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the Aging**

# **The Master Plan for Aging: Supporting Caregiving**

**Presented: Central & Northern Westchester Geriatric Committee**

**John Cochran, Chief of Staff  
Tuesday, April 15<sup>th</sup> 2012**

# **TODAY'S GOAL =**

## **How Does a Master Plan for Aging Support Older Adults**

### **Agenda**

- Rebranding Aging
- Context for Caregivers
- Using Technology to Empower Older Adults
- Governor Hochul's proposed Executive Budget for SFY 2025-2026 -
- Master Plan for the Aging



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# The Master Plan

Why does technology, the state budget and the Master Plan for Aging matter to caring for a loved one?

- Master Plan for Aging – strategy for promoting healthy aging and prioritizing the experience of older adults



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# What is Aging

- **Normative and lifelong:** Aging is a normative process that extends across the lifespan.
- **Cumulative:** Educational, financial and social experiences and contexts of childhood and middle age predict well-being in older adulthood.
- **Distinct from disease and decline:** While physical and cognitive changes are a normative part of growing older, aging does not necessarily mean disability.

Source: <http://www.frameworksinstitute.org/aging.html>



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## WHAT WE'RE TOLD

For centuries, older adults have been **wrongly portrayed as frail, needy, and costly** to the health and social services systems – taking more than they give.

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## THE TRUTH ABOUT AGING

- Individuals of all ages sometimes need assistance, but older adults as a group **consider themselves healthy, remain active and engaged.**
- Older adults are a **very important part of local, regional, state and national economies** as well as the ability of community organizations to operate.
- Older adults **give a tremendous amount of their time** to hundreds of civic groups and organizations that are critical in delivering direct services and supporting local agencies.
- Older adults **are committed to – and are improving – their communities** and helping their neighbors.



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# What Characterizes Older Adults

Older adults bring enormous economic and social value to their families, their communities, and the economy. Governor Hochul recognizes these vital contributions in her budget by promoting opportunity and economic security for older New Yorkers, caregivers, and families alike. This budget provides critical supports to help older New Yorkers age in their communities of choice and support those who care for them with direct services.

## Older Adults in New York are:

- **A growing population with increased and unprecedented longevity:** Older adults are living longer and healthier lives, and their numbers are growing.
- **Highly heterogeneous:** There is enormous variation in health, functional ability and financial status. Disparities exist along the dimensions of income, gender, race/ethnicity and education.
- **Social and economic impact:** Older adults hold a disproportionately large share of our country's wealth, represent a enormous source of consumer spending and economic productivity, and contribute in myriad ways (e.g., support to grandchildren, child care) to family and community life.



# Do you think of?



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# Do you think of?



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# Aging in NYS



New York's total population is 19.9 million.

Individuals over age 50 represent 36% of the state's population – or over 7,000,000.

New York State has more than 4.84 million “informal” —unpaid—caregivers, whose services, if valued at current market rates, equal roughly \$39 billion and support the healthcare system.

Over half of New York's counties have those over 60 accounting for 25% or more of their population. By 2030, 36 counties will have 30% of their population as individuals over 60.

## Combating Ageism and Stereotypes

### Social, Economic & Intellectual Capital of Older Population

New York's total population is over 19 million individuals, and the State **ranks fourth** in the nation in the number of adults age 60 and over – 4.84 million.

- 3.7 million between 45-59
- **80% of NYS Retirement System Payouts Stay in NY - \$10.6 billion annually**
  - Other Pensions - \$30.5 billion
- **Social Security - \$70 billion** annually paid to NYS older adults
- **900,000 individuals age 60+** contribute **442 million hours** of service at economic value of **\$13.2 billion**
- **64% of individuals** age 60+ who own their own homes and have **no mortgage**
- **4.1 million caregivers** at any time in a year – economic value if paid for at market rate is **\$39 billion**, average age is **64**



# Westchester County



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# Westchester County

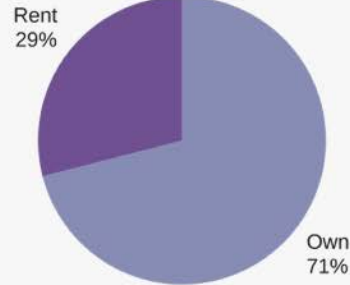
## Demographics are Shifting

|                         | 2015    | 2025      | 2045      | CHANGE  | %     |
|-------------------------|---------|-----------|-----------|---------|-------|
| <b>Total Population</b> | 961,759 | 1,009,312 | 1,037,591 | +75,832 | +0.08 |
| <b>0-17</b>             | 223,832 | 211,411   | 217,339   | -6,493  | -0.03 |
| <b>18-44</b>            | 317,609 | 334,763   | 338,947   | +21,338 | +0.07 |
| <b>45-59</b>            | 213,498 | 197,029   | 191,755   | -21,743 | -0.10 |
| <b>60+</b>              | 206,820 | 266,109   | 289,550   | +82,730 | +0.40 |



# WESTCHESTER COUNTY- ECONOMICS

## HOME OWNERSHIP AGE 60+



57%



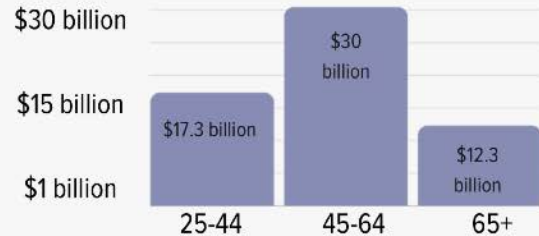
**OWN HOME**  
Mortgage Free

43%



**OWN HOME**  
Paying Mortgage

## PERSONAL HOUSEHOLD INCOME GENERATED ANNUALLY



**71% or \$42,770,695,900 of the personal  
household income in Westchester County is  
generated by people 45+**



## Social Security Income (65+)

**\$3,391,356,000  
annually**



# Westchester County

## Economic Contribution of Volunteers 55+



## Economic Contribution of Caregivers



# What Makes Up Good Health?

1. Outdoor Spaces  
and Buildings

2. Transportation

3. Housing

4. Social  
Participation

The **AARP** Network of Age-Friendly Communities

and work within

**The 8 Domains of Livability**

help communities become great for people of all ages

5. Respect and  
Social Inclusion

6. Civic Participation  
and Employment

7. Communication  
and Information

8. Community  
and Health Services

Learn more at [AARP.org/agefriendly](https://www.aarp.org/agefriendly)



# Community Design= Impacts Health

As a result, the way we plan and design our built environment should better encourage different kinds of social interactions. A 'less lonely' neighborhood needs to have the right collection of buildings and friendly shared places which are liked by residents and are, therefore, comfortable to use and will foster encounters with others.

- Need places to bump into acquaintances and meet strangers - spaces like benches – so called 'weak ties'.
- Nurture creation of 'strong ties' where we develop and maintain real friendships, for example at community groups and activities





# Downtown Revitalization Initiative

SEPTEMBER 3, 2025 | Albany, NY

## **Governor Hochul Announces \$200 Million in Funding Available for Downtown Revitalization Initiative and NY Forward Programs**



State's Two Signature Downtown Revitalization and Economic Development Programs Have Awarded \$1.2 Billion in Funding to 151 Communities

To Receive DRI or NY Forward Funding, Localities Must Either Have a Submitted Letter of Intent or Be Pro-Housing Certified Prior To Application, And Be Fully Certified Prior To Award Announcements

Applications are Due by November 7, 2025 at 4:00 p.m. Through the CFA Portal

# New York's First Ever Statewide Needs Assessment Survey

POLCO Community Assessment Survey for Older Adults  
(CASOA) 2023

*Preliminary Results (Updated May 3, 2023)*



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## Overall Community Quality

### Overall Community Quality:

Measuring community livability for older adults starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all:

- About 76% of older residents living in the county rated their overall quality of life as excellent or good. Most of the older respondents scored their communities positively as a place to live and would recommend
- Westchester County Dept of Senior Program & Services | Community Assessment Survey for Older Adults 2023 August 2023 their communities to others.
- About 68% residents planned to stay in their community throughout their retirement. Positive scores were given to their communities as places to retire by 52% of older residents.



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## Equity and Inclusion

### Equity and Inclusion

- A community is often greater than the sum of its parts. Having a sense of community entails not only a sense of membership and belonging, but also feelings of equity and trust in the other members of the community.
- About 62% of older residents rated the sense of community in their towns as excellent or good, and neighborliness was rated positively by 58% of residents.

## Master Plan for Aging/ Caregiving - Why Now?

Caregivers are defined as family, friends and neighbors who provide a variety of tasks to help an individual with their daily living. ANY CARE COUNTS

- In the U.S. today, one in six employees is a caregiver for a relative or friend and spends on average more than 20 hours a week providing some kind of care.
- The costs of caregiving to business and industry exceed \$50 billion annually.

The percentage of adult children providing hands on tasks to a loved one to help them remain independent such as personal care, grocery shopping and meal preparation, transportation, assistance with medical and other appointments and/ or financial assistance to a parent has more than tripled during the past 15 years.

- One in four adult children, mostly Baby Boomers, provide care to a parent.
- The total estimated aggregate lost wages, pension, and Social Security benefits of these caregivers are nearly \$3 trillion.

## Why Now? – CDC Data

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- 90%+ of HR departments want to do more to support working caregivers but are not sure what to do
- 85% of caregivers with children and caring for an older person experienced mental health symptoms – 52% reported suicidal thoughts
- 75% of people trust their employer and are more likely to use information provided by their employer
- 70% of working caregivers suffer work related difficulties due to their dual roles  
70% of working caregivers reported at least one mental health symptom (anxiety, depression, suicidal thoughts, COVID induced trauma)
- 69% of caregivers report having to rearrange their work schedule, decrease their hours, or take unpaid leave in order to meet responsibilities

## Why Now? – CDC Data

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- 61% of caregivers worry about caring for a family member, friend or neighbor
- 55% don't self identify as caregivers
- 50% use food to cope and reduce stress
- 49% of working caregivers report arriving to work late, leaving early or taking time off
- 33% use substances to cope vs. 6% of general population
- 31% contemplated suicide vs. 3% of general population
- 15% have taken a leave of absence
- 14% switched from full-time to part-time
- 10% left the workforce completely

## Caregivers in the Workforce: Finding the Right Balance

**A 2020 Study by AARP and the National Alliance for Caregiving found that 61% of caregivers surveyed reported having experienced at least one impact or change to their employment situation as a result of caregiving.**

NYSOFA and the DOL developed *The Caregiver Guide for Businesses*, a resource that helps business owners and leaders to understand and plan for the challenges that working caregivers face.

- How to identify their working caregivers
- How to recognize caregiver strain and burnout, and
- How to provide support and resources for working caregivers.

<https://aging.ny.gov/system/files/documents/2024/10/caregivers-in-the-workplace-guide-for-businesses-2024.pdf>

If employers aren't aware, they jeopardize losing not only a valuable employee, but also the care and wellbeing of the loved one that employee supports.

- 75% of people trust their employer and are more likely to use information provided by their employer to make changes in their lives.



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# Some Resources

1. The Caregivers in the Workplace Guide with HR Departments and Staff - [https://aging.ny.gov/system/files/documents/2021/04/rgb-4\\_21-final.pdf](https://aging.ny.gov/system/files/documents/2021/04/rgb-4_21-final.pdf)
2. Working Caregivers Survey to Employees - [https://uwmadison.co1.qualtrics.com/jfe/form/SV\\_3VLBtUSmCqFgUwm](https://uwmadison.co1.qualtrics.com/jfe/form/SV_3VLBtUSmCqFgUwm)
3. Distribute the Caregiver Intensity Index to Employees - <https://www.archangels-cii.me/welovenewyork/>
4. Innovations - <https://aging.ny.gov/tools-and-innovations>



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# **New York State's Master Plan for Aging: Building on Investments**

## Age Friendly – What makes up good health?



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# What is the MPA?

- New York's recognition of the value of the older population and their contributions to family, community and economy.
- A short term and longer term roadmap on policy and program recommendations supporting Governor Hochul's priorities of public safety, livability and affordability.
- Recognition that older adults and their families touch many systems and those systems need to better coordinate and work together to provide opportunities for older adults to thrive while also providing services that support them holistically.



# Age Friendly Communities = Healthy Communities

Providing ways for older adults to continue working for pay, volunteering their skills, and being actively involved in community life, increases well-being, enhances economic development, and keeps them active and engaged in their communities:

- **Goal:** Make healthy lifestyle choices easy and accessible for all community members
- **Goal:** to link traditional concepts of planning (e.g., land use, transportation, community facilities, parks, and open space) with health themes (e.g., physical activity, public safety, healthy food access, mental health, air and water quality, social equity issues)



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# NYS MPA

- 400 pages of recommendations for consideration
  - 100+ separate proposals
  - 20 Public listening sessions and town halls
  - 430 stakeholders engaged
  - 800+ meetings
  - Council of State Agencies
  - Stakeholder Advisory Committee
  - 8 Subcommittees, 34 workgroups
  - 10 Industry roundtables
- Builds upon NYS designation as age friendly state, the Health Across All Policies (HAAP) agenda, the Prevention Agenda, Downtown Revitalization Initiative, Age Friendly Health Systems and address social determinents of health.



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# Master Plan for Aging

## Master Plan for Aging Final Report

The Final Report includes 9 pillars of core support areas and 126 proposals to better serve the aging population.

[PRESS RELEASE](#) →

[READ THE FINAL REPORT](#) →

### ENSURING OLDER ADULTS LIVE HEALTHY, FULFILLING LIVES

Under the leadership of Governor Kathy Hochul, New York State has embarked on a State Master Plan for Aging (MPA). The MPA is designed to ensure that older adults and individuals of all ages can live healthy, fulfilling lives while aging with dignity and independence.

The New York State Department of Health (NYSDOH) and New York State Office for the Aging (NYSOFA) are coordinating the MPA, building on decades of work and partnerships with state agencies, local governments and stakeholders.

[Learn more about the Master Plan for Aging.](#)



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# The Master Plan

Why does technology, the state budget and the Master Plan for Aging matter to caring for a loved one?

- Master Plan for Aging – promoting healthy aging and prioritizing the experience of older adults
- Technology – furthering reach and supporting goals
- NYS Budget - historic investment in aging services



# Westchester County

Westchester County is a designated member of the [AARP Network of Age-Friendly Communities](#) and the [WHO Global Network of Age-Friendly Cities](#), focusing on livable community initiatives.

The county promotes aging in place through its "[Livable Communities](#)" program and the "[My Aging Plan](#)" (MAP) guide. Additionally, local institutions and others hold Age-Friendly Health System recognition.



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# New York/ First Age Friendly

In 2017, New York became the first state in the nation designated as an age-friendly state by [AARP](#) and the [World Health Organization \(WHO\)](#), incorporating health and livability into state policy.

This initiative aims to improve community, transportation, housing, and healthcare accessibility for older residents, addressing the needs of a growing demographic



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## Community Design= Impacts Health

- Older adults are among those that experience higher rates of social isolation and inactivity (both are key factors contributing to the national loneliness epidemic), face increased risk of experiencing dementia, heart disease, premature death, depression and/or anxiety.
- In NYS Behavioral Risk Factor Surveillance System Those Older adults who live in walkable neighborhoods are more likely to be physically active, and overall, in better health.



# Community Design= Impacts Health

As a result, the way we plan and design our built environment should better encourage different kinds of social interactions. A 'less lonely' neighborhood needs to have the right collection of buildings and friendly shared places which are liked by residents and are, therefore, comfortable to use and will foster encounters with others.

- Need places to bump into acquaintances and meet strangers - spaces like benches – so called 'weak ties'.
- Nurture creation of 'strong ties' where we develop and maintain real friendships, for example at community groups and activities



## Advocate for Services and Educate on Why Caregivers matter

### Ensuring Services are Available

- Establish a Governor-appointed Caregiver Coordinating Commission (Commission) in state law to coordinate statewide planning, development, and implementation of caregiver support services for informal family caregivers. This Commission will incorporate caregiver feedback, conduct analyses of respite programs and review best practices, as well as develop an annual report.
- Increase and incentivize Adult Day (Social and Health) programs through regulatory reforms that address reimbursement and financing, expanded staffing, innovative partnerships with other service providers including with transportation providers, and encourage pilot programs that integrate adult day services.
- Fund the NYS Caregiving and Respite Coalition (NYSCRC) in order to focus on advocacy, networking, public education, caregiver training, increasing access to respite, and assisting family caregivers in accessing respite care services.

## Keeping people in their homes and communities meets individual preferences and reduces costs of care.

- Work with the Division of Human Rights to amend waivers for senior housing where current rules prohibit kinship caregivers living with a dependent minor. Advocate for the HUD Section 202 Supportive Housing for the Elderly Program age requirement to be eliminated or modified.
- Expand Licensure for Family Type Home for Adults to ensure these settings have the capability to support older adults and people with disabilities to age in place without discharge to a higher level of care
- Consider pilots with local governments to designate areas where accessory dwelling units (ADUs) can be built for seniors, people with disabilities, and their caregivers as-of-right.

Aging in Place



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## Supporting Wellbeing and Connection

The wellbeing of Caregivers is paramount to ensure they can remain healthy and able to provide care and services for their loved ones. These proposals try to support caregivers to maintain housing, employment and overall wellbeing.

- Establish pilot program supporting working caregivers for up to five businesses with findings used to inform a newly established Caregiver Coordinating Commission, legislative actions, and dissemination plans beyond the pilot businesses.
- Conduct a Public Education campaign statewide to include the development of engagement kits, training on community access points for obtaining, education and a website for continued engagement of the caregiving population. Providing a unified approach to caregiver education, including social media campaigns, community engagement tool kits, and using the story telling process will allow for an increase in caregiver engagement and better supported caregivers.
- Create a caregiving toolkit that promotes caregiver services and supports for leadership of non-profits, community organizations, and faith-based organizations. This proposal includes collaboration with the Office of Faith and Non-Profit Development Services to disseminate the toolkit, build on the faith-based respite network, engage with the faith-based registry, and expand direct caregiver services delivered by volunteers.

One of the main burdens of caregiving is the financial toll of providing care and support to a loved one, these proposals would put money back in pockets and help maintain employment.

## Affordability

- Create a caregiver tax credit to provide up to \$6,000 per caregiver per year allocated directly to the caregiver, recognizing the costs of out of pocket and caregiving expenses such as home safety modifications, medical equipment, hiring of home health aides, etc.
- Expand the School Tax Relief (STAR) program benefits to help provide eligible aging homeowners with financial relief by providing upfront savings off their tax bills.
- Improve education of informal caregivers in the workplace by requiring workplace training on caregiving and caregiver rights. This proposal also includes recommendations to produce a model working caregiver education training program.



# Questions?

- Additional questions, ideas and feedback can be sent to [MPA@health.ny.gov](mailto:MPA@health.ny.gov)
- Please be sure to visit the Master Plan for Aging website at [www.ny.gov/mpa](http://www.ny.gov/mpa)



# **The New York State Budget: Making Aging more Affordable**

## Investments in NYSOFA Services and Priorities for Older Adults

Governor Hochul continues the Historic Investment in Aging Services in New York State.

The Governor's FY 27 Executive Budget continues the state's largest-ever investment in NYSOFA programs and services, including

- \$35 million to address documented unmet needs for services statewide.
- This brings the total invested amount to \$268 million for this purpose since 2019.

These funds expand critical service infrastructure for all regions of the state.



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## Improving the Wellbeing of Older Adults

- Continues the state's \$2.9 million investment in technology and program innovations to combat isolation, bridge the digital divide, improve overall health and wellness, reduce depression, address elder abuse, and strengthen NYSOFA's stipend program for volunteer recruitment and retention
- Investing in more community centers focused on intergenerational engagement to promote physical health, mental health and community connections at a time when older adults – and people of all ages – are susceptible to the health risks of social isolation.
- Provides an additional \$5 million targeted inflationary increase for in-home and community services, including nutrition.



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# Promoting Free Resources

NYSOFA is committed to combatting isolation, support caregivers and bridge the digital divide in order to keep older adults and their caregivers healthy, active and connected to their communities of choice

NYSOFA, Area Agencies on Aging and our Aging Service Network partners support 2 million older New Yorkers – and those who care for them – annually.

Find your local office at <https://aging.ny.gov/local-offices>.



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# Free Resources

## Free Resources for Older Adults and Families

NYSOFA invests in technologies to combat isolation, support caregivers and bridge the digital divide

[DOWNLOAD AND SHARE OUR FREE RESOURCES FLYER →](#)

<https://aging.ny.gov/tools-and-innovations>



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# Free Resources

## Access to NY Caregiver Portal

If you provide unpaid care to a loved one, visit [newyork-caregivers.com](http://newyork-caregivers.com) to access free resources, personalized training, and tools to support your caregiving journey.

## Discover Your

### 'Caregiver Intensity' Score

The ARCHANGELS Caregiver Intensity Index (CII) helps to validate your caregiving experience and connects you to tailored resources.

## Access Online Classes and Connections

GetSetUp classes are designed for older adults and taught by older adults. Get help using digital devices and find support for physical, mental, and social health.

## Access to Virtual Senior Center (VSC)

Get free access to the Virtual Senior Center (VSC), which includes 400+ monthly live programs and other features, such as email, news, games, and self-directed “channels.”



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# Free Resources

Below are some of the services provided free of charge in your community through local offices and partners:

- Information and Assistance on benefits you may be eligible for
- Legal Services
- Volunteer Opportunities and Employment Assistance
- Application Assistance (e.g., benefits)
- Objective Medicare Counseling through the Health Insurance Information, Counseling and Assistance Program (HIICAP)
- Advocacy for Residents of Nursing Homes & Other Facilities



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Questions? Contact:

John Cochran - [John.Cochran@aging.ny.gov](mailto:John.Cochran@aging.ny.gov)



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