patients, survivors and caregivers.

We're here to support you, give you trusted information and resources, and help you feel connected. No one should have to face a blood cancer diagnosis alone.



15,275  
Community users

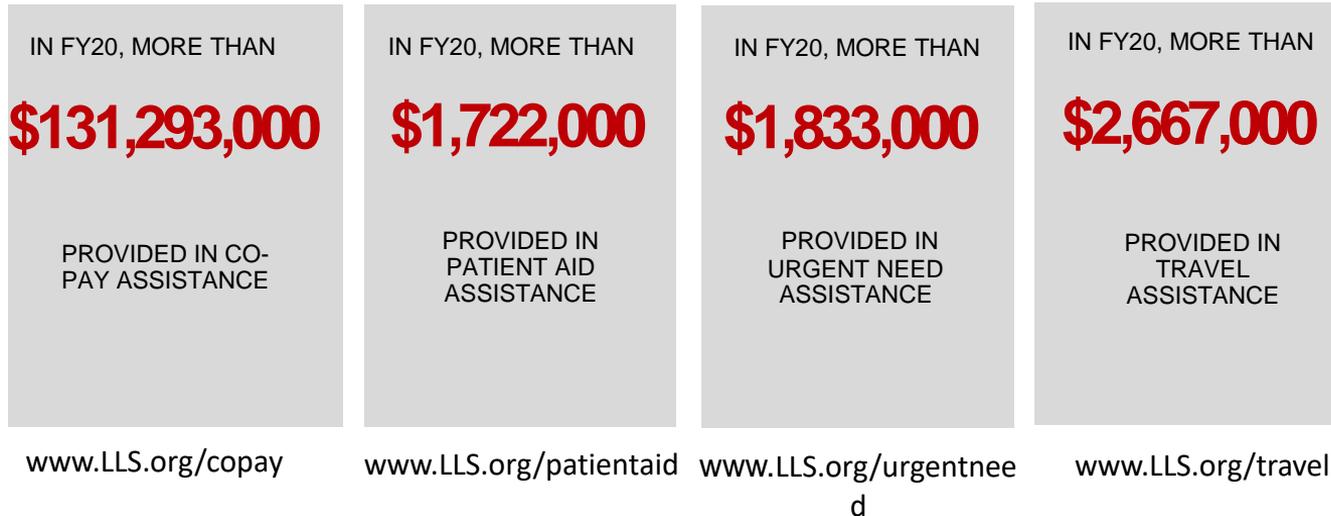
76,991  
Community comments

You are seconds away from having an impact

[Join Now](#)

# Financial Assistance

## LLS Patient Financial Assistance Programs (877) 557-2672





**LAURA ORTIZ-RAVICK, MA  
SENIOR PROGRAM MANAGER  
OUTREACH AND HEALTH PROMOTION**

- Black Americans are at twice the risk of developing myeloma when compared to white Americans.
- Black patients often face significant barriers to access timely, optimal treatment and care. This is particularly true for patients from low-income communities.
- Compared to white Americans, black patients are:
  - Often diagnosed at a younger age
  - Likely to incur higher hospitalization costs
  - Less likely to enter a clinical trial
  - Likely to have a more delayed timeframe from diagnosis to treatment

## MYELOMA LINK: CONNECTING BLACK COMMUNITIES TO INFORMATION, EXPERT CARE, AND SUPPORT

A national outreach program that works to:

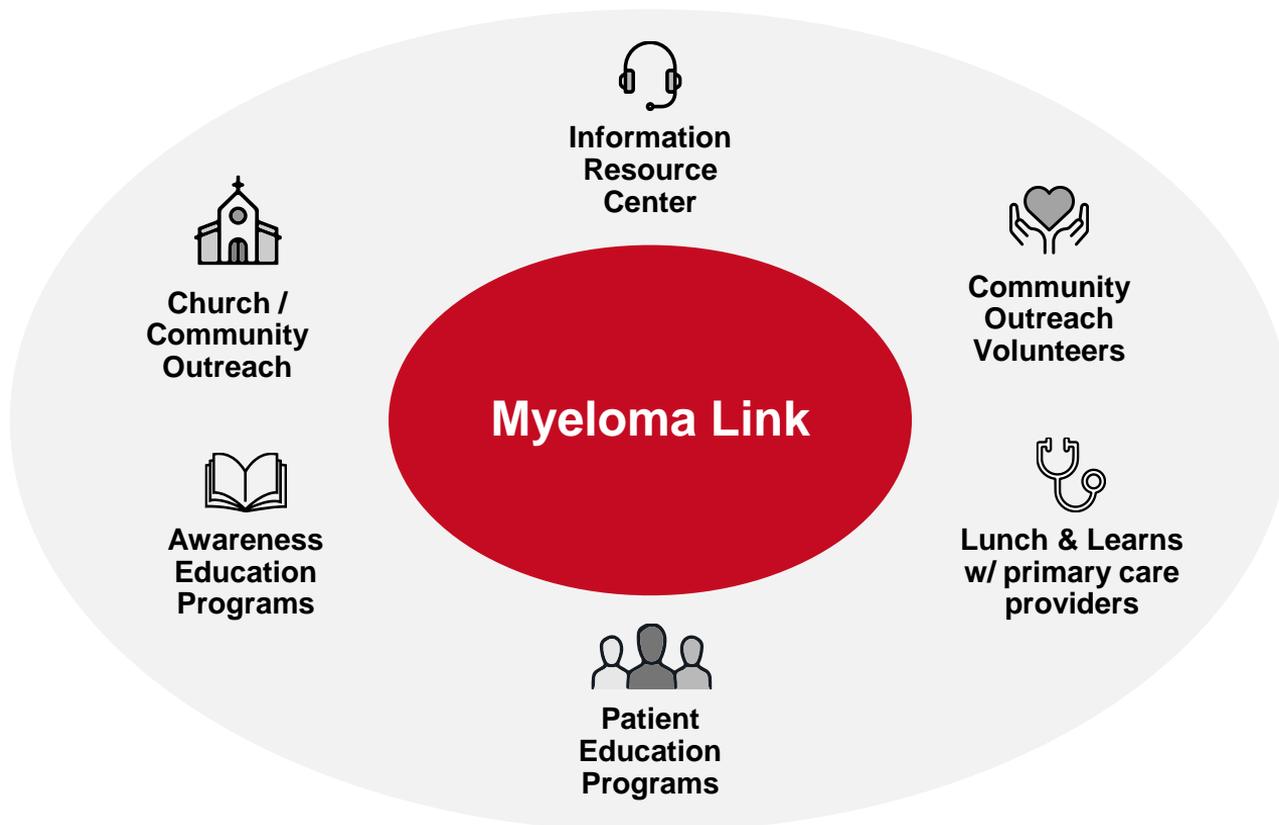
- Raise awareness among Black Americans about the disparities in myeloma incidence and treatment, and the signs and symptoms of the disease.
- Provide information and resources that will equip patients with the knowledge and tools needed to seek novel, state-of-the-art treatments, including clinical trials, in a timely manner.
- Share information about services offered by LLS to patients and families affected by a blood cancer diagnosis.



## MYELOMA LINK – FROM PILOT TO EXPANSION



\* with outreach through churches as well as many other community-based entities





## PIVOTING DURING THE COVID-19 PANDEMIC

- ✓ Partnered with elected officials to distribute LLS literature at COVID testing drive-through events.
- ✓ Enhanced existing and created new relationships with faith-based groups to support food distribution efforts.
- ✓ Collaborated with community development organizations to distribute personal protection equipment (PPE) and blood cancer literature in low-income neighborhoods.
- ✓ Partnered with churches and community advocacy groups to distribute backpacks with health literacy information.



## PIVOTING DURING THE COVID-19 PANDEMIC (CONT'D)

- ✓ Partnered with Meals on Wheels to support food pantries in at-risk neighborhoods in Baltimore and Washington, DC.
- ✓ Worked with prominent gospel radio stations to conduct and promote virtual community programs
- ✓ Participated in virtual health fairs
- ✓ Expanded program to include education on all blood cancers
- ✓ Partnered with churches to conduct myeloma community education programs via Facebook Live



## OPPORTUNITIES

- Engage with your local LLS Patient and Community Outreach team in Oakland.
- Partner with LLS on community education programs.
- Host LLS info sessions for your constituents so they can become aware of programs and services available for patients impacted by a blood cancer.
- Learn more: [www.lls.org/myelomalink](http://www.lls.org/myelomalink)



# LET'S CONNECT

**Claire Ulbrich**

**Manager, Patient and Community  
Outreach- Northern California**

415-625-1121 | [claire.ulbrich@lls.org](mailto:claire.ulbrich@lls.org)

**Laura Ortiz-Ravick**

**Sr. Program Manager, Outreach and  
Health Promotion**

914.821.8815 | [laura.ortizravick@lls.org](mailto:laura.ortizravick@lls.org)

**We have one goal: A world without blood cancers**



**QUESTIONS?**

**THANK YOU!**