



SANTA CRUZ COUNTY HUMAN SERVICES

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AGE WELL

SANTA CRUZ COUNTY



COUNTY MASTER PLAN FOR AGING – A BLUEPRINT FOR AGING WELL

Community members invited to participate in survey in early 2024

Santa Cruz, CA – The County of Santa Cruz’s Human Services Department today announced it is developing a Master Plan for Aging in partnership with the Seniors Council and local cities. The effort is called “Age Well Santa Cruz County.”

“The County of Santa Cruz is dedicated to promoting the well-being of older residents and people with disabilities,” said Alicia Morales, Director of the Human Services Department’s Adult and Long-Term Care Division. “Age Well Santa Cruz County will be a blueprint for implementing strategies and partnerships that promote healthy aging for all.”

The State of California developed a Master Plan for Aging (MPA) that was released in 2021. The MPA is a 10-year blueprint for advancing a California for all ages and abilities. Individual counties, including Santa Cruz County, are now creating local MPAs to ensure people of all ages and abilities in their communities are engaged, valued, and afforded equitable opportunities to thrive as they age, how and where they choose.

To initiate Age Well Santa Cruz County, a local survey will be launched on January 8, 2024, to collect community feedback focused on aging in the county. The survey is supported by a Steering Committee of engaged community members and outreach efforts to maximize community participation will take place widely. Results from the survey will inform the local MPA’s goals.

Age Well Santa Cruz County will partner with organizations, businesses, clubs, agencies and individuals throughout Santa Cruz County to ensure as many people as possible participate in the survey. The survey will be available online from January 8 to March 31, 2024, at www.wagewellsantacruzcounty.org and www.buenavejezcondadodesantacruz.org.

For more about the survey, contact AgeWell@santacruzcountyca.gov or (831) 454-4397.

About the Human Services Department Adult & Long-Term Care Division

The Adult & Long-Term Care (ALTC) Division assists older adults and people with disabilities to maximize self-sufficiency, safety and independence. ALTC provides casework services and resource information that offers a choice of community services and care options.

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