



## SANTA CRUZ COUNTY HUMAN SERVICES

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RANDY MORRIS, DIRECTOR



# AGE WELL

SANTA CRUZ COUNTY

## News Release

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### COUNTY MASTER PLAN FOR AGING – A BLUEPRINT FOR AGING WELL

*Preliminary survey results shared with Age Well Steering Committee*

**Santa Cruz, CA** – On January 3, 2024, the County of Santa Cruz Human Services Department (HSD) [announced](#) initiation of its [Age Well Santa Cruz County](#) initiative, in partnership with the Seniors Council and local cities, toward developing a local Master Plan for Aging (MPA). The effort focuses on the well-being of older and disabled adults, giving us a blueprint to implement strategies and partnerships that promote healthy aging for all.

As a first step in the initiative, a survey was launched on January 8, 2024, to collect community feedback focused on aging in the county. By the time the survey closed on March 31, 2024, responses were submitted by 3,230 residents from across Santa Cruz County. Participation ranged widely, with people ages 40 to over 100 responding from all four cities and across each unincorporated area of Santa Cruz County. Survey participants included monolingual Spanish-speakers, people experiencing housing insecurity, veterans, caregivers for those of all ages, and people with disabilities.

“Looking at the data as we decipher the [survey results](#), we are not surprised to see that respondents struggling the most financially are also those facing the greatest barriers to healthy aging,” said Alicia Morales, Director of HSD’s Adult and Long-Term Care Division. “While the responses are rich and valuable on their own, more analysis is necessary to develop effective strategies and partnerships that will best promote healthy aging for all.”

To better understand what the survey responses reveal, the Age Well Steering Committee and additional agency partners gathered in August to review initial results, identify potential gaps and consider what additional questions to ask to best evaluate the data. “This work is pivotal in supporting the Age Well initiative and to our developing local strategies to meet California’s MPA goals,” explains Morales. The state has set what it is calling its ‘five bold goals’ to achieve healthy aging in California—housing for all ages and stages; health reimaged; inclusion and equity, not isolation; caregiving that works; and affording aging. “The collective expertise of the Age Well Steering Committee, community members, and agency partners will help us develop a report on the survey results and lay the foundation for developing our local MPA playbook.”

The full Age Well Santa Cruz County community survey results report is expected to be released by the end of 2024. For more about the survey and the expected report release, contact [AgeWell@santacruzcountyca.gov](mailto:AgeWell@santacruzcountyca.gov) or (831) 454-4397.

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