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**Reframing Aging in El Dorado County
June 29, 2018 from 9:00 am - 4:00 pm**

Presenter: Krista Brown, Director of Education, American Society on Aging and Reframing Aging Master Trainer

Description: The FrameWorks Institute conducted a national multiyear project to identify the way members of the public think and talk about aging. The results were surprising and enlightening and became the basis for the Reframing Aging Project. In this interactive training, we will explore the evidence-based strategies developed from this research for communicating more effectively about aging-related issues. Learn about framing, how to frame your messages, and what cues to avoid to help people think more like experts do about ageism, demographic change, elder abuse and other policy issues. Additionally, learn about the resources and tools that are available free of charge from Frameworks Institute to support your reframing aging communication journey.

Training Objectives:

- Describe framing, what it means to frame/reframe, and framing traps to avoid.
- Identify what lives in the "Swamp" of public understanding and communication cues that may activate unproductive and productive thinking.
- Practice using evidence-based communication strategies to tell a more effective story about your work on aging issues.
- Identify resources and tools to take the next steps to change communication within your organization.

Training Agenda

- ✦ **Welcome, Introductions & Overview of the Day – 9:00-9:15am**
- ✦ **Introduction to Reframing Aging Project and Framing – 9:15-9:45am**
- ✦ **Navigating "the Swamp" of Public Understanding – 9:45-10:30am**
- ✦ **Break – 10:30-10:45am**
- ✦ **Telling a New Story About Aging – Confronting Injustice Narrative – 10:45am - Noon**
- ✦ **Lunch Onsite – Noon – 1pm**
- ✦ **Confronting Injustice Narrative (cont.) & Talking Elder Abuse – 1:00-1:45pm**
- ✦ **Telling a New Story About Aging – Building Momentum Narrative – 1:45-3:30pm (with break 2:30-2:45)**
- ✦ **Resources, Tools, Questions, Evaluations – 3:30-4:00pm**

Developing leadership, knowledge, and skills to address the challenges and opportunities of a diverse aging society.

Presenter Bio:

Krista Brown has been the Director of Education with the American Society on Aging (ASA) since September 2015. In this multi-faceted role she oversees conference program development and faculty management for the annual Aging in America Conference and select National Forums/Summits; manages the development, delivery and evaluation of the Leadership Institute; oversees the ASA/USC online Gerontology courses including serving as a liaison with USC faculty and personnel; oversees ASA's CEU accreditation programs; provides educational needs assessment, program survey and evaluation support to educational programs; develops key partnerships and collaborations; and contributes to the overall strategic goals of the organization. In 2017, Ms. Brown completed the Frameworks Institute Reframing Aging Master Trainer Workshop. Prior to joining ASA, Ms. Brown spent over eight years developing, delivering and evaluating training across California and nationally for Aging and Adult Services staff including all levels of Adult Protective Services and other multi-disciplinary partners. She also has spent numerous years working in direct services with adults with cognitive impairment, family caregivers, and homebound, isolated older adults.



Reframing Aging

An introduction to research-based messaging strategies for aging advocates and communicators

Original research conducted by the FrameWorks Institute and sponsored by the Leaders of Aging Organizations

@FrameWorksInst



American Society on Aging

ASA is the essential resource to cultivate leadership, advance knowledge and strengthen the skills of those work with, and on behalf of, older adults.

@ASAgings

#ReframingAging

www.asaging.org

What is Frameworks Institute?

- Founded in 1999
- Mission is to advance the nonprofit sector's communications capacity by identifying, translating, and modeling relevant scholarly research to frame the public discourse on social problems.
- Strategic Frame Analysis
- How to frame an issue most effectively and then strategizes how to reframe to new approach
- Won MacArthur Foundation Award for Creative and Effective Institutions
- Nat Kendall Taylor - TED Talk "How Words Change Minds: The Science of Storytelling"





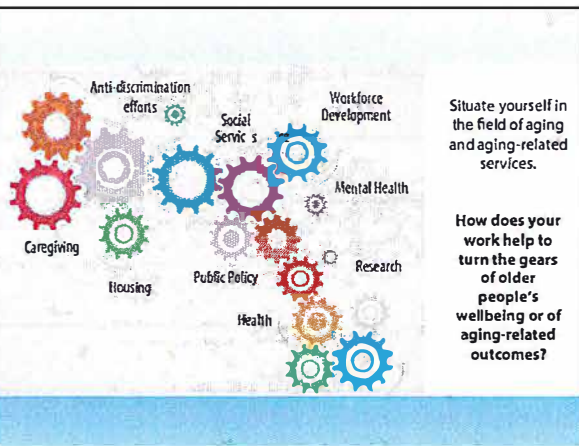
Agenda Overview

- Welcome, Overview, Introductions
- Introduction to Reframing Aging Project and Framing
- Navigating "the Swamp" of Public Understanding
- Telling a New Story About Aging – Confronting Injustice Narrative
- Talking Elder Abuse
- Telling a New Story About Aging – Building Momentum Narrative
- Resources, Tools, Next Steps, Questions, Evaluations



Objectives

- Describe framing, what it means to frame/reframe, and framing traps to avoid.
- Identify what lives in the "Swamp" of public understanding and communication cues that may activate unproductive and productive thinking.
- Practice using evidence-based communication strategies to tell a more effective story about your work on aging issues.
- Identify resources and tools to take the next steps to change communication within your organization.



The Reframing Aging Project was sponsored by these generous funders



This effort has a robust evidence base

Sample Size: 12,185

The Reframing Aging Project was sponsored by organizations who recognized a shared challenge:



Ageism is not publicly recognized as a problem



Common, unproductive assumptions about ageism:


- Ageism is less serious than other forms of discrimination
- Ageism is not considered a policy issue
- Ageism is impossible to address

Strategies for reframing ageism:


- Explain that ageism leads to social injustice and unequal treatment or exclusion
- Explain that ageism begins with biases that are implicit and unseen

Avoid	Advance
<ul style="list-style-type: none"> • Individual actions drive aging outcomes • Aging is a process of decline • Older people as other • Aging (population) is a crisis • Fixed, finite resources • Just another “-ism” 	<ul style="list-style-type: none"> • Context shapes decisions and outcomes • Future is a time for improvement • We are all better off by being inclusive • Interventions can change outcomes • Solutions stories: systems, supports • How ageism works


What does it take to reframe an issue?



Map the terrain



Develop a strategy to navigate to higher ground



Build a caravan, equip the travelers, and start moving

[
]
Introduction to Framing
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Framing Practice

Introductions

Before we get started, let's do a quick shout out:

What is one word to describe your thoughts about framing?

1 What is a **Frame**?

Frames are sets of choices about how information is presented:

- What to emphasize
- How to explain it
- What to leave unsaid

2 Understanding is frame-dependent

"Crime is a beast"
affecting our city



*29% support
policy reform*

"Crime is a virus"
affecting our city



*46% support
policy reform*

3 Frames build support for ideas like these...

- Public funding should be dedicated to making it easier for people to stay in their own homes as they age
- We should put policies in the place that requires employers to allow people to take time away from their jobs to provide care for older relatives
- We should increase public funding for programs that allow older people to contribute to their communities, such as volunteering and mentoring programs
- Public policy shapes how successfully people age
- Getting older is something we should embrace
- As people get older they are better able to cope with life's challenges

**Navigating "the Swamp"
of Public Understanding**

You Say...They Think



You Say...They Think

The graying of the developed world's population may do more to reshape our collective future than any major global hazard like terrorism, super-viruses, or climate change. In the next several decades, countries in the developed world will experience an unprecedented growth in the number of their elderly, and their costs to retirement benefit systems can be projected.



Expert/Advocate

I guess that's one more thing to worry about, but what can we really do about it? Everybody gets old. We just have to hope that most people have the sense to plan while they're young and make sure they have enough for retirement. Or maybe climate change and super-viruses will take care of the problem for us!



Public

Cultural Models Drive People's Thinking



- Cultural models are cognitive short cuts created through years of experience and expectation. They are taken-for-granted and largely automatic assumptions.
- People rely on cultural models to interpret, organize and make meaning out of all sorts of stimuli, including experiences, feelings, thoughts ... and your communications.





▶ Public Thinking about Aging



Ideal vs. Perceived "Real"

- Accumulated wisdom
- Deterioration
- Self-sufficiency
- Loss of control
- Staying active
- Dependency
- Earned leisure
- Determinism

"Us" vs. "Them"

- Older as "other"
- Zero sum
- Digital Incompetence

Individualism

- Lifestyle choices
- Financial planning

Solutions

- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

Problems Can Be Solved

What's in the Swamp of... Aging

Nostalgia and Threat of Modernity

- Family dispersal
- Economic challenges
- Social Security is doomed

Collective Responsibility

What Surrounds Us Shapes Us

Self-Sufficiency Economic Challenges


What Part of the Swamp Might This Message Cue?

Planning to work in retirement isn't a plan you can count on, as shown by the reports mentioned above. Often it's just wishful thinking and perhaps a reason to feel better about not saving or planning for retirement.

Those who say they'll never retire should think again. Take a look at your oldest relatives in their 80s and 90s—do you really think they could still work?

Your best bet is to spend some time planning for your retirement years, including investigating how you might find work in your later years, improving your health so that you're able to work, assessing how long it's realistic that you could work and developing a realistic savings plan to support yourself when you eventually retire.

wishful thinking
not saving
not planning
working in later yrs
Plan for losing your
value



Framing Practice

How do public perceptions impact your work?



Write down 3-5 frequently asked questions you are asked about your work.

Next, make a list of the cultural models, or underlying assumptions, about aging that might be contributing to these frequently asked questions.

For example:
Question: "How do you promote awareness in older people about the need to save more aggressively, and not to rely on social security?"
Relevant Cultural Models: *More education and information, economic challenges*




Telling a New Story about Aging

<p>Old Think</p>  <p>Any Story Will Do</p>	<p>New Think</p>  <p>What Will That Story Do?</p>
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An Effective Social Issue Narrative
builds understanding, shifts opinions/perspective,
generates support for solutions

How does this work? If it's not working, why not?



Why does this matter?

- VALUES

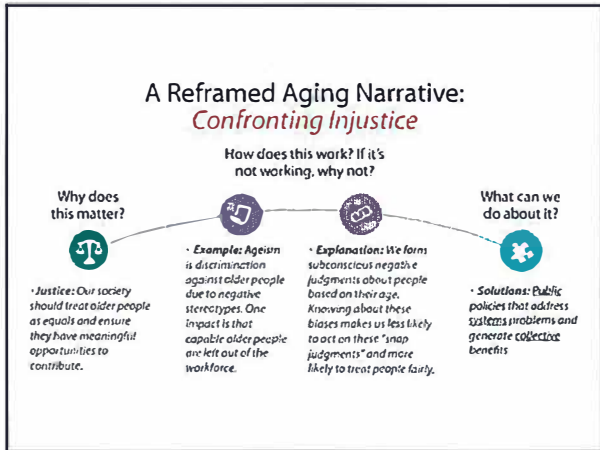
- METAPHORS
- EXAMPLES
- EXPLANATORY CHAINS

What can we do about it?

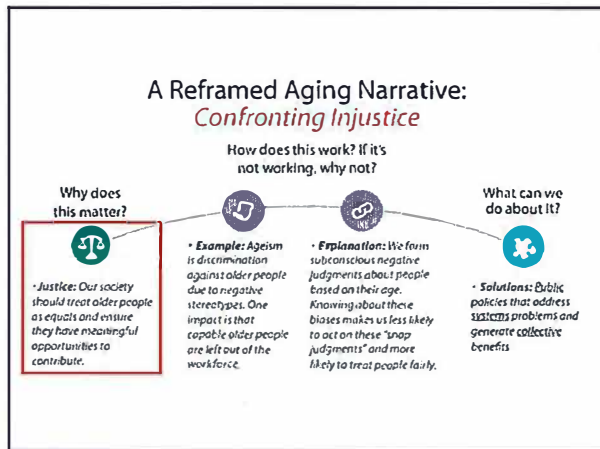
- PRINCIPLES
- EFFICACY
- SOLUTIONS

Explanatory Metaphors Help You Navigate the Swamp

- Our brains already think in metaphor all the time, so using metaphors to explain is a strategic use of our existing cognitive processes
- Metaphors use the power of analogy to channel attention to certain features of an issue -- and redirect attention away from others
- Metaphors are memory tools: they can help people remember important points
- Metaphors are sticky: they pass easily from person to person, which amplifies the reach of your message




- ### Five Steps to Using the *Confronting Injustice* Narrative
1. Use the value *Justice* to establish why ageism matters.
 2. Define ageism — don't assume people know what it is.
 3. Offer a concrete example like workplace discrimination to illustrate the effects of ageism.
 4. Explain how implicit bias works to perpetuate ageism.
 5. Provide a tangible, systems-oriented solution to expand people's thinking about how to fix the problem.



Step 1:
Use values to establish what's at stake.

Justice



Your issue matters because:
Right now our society is not treating older people as equals – in fact, we are marginalizing their participation and minimizing their contributions. To live up to our ideals, we must confront the injustice of ageism.

Redirect public perceptions away from:

- *Us vs. Them*
- *Individualism*
- *Solutions = More Information*

Move public thinking towards:

- *Aging as opportunity*
- *Contexts and environments matter*
- *Ageism as a problem to solve*

Framed with Us vs. Them, Fatalism

Feelings of loneliness and isolation can lead to serious consequences for senior health. The effects of social isolation are as real as hunger, thirst or pain. Understanding the causes and risk factors for senior isolation can help us prevent it. There are many factors that contribute to senior isolation. Many of today's seniors have lost a spouse, have a lack of transportation, or have retired. Regardless of what causes senior isolation, the consequences can be harmful. Social isolation and loneliness are associated with a higher risk of mortality in adults aged 52 and older.

Framed with <i>Us vs. Them, Fatalism</i>	Reframed with <i>Justice</i>
<p>Feelings of loneliness and isolation can lead to serious consequences for senior health. The effects of social isolation are as real as hunger, thirst or pain. Understanding the causes and risk factors for senior isolation can help us prevent it. There are many factors that contribute to senior isolation. Many of today's seniors have lost a spouse, have a lack of transportation, or have retired. Regardless of what causes senior isolation, the consequences can be harmful. Social isolation and loneliness are associated with a higher risk of mortality in adults aged 52 and older.</p>	<p><u>All Americans have a right to participate fully in our democracy, our economy, and our community life. But our society starts to exclude us as we age. Americans are living longer, but our systems and structures haven't been updated to match that reality. Instead, workplace policies, transportation systems, and other features of daily life can isolate and marginalize older adults -- with consequences ranging from increased health risks to less vibrant and diverse communities. To build a more just society, we need to take steps to prevent social isolation of any group, including older people.</u></p>



Framing Practice

Using *Justice*

Imagine hearing this statement in a conversation with someone unfamiliar with aging-related advocacy work:

"I agree that older people don't get the respect they deserve, but is it really that big a problem . . . especially compared to other kinds of discrimination?"

Draft a short, well-framed response using an appeal to the value *Justice*. Work on your draft for 5 minutes, then we'll share our drafts.

Step 2:

Use explanatory tools to build knowledge.

A Reframed Aging Narrative: *Confronting Injustice*

How does this work? If it's not working, why not?

Why does this matter?



• **Justice:** Our society should treat older people as equals and ensure they have meaningful opportunities to contribute.

• **Example:** Ageism is discrimination against older people due to negative stereotypes. One impact is that capable older people are left out of the workforce.



• **Explanation:** We form subconscious negative judgments about people based on their age. Knowing about these biases makes us less likely to act on these "snap judgments" and more likely to treat people fairly.

What can we do about it?



• **Solutions:** Public policies that address systemic problems and generate collective benefits

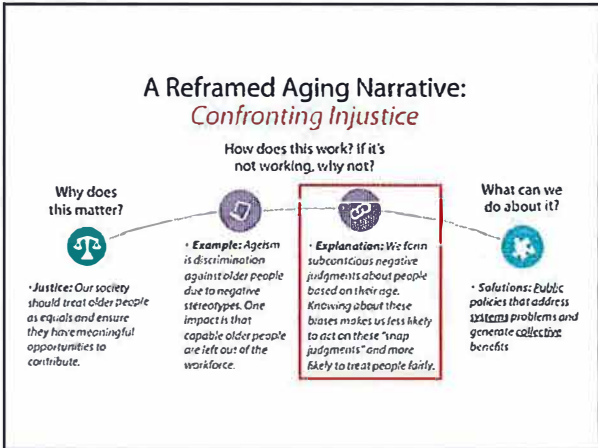



Defining Ageism

Ageism is discrimination based on prejudices about age. When ageism is directed at older people, it often involves assumptions that older people are less competent, less attractive, and less vigorous than younger people. Ageism has tremendously negative impacts on older people, affecting every aspect of their lives.

Definition + Example

In our country, ageism — discrimination based on negative assumptions about age — has a big impact on older people's lives. Take employment: ageism prevents older people from contributing to the workforce. For example, managers commonly use age-based assumptions to evaluate job-seekers' applications. Even though older people score especially high in leadership, detail-oriented tasks, writing skills, and problem solving, employers assume older people are less capable. As a result, employers are less likely to interview job candidates whose graduation dates indicate they're more than 50 years old. That has cascading effects, because unemployed older people are much more likely to remain unemployed long term.





Explaining Implicit Bias

*Research shows that exposure to an explanation of "implicit bias" -- what it is and how it works to perpetuate ageism -- actually **reduces** people's implicit bias towards older people.*

Try using language like this in your messages about ageism:
"We all subconsciously form negative judgments about people based on their age, but just being aware of these biases makes us less likely to act on them and more likely to treat people fairly."

Step 3:
Offer concrete solutions.

A Reframed Aging Narrative: *Confronting Injustice*

How does this work? If it's not working, why not?

Why does this matter?



Justice: Our society should treat older people as equals and ensure they have meaningful opportunities to contribute.

Examples: Ageism is discrimination against older people due to negative stereotypes. One impact is that capable older people are left out of the workforce.

Explanations: We form subconscious negative judgments about people based on their age. Knowing about these biases makes us less likely to act on these "snap judgments" and more likely to treat people fairly.

What can we do about it?



Solutions: Public policies that address systemic problems and generate collective benefits

The Five C's of Efficacy Frame Elements



- **Concrete:** specific
- **Collective:** systemic, shared
- **Causal:** show process
- **Conceivable:** feasible
- **Credible:** disinterested

Sample Solution for *Confronting Injustice* Narrative

"We need to address ageism head on. We can do this by having better workplace rules and systems, trainings to combat implicit bias, and ways to report problems."



Primed with the *Confronting Injustice* Story





Framing Practice

Using the *Confronting Injustice* Narrative

With a partner, discuss what opportunities you have to incorporate the *Confronting Injustice* narrative into your communications. Consider these questions:

- In what ways are you discussing ageism in your existing messaging?
- Do you regularly define "ageism" in your communications?
- What relevant, concrete examples can you use to illustrate ageism's effects?
- What systems- or policy-based solutions can you include in your messages?



Talking Elder Abuse



What's in the Swamp of...

Elder Abuse

Elder + Abuse

- Elder abuse is unacceptable
- Neglect doesn't qualify
- Sexual abuse doesn't compute

Deterioration

- Dependency = vulnerability
- Paternalism

Solutions

- Blame can be done
- Surveillance and protection
- Allegations and collusion
- Support for caregivers

Modern Life Is the Problem

- Caregivers pushed to limit
- Cultural devaluation of older people
- Nursing homes as unfortunate necessity


Spotlight on Individuals

- Greedy and lazy
- Moral character
- Sick
- Payback
- Older people are difficult
- Everyone's responsible/no one's responsible

Click each title to learn more about these shared patterns of thinking.

Talking Elder Abuse

Value = Justice



Justice

What does it mean to think in terms of justice?

The story you're telling:


Justice is a political ideal that is used to describe a state of affairs that is fair and equitable. It is a moral principle that is used to describe a state of affairs that is just and equitable.

Structurally models thinking away from systems such as:

- Blame
- Surveillance
- Protection
- Allegations
- Collusion
- Support for caregivers

Talking Elder Abuse

Explanatory Metaphor = Social Structure



Social Structure

A metaphor for describing the social conditions that enable elder abuse.

The story you're telling:

Just like a building requires a strong set of supports to hold it up, our society needs a strong set of supports to hold it up. Our society needs a strong set of supports to hold it up.

Structurally models thinking away from patterns such as:

- Blame
- Surveillance
- Protection
- Allegations
- Collusion
- Support for caregivers

Reframing Aging Narrative #1: Embracing the Dynamic

Why does this matter?

• **Ingenuity:** Let's use innovation to re-envision aging in the US.

How does this work? If it's not working, why not?

• **Building Momentum:** As we get older we build momentum, which powers us to take up new ideas and advance toward new goals. This energy powers up our society and moves our communities forward.

What can we do about it?

• **Strang Solutions Examples:** e.g., intergenerational community centers can boost older people's participation in our communities.

Step 1:

Use values to establish what's at stake.

Values

A broad category of cherished cultural ideals: enduring beliefs that orient individuals' attitudes and behaviors.

Values help to establish why an issue matters and what is at stake.


As a frame element, values do the work of:

- Priming a "common good" mindset
- Tapping emotions that work for policy thinking: curiosity, concern, and can-do

ME vs.

WE

Ingenuity



Your issue matters because:
We are resourceful and can find innovative solutions for the challenges that come when we get older.

Redirect public perceptions away from:

- Fatalism
- Us versus Them
- Solutions = More Information

Move public thinking towards:

- Collective agency
- Finding ideas that work and implementing them thoughtfully
- Collective benefits accrue when older people can contribute

Before

Studies show that Experience Corps works. After one year, many students who work with Experience Corps volunteer tutors achieve as much as 60% improvement in critical literacy skills compared to their peers. Volunteers provide an average of 6-15 hours of support each week throughout the school year.

The Experience Corps approach is simple, but effective. As an anti-poverty strategy, AARP Foundation Experience Corps is helping to provide both older adults and children with opportunities to enrich their lives through literacy.

Before	Reframed with Ingenuity
<p>Studies show that Experience Corps works. After one year, many students who work with Experience Corps volunteer tutors achieve as much as 60% improvement in critical literacy skills compared to their peers. Volunteers provide an average of 6-15 hours of support each week throughout the school year.</p> <p>The Experience Corps approach is simple, but effective. As an anti-poverty strategy, AARP Foundation Experience Corps is helping to provide both older adults and children with opportunities to enrich their lives through literacy.</p>	<p>Solving our society's challenges requires us to think creatively about what resources we have available. Experience Corps is a perfect example of this kind of Ingenuity. Experience Corps volunteers are older adults who provide 6-15 hours of tutoring to students each week.</p>
<p>The Experience Corps approach is simple, but effective. As an anti-poverty strategy, AARP Foundation Experience Corps is helping to provide both older adults and children with opportunities to enrich their lives through literacy.</p>	<p>After one year, many students in the program improve their critical literacy skills by as much as 60% compared to peers. By tapping into the talent and energy of older adults, the Corps is a smart way to help both children and older people to thrive.</p>



Framing Practice

Using *Ingenuity*

Answering the question "what do you do?" is an opportunity to prime people to think differently about aging. Instead of describing your job, what would it sound like to use the *Ingenuity* value to explain *why it matters*?

Using your green *Ingenuity* reframe card for inspiration, draft a short (2- to 3-sentence) statement about your work. Begin with the values appeal, and be sure to "let it breathe."

Write on your own for 5 minutes, then we will share our drafts.

Step 2:

Use explanatory tools to build knowledge.

A Reframed Aging Narrative: Embracing the Dynamic

Why does this matter?



• **Ingenuity:** Let's use innovation to re-envision aging in the US.

How does this work? If it's not working, why not?



• **Building Momentum:** As we get older we build momentum, which powers us to take up new ideas and advance toward new goals. This energy powers up our society and moves our communities forward.

What can we do about it?



• **Strong Solutions Examples:** e.g., intergenerational community centers can boost older people's participation in our communities.

Building Momentum



Aging is a dynamic process that involves continuous change. When we're younger we need a boost to get moving, but as we age, we gather momentum through the build-up of experiences and insights. This momentum can add power and force to our communities and help them move forward.

Redirect public perceptions away from:

- *Us Versus Them*
- *Decline and Deterioration*
- *Aging as a "battle" or "fight"*
- *Dependency*

Move public thinking towards:

- Aging as opportunity
- Aging as "us"
- Policies support well-being as we age
- Collective benefits accrue when older people can contribute



Using the *Building Momentum* Metaphor



Step 3:
Offer concrete solutions.

A Reframed Aging Narrative: *Embracing the Dynamic*



The Five C's of Efficacy Frame Elements



- **Concrete:** specific
- **Collective:** systemic, shared
- **Causal:** show process
- **Conceivable:** feasible
- **Credible:** disinterested

FrameWorks tested three different inventive solutions: *Intergenerational Community Centers* worked best

Our communities are better when they include the full scope of our energy. When we overlook the contributions of older adults and young children, the energy in our communities is diminished, like a rainbow that's missing some colors.

The emergence of intergenerational community centers is changing that. These inventive programs help turn the experiences and wisdom older people have accrued over a lifetime into a resource that helps power our neighborhoods, enhancing life for all of us. For example, children tend to build stronger social and emotional skills when they interact with older people, setting them up for a lifetime of good experiences. Creating ways to let older people's talents shine makes our communities complete — it's as simple as ROYGBIV.

Instead of these words and cues:

- "Older", "senior", "disabled", and similar terms for the growing population of older people
- "Elderly", "senior", "disabled", and other related descriptions of aging outcomes
- "senior", "elderly", "senior dependent", and similar terms that make stereotypes
- "struggle", "battle", "fight", and similar conflict oriented words to describe aging experiences
- Using the word "system" without explanation

Try:


- Talking affirmatively about aging experiences. (Ex. Acknowledge history and experiences...)
- Using language that is inclusive and respectful. (LET'S GO! Challenge what we see and call things as we see.)
- Using more neutral (value positive) descriptions and including "we" and "our" terms.
- The Aging Life Course perspective: "Aging is a dynamic process that builds on new and old knowledge and skills with our experiences."
- Getting support: "Aging is a dynamic process that builds on new and old knowledge and skills with our experiences."
- Using concrete examples like religious or social community centers to illustrate invisible solutions.

Avoid


- Individual actions drive aging outcomes
- Aging is a process of decline
- Older people as other
- Aging (population) is a crisis
- Fixed, finite resources
- Just another "sim"

Advance

- Context shapes decisions and outcomes
- Future is a time for improvement
- We are all better off by being inclusive
- Interventions can change outcomes
- Solutions stories: systems, supports
- How ageism works



Resources, Tools & Next Steps





Reframing Resources & Tools

- ASA's Reframing Aging Website - <http://www.asaging.org/reframing-aging>
 - Gaining Momentum Toolkit
 - Frameworks Academy Free Online Nine-Part Lecture Series
 - Special edition of *Generations – Ageism in America: Reframing the Issues and Impacts, Fall 2015*
 - Many other articles, reports, web seminar recordings
- Frameworks Institute - <http://www.frameworksinstitute.org/>
 - Reframing Aging - <http://frameworksinstitute.org/reframing-aging.html>
 - Talking about Elder Abuse - <http://frameworksinstitute.org/elder-abuse.html>



Web Seminars

FREE ASA web seminars this summer and fall on Reframing Aging topics such as:

- *Reframing Aging: Organizational Adoption and Integration*
July 9, 10-11am
- *Reframing Aging: A Deeper Exploration of Research-Based Messaging Strategies for the Field of Aging*
August 16, 10-11am
- *Reframing in the Healthcare Sector* – Coming in Sept.

More information at <http://www.asaging.org/web-seminars>



Closing

- Questions, comments, feedback
- Next steps
- Evaluations
- THANK YOU!!!!

Krista Brown, Director of Education
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<http://www.asaging.org/>



Education and Professional Development

ASA offers unparalleled learning opportunities to help you grow professionally while exposing you to new ideas and renowned experts on a variety of topics. Whether you choose in-person conferences and events or online trainings, you will gain a breadth of knowledge and insight that you can immediately apply to your work with older adults.

Aging in America Conference

ASA members enjoy a 30 percent savings on their registration for ASA's annual conference. Aging in America, the largest multidisciplinary conference covering a wide range of topics on aging, is a premier source of information, knowledge and networking opportunities at which you can forge connections that will last a lifetime. Visit www.asaging.org/aia for details.

Web Seminars

Offered free to ASA members, web seminars are a convenient way to get training and education on key topics affecting your work with older adults, right at your desk. Web seminars are offered live and on-demand throughout the year, so they easily fit into your busy schedule. Visit www.asaging.org/web-seminars for the latest offerings.

"ASA is really a 5-star organization poised to show society what it means to age gracefully."

—Karen Peterson, Giving Back

"ASA is all about connections, networking, learning, and striving to find better ways to work together to make a difference in the lives of older adults."

—Lynn Friss Feinberg, AARP Public Policy Institute

ASA Publications

Consistently rated a high value by our members, ASA publications provide comprehensive information and insights on aging issues. They will help you keep up with critical developments and trends, offering new perspectives on key issues and topics in aging.

Generations

Each issue of ASA's quarterly journal is devoted to a single topic in aging and features nationally recognized authors and guest editors.

Generations Online

ASA members can enjoy easy online access to current and archived issues of *Generations* at any time.

Aging Today

Our bimonthly newspaper covers trends, opinions and advances in practice, policy and research nationwide, and keeps you up to date with ASA's programs.

ASA Update

Our weekly e-newsletter keeps members current on all news and membership benefits, and highlights articles and events.

AgeBlog

ASA's blog is a direct connection to news briefs, articles, policy and research developments and member news.

***"You make our work easier.
Our formula is less meds, more love
...and lots of ASA training!"***

*—Joi Anne Garrett
Assisted Living at Silver Gardens, LLC*

Member Resources

Continuing Education

CEUs are available for our conference and most of our webinars at no additional charge.

www.asaging.org

Connect with colleagues and find essential program information, research, career tools, expert advice and more on ASA's website.

Career Advantage

This online resource connects job seekers and organizations recruiting qualified professionals in the field of aging.

Regional Networking Events

These events provide an informal opportunity to network with colleagues and meet new ones.

Awards

Each year ASA honors individuals and organizations for their contributions to ASA, to the field of aging and to older adults.

Constituent Groups

We encourage you to join one or more constituent group(s) to connect you with professionals who share your specific interests. All of the following constituent groups are included in your membership dues: Business Forum on Aging; Forum on Religion, Spirituality and Aging; Health-care and Aging Network; LGBT Aging Issues Network; Lifetime Education and Renewal Network; Mental Health and Aging Network; Network on Multicultural Aging; Network on Environments, Services and Technologies.

We also offer a Students and Emerging Professionals Network where students and professionals new to the field of aging can network and share ideas and resources.





Join ASA today to:

- Become part of a vibrant multidisciplinary community of professionals in aging and allied professions.
- Gain skills and knowledge to be more effective in your work with older adults.
- Connect with and learn from professionals who can provide you with new insights and solutions.
- Empower the leader within you to guide your organization to success.

Get Involved!

An organization is only as strong as its membership community. ASA is pleased to offer opportunities for meaningful involvement on a number of levels. All ASA members can contribute to ASA's AgeBlog and participate in online forums to share insights and information. Additionally, there are opportunities to join committees, become constituent group leaders and participate on ASA's Board of Directors.

Around the world, people are living longer lives.

Are you prepared to meet the challenges of global longevity?

Whether you work directly in the aging services network or in an allied field, if you advocate for or serve older adults, you are a professional in aging. ASA can help you in your work by offering the resources and connections you need to navigate this complex and rapidly changing world.

How to Join

Join online at **www.asaging.org/join** or complete an application and mail or fax it as instructed on the form.



"ASA is the absolute best place for education, information and ideas about helping the aging. Check it out and join."

—Mary Jane Baumgarten, Private Fiduciary



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 575 Market St., Suite 2100
 San Francisco, CA 94105-2869
 Ph: 800-537-9728
 Fax: 415.974.0300
 Email: info@asaging.org
 Web: www.asaging.org



American Society on Aging
 Connect • Learn • Lead
www.asaging.org

Aging

What's in the Swamp of...

- ## Nostalgia and Threat of Modernity
- Family dispersal
 - Economic challenges
 - Social Security is doomed

Collective Responsibility

What Surrounds Us Shapes Us

- Financial planning
- Lifestyle choices

Individualism

- ## "Us" vs "Them"
- Older as "other"
 - Zero sum
 - Digital incompetence

- ## Ideal vs. Perceived "Real"
- Accumulated wisdom
 - Deterioration
 - Loss of control
 - Dependency
 - Determinism

- Self-sufficiency
- Staying active
- Earned leisure

Solutions

- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

Problems Can Be Solved

Building Momentum



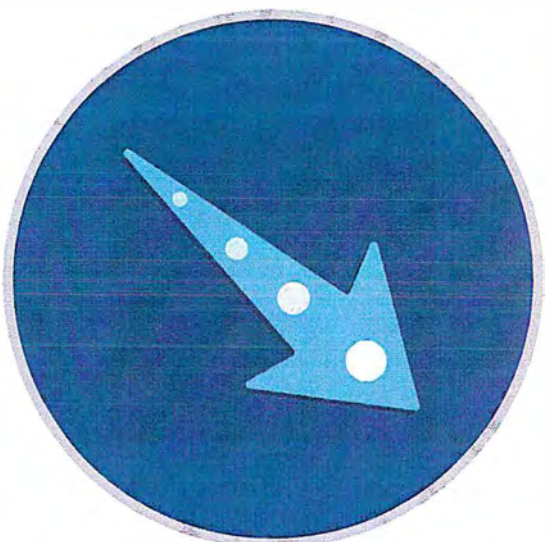
Concepts and ideas included in this frame element:

- **Aging is a continuous process:** As we age, all of us are continually changing, and this dynamic process includes positive aspects at every stage.
- **Aging involves social, emotional, and cognitive growth:** When we're younger, we need a boost to get moving. As we get older, we gather momentum through the build-up of experiences and insights. We gain the power of perspective. Our abilities move us forward toward more complex goals.
- **Americans have shared fates; we all affect the collective:** Each of us contributes to the forward motion and progress of our communities/nation.
- **Older adults are a resource for our communities:** The energy that we build up as we get older is what powers us to move our communities forward.
- **Positive outcomes are possible but aren't guaranteed:** Society has an opportunity to capture more of this momentum, but that requires changes to our policies, practices, and public structures. We need to foster environments that help people build the momentum that can move our communities forward.
- **It would be a shame to miss out on this momentum:** If we fail to adjust, we risk losing this dynamic source of power.



User Notes:

- Avoid individualizing this metaphor. This frame isn't about a single older person appreciating her newfound wisdom or learning to age "successfully." It's about society recognizing, stewarding, and benefiting from a previously unrecognized resource.
- Choose pronouns carefully. Phrasing that positions older people as a discrete group of "others" can cue Us vs. Them thinking, which is unproductive. Instead, use inclusive phrasing: we all gather momentum as we age.
- Don't overdo the positivity. While it's important to channel public attention to the upsides of the later stages of life, it's also important to assert that we are facing issues that demand public attention and new approaches. Take care to avoid creating the impression that there's so much "energy" out there that supportive policies are unnecessary.
- Don't prescribe a path for the momentum: avoid suggesting that there's one right way to age or that "contributions" only come in certain forms.



Explanatory Metaphor

Building Momentum

A metaphor for people's continuous growth over the life course and older adults' contributions



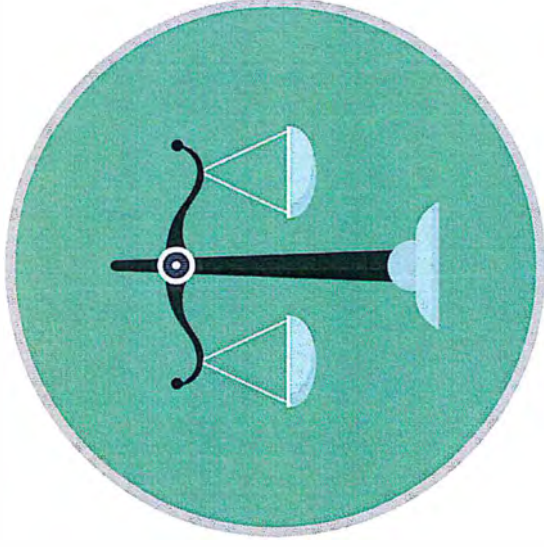
The story you're telling:

As we get older, we gather momentum through the build-up of experiences and insights. This momentum can contribute to our society's vitality, and so, as a society, we should do all we can to support and make the most of it.



Strategically redirects thinking away from patterns such as:

- Us vs. Them
- Aging = Decline and Deterioration
- Dependency
- Modern Life Is the Problem



Value

Justice

Why does it matter? What's at stake?



The story you're telling:

A just society treats everyone as equals, but right now, we are marginalizing older people and minimizing their contributions. To live up to our ideals, we must change this.



Strategically redirects thinking away from patterns such as:

• Us vs. Them • Individualism • Aging = Decline and Deterioration • Fatalism

Justice



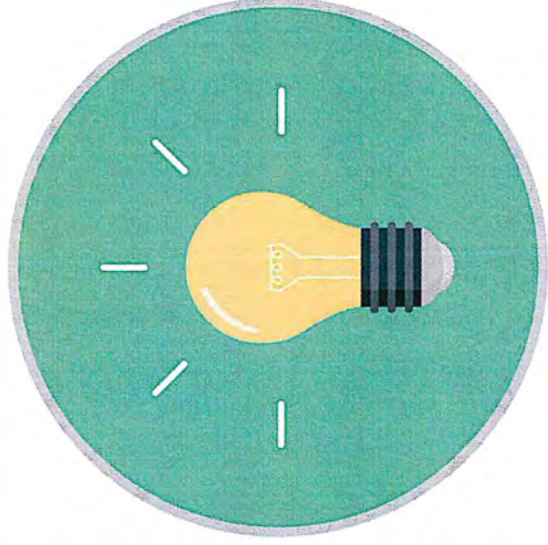
Concepts and ideas included in this frame element:

- A just society treats all members of society as equals.
- Right now our society is not treating older people as equals; in fact, we are marginalizing their participation and minimizing their contributions.
- As equal members of society, older adults have a rightful claim to be full participants in all spheres of life: socially, culturally, economically, and legally.
- To live up to our ideals, we need to reshape society so that older people are fully included in our communities.



User Notes:

- Keep the focus on society's responsibility to treat all people as equals. Avoid slipping into appeals based on compassion, mercy, or the right to dignity, as these can reinforce the notion of older people as "others" and evoke paternalistic attitudes.
- Avoid talking about ageism as a "civil rights issue." FrameWorks research found that this phrasing led the public to compare ageism to racism and sexism and conclude that ageism was not a comparably serious problem. It also narrowed people's focus to instances of ageism that they thought could be addressed through litigation.



Value

Ingenuity

Why does it matter? What's at stake?



The story you're telling:

As more Americans live longer and healthier lives, we need to tap into our national ingenuity, so we can adjust our systems and policies to make the most of this new reality.



Strategically redirects thinking away from patterns such as:

- Fatalism • Us vs. Them • Individualism • Solution = More Information

Ingenuity



Concepts and ideas included in this frame element:

- Americans are problem-solvers. When we see an opportunity, we figure out how to seize it—and when something isn't working, we rethink our approach.
- Replacing outdated practices with new, smarter ways of doing things is the key to our nation's ingenuity.
- As Americans live longer and healthier lives, this presents new opportunities for our communities. It's up to us to figure out how to make the most of them.
- As Americans live longer lives, this also presents new problems. Fortunately, we have a long tradition of finding innovative solutions to challenges. As a nation of problem-solvers, we need to tap into our ingenuity to figure out better ways to [insert your issue/idea/solution].
- Let's try out new ideas and innovative approaches to improve how our society supports older people and responds to aging.

The Big Picture

Quick Start Guide to Talking Elder Abuse



Click icon to see MessageMemo

Framing is the process of making choices about what to emphasize and what to leave unsaid. Here's a quick tour of themes to avoid and alternatives to advance.

Instead of:	Try:
Appealing to sympathy	Appealing to <i>Justice</i> : This is about treating older people fairly
Talking about vulnerable populations and dependent victims	Talking about the importance of social connections to empower older people and reduce risk factors
Using crisis-laden or emotional rhetoric to condemn elder abuse	Demonstrating the collective—social and economic—costs of elder abuse
Relying on the public's limited conception of abuse as a two-person relationship	Intentionally expanding the definition of abuse to include self-neglect, sexual abuse, and systemic causes
Focusing only on individual perpetrators and victims	Explaining the underlying social conditions that can increase risk factors
The terms "perpetrators" and "victims"	Try less swampy language like "people who commit elder abuse" and "survivors"
Using data and expert jargon to explain the causes and consequences of elder abuse	Using the <i>Social Structure</i> metaphor: Society is like a building. Let's improve it with support beams that can keep everyone safe.
Providing solutions that emphasize individual responsibility	Providing solutions that emphasize collective responsibility and systemic/policy changes
Descriptions of the problem	Telling a complete story: Why it matters, how it works, and what can be done to address the problem

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The Big Picture

Quick Start Guide

Framing is the process of making choices about what to emphasize and what to leave unsaid. Here's a quick tour of themes to avoid and alternatives to advance.

Instead of these words and cues:

"Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people

"Choice," "planning," "control," and other individual determinants of aging outcomes

"Seniors," "elderly," "aging dependents," and similar "other-ing" terms that stoke stereotypes

"Struggle," "battle," "fight," and similar conflict-oriented words to describe aging experiences

Using the word "ageism" without explanation

Making generic appeals to the need to "do something" about aging

Try:

Talking affirmatively about changing demographics: "As Americans live longer and healthier lives . . ."

Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."

Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms

The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."

Defining ageism: "Ageism is discrimination against older people due to negative and inaccurate stereotypes."

Using concrete examples like intergenerational community centers to illustrate inventive solutions

El Dorado County

Tobacco Retailers and Sales to Underage Individuals

County-wide

El Dorado County tracks compliance of tobacco retailers using the Young Adult Tobacco Purchase Survey (YATPS). The surveys are a collaboration between the El Dorado County Sheriff's Office, Placerville Police Department, South Lake Tahoe Police Department and the El Dorado County Health and Human Services Tobacco Use Prevention Program (TUPP).

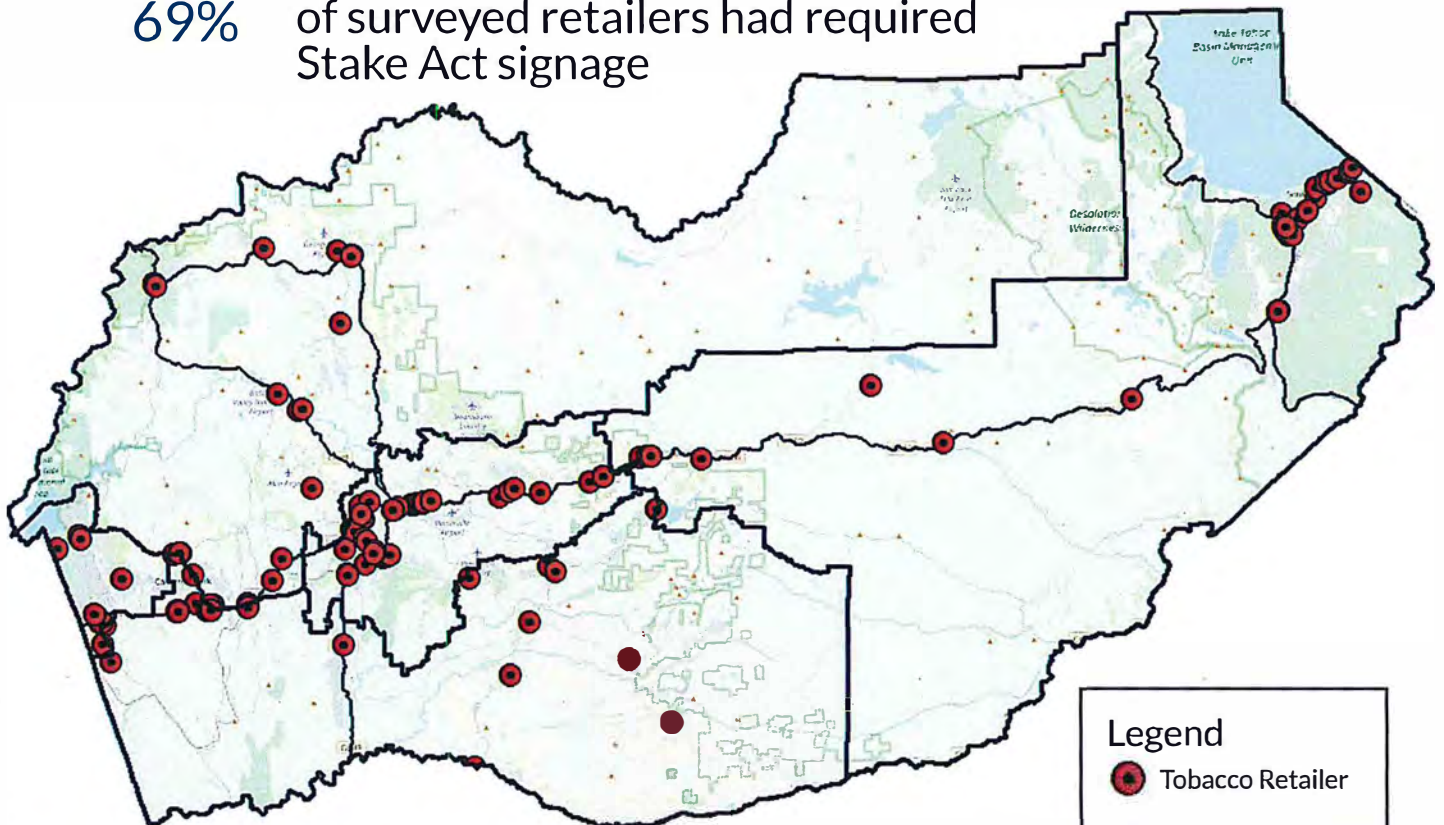
In March, a YATPS was conducted with the assistance of El Dorado County Sheriff's Office Law Enforcement Explorer Post 457. Results are provided by District and in aggregate.

El Dorado County Findings

93 Tobacco retailers surveyed out of 146 retailers

16% of surveyed retailers sold to underage (<21) individuals. 15 citations were issued under PC 308 (A)(1).

69% of surveyed retailers had required Stake Act signage



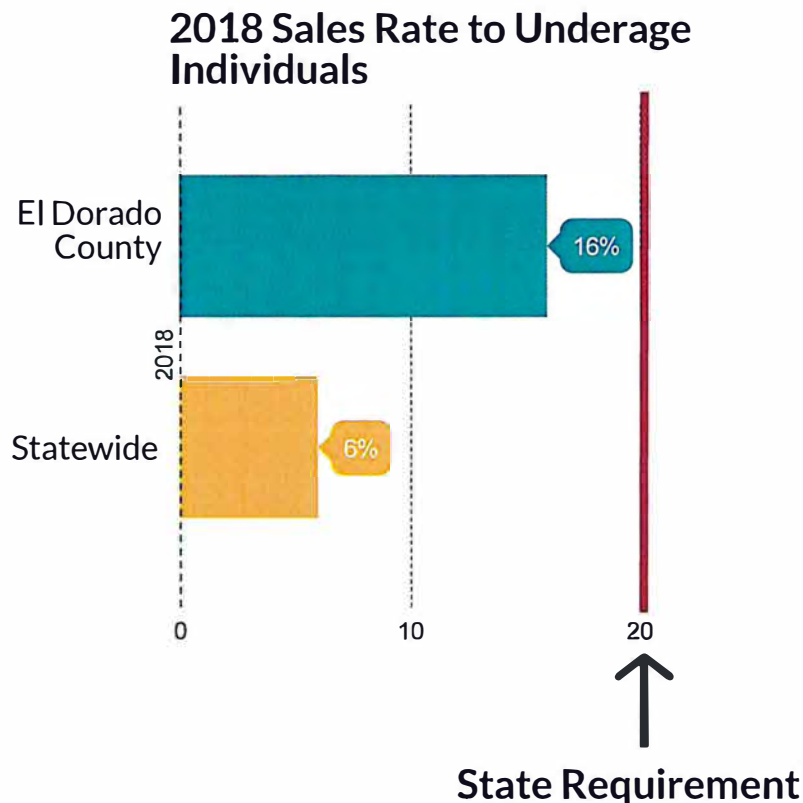
Notes: Reasons stores were not surveyed included: Unable to locate; Snow/road conditions; Business closed; Decoy left the store; other

June 2018

2018 Young Adult Tobacco Purchase Survey

El Dorado County conducted a YATPS on March 17, 2018 and surveyed a total of 93 tobacco retailers. The tobacco purchase survey was completed by 6 teams totaling 7 from the Sheriff's Office, 12 Sheriff's Office Explorers, 1 from the Police Department, 1 Police Department Cadet and SNOW!

All decoys who participated in the operation were between the ages of 15 and 19 years old. The decoy, under the supervision of a Sheriff Deputy, entered an establishment that sells tobacco products and attempted to purchase tobacco from an employee. The decoys were directed to show their valid government issued ID or tell the employee their correct age if asked. Decoys attempted to purchase all types of tobacco products including cigarettes, chewing tobacco, vape products, E-cigarettes, or other tobacco products. Any employee who sold tobacco to the underage decoy was issued a misdemeanor citation for PC 308(A)(1).



Additional Survey Highlights:

- Over 30% of stores still had Tobacco 18 and older signs up.
- Some clerks were unaware the age requirement was now 21.
- **More stores swiped the decoys ID through a drivers license reader causing fewer sales in these areas than in previous years.**
- Several stores did not even ask the decoy for ID.
- Tobacco was still sold to the decoy even after ID was checked if the clerk had to figure out age themselves.



El Dorado County

Tobacco Retailers and Sales to Underage Individuals

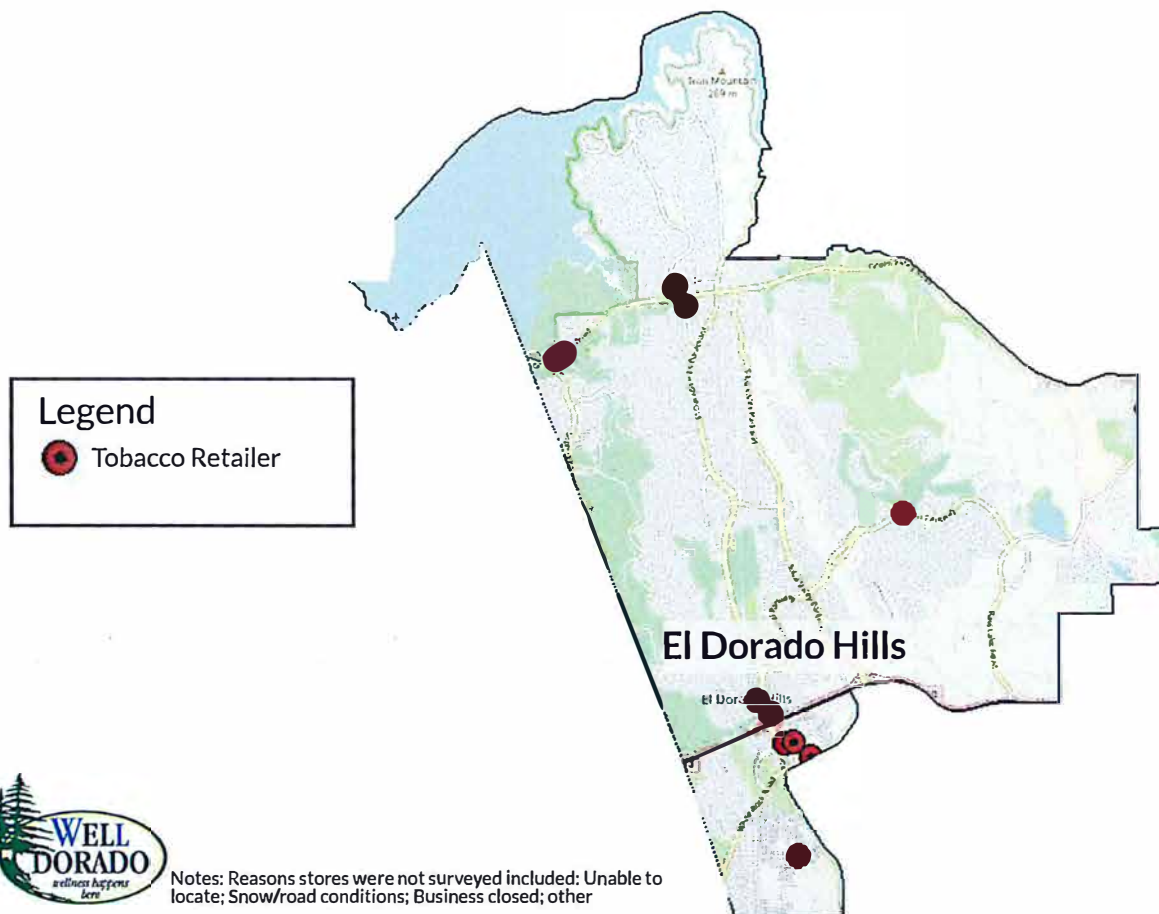
District 1

El Dorado County tracks compliance of tobacco retailers using the Young Adult Tobacco Purchase Survey (YATPS). The surveys are a collaboration between the El Dorado County Sheriff's Office, Placerville Police Department, South Lake Tahoe Police Department and the El Dorado County Health and Human Services Tobacco Use Prevention Program (TUPP).

In March, a YATPS was conducted with the assistance of El Dorado County Sheriff's Office Law Enforcement Explorer Post 457. Results are provided by District and in aggregate.

District 1 Findings

- 10 Tobacco retailers were surveyed out of 15 retailers
- 10% of surveyed retailers sold to underage (<21) individuals. 1 citation was issued under PC 308 (A)(1).
- 60% of surveyed retailers had required Stake Act signage



Notes: Reasons stores were not surveyed included: Unable to locate; Snow/road conditions; Business closed; other

June 2018

El Dorado County

Tobacco Retailers and Sales to Underage Individuals

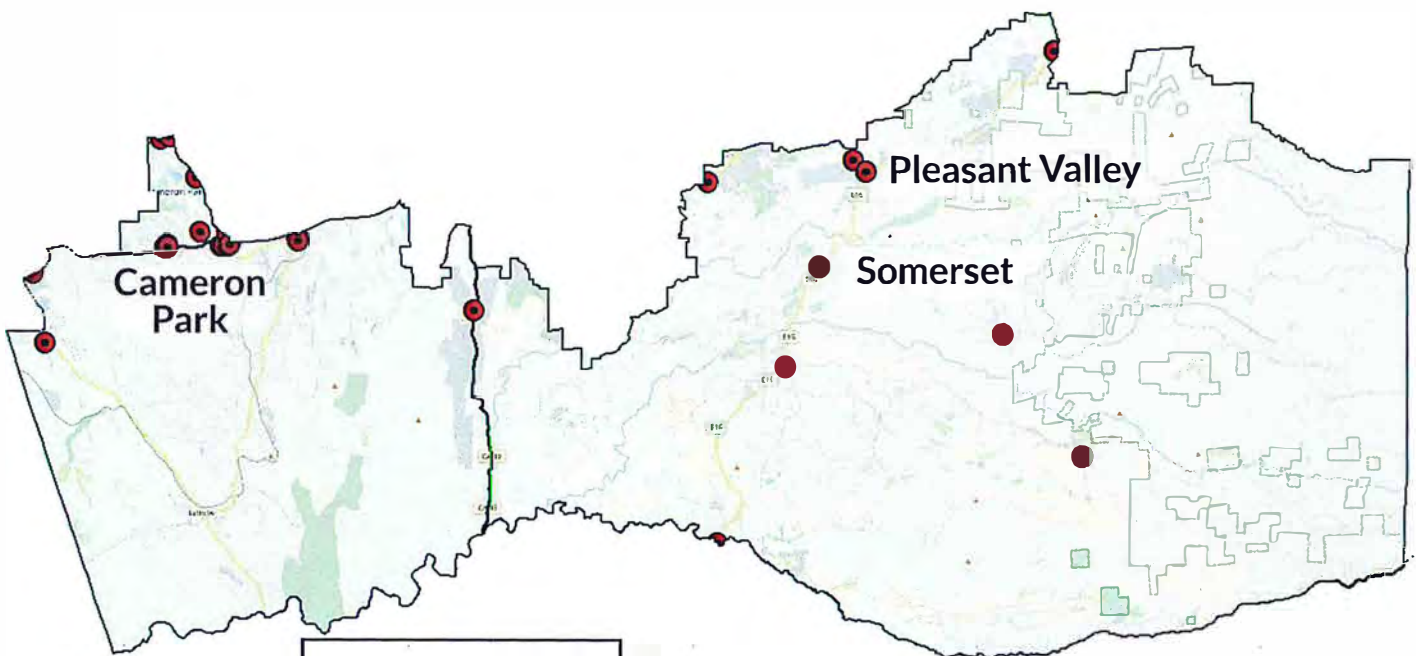
District 2

El Dorado County tracks compliance of tobacco retailers using the Young Adult Tobacco Purchase Survey (YATPS). The surveys are a collaboration between the El Dorado County Sheriff's Office, Placerville Police Department, South Lake Tahoe Police Department and the El Dorado County Health and Human Services Tobacco Use Prevention Program (TUPP).

In March, a YATPS was conducted with the assistance of El Dorado County Sheriff's Office Law Enforcement Explorer Post 457. Results are provided by District and in aggregate.

District 2 Findings

- 16 Tobacco retailers were surveyed out of 26 retailers
- 13% of surveyed retailers sold to underage (<21) individuals. 2 citations were issued under PC 308 (A)(1).
- 44% of surveyed retailers had required Stake Act signage



Legend
● Tobacco Retailer



Notes: Reasons stores were not surveyed included: Unable to locate; Snow/road conditions; Business closed; other

June 2018

El Dorado County

Tobacco Retailers and Sales to Underage Individuals

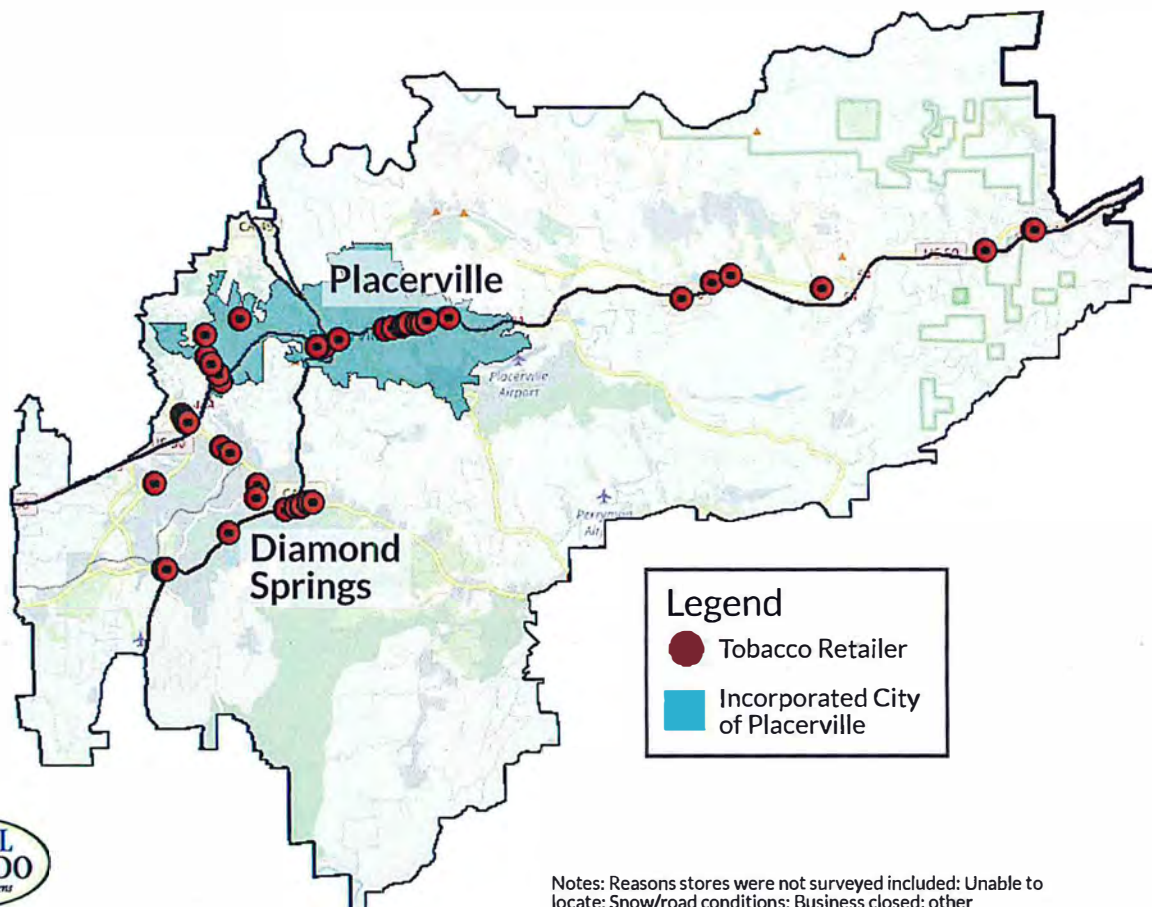
District 3

El Dorado County tracks compliance of tobacco retailers using the Young Adult Tobacco Purchase Survey (YATPS). The surveys are a collaboration between the El Dorado County Sheriff's Office, Placerville Police Department, South Lake Tahoe Police Department and the El Dorado County Health and Human Services Tobacco Use Prevention Program (TUPP).

In March, a YATPS was conducted with the assistance of El Dorado County Sheriff's Office Law Enforcement Explorer Post 457. Results are provided by District and in aggregate.

District 3 Findings

- 44 Tobacco retailers were surveyed out of 46 retailers
- 18% of surveyed retailers sold to underage (<21) individuals. 8 citations were issued under PC 308 (A)(1).
- 80% of surveyed retailers had required Stake Act signage



Notes: Reasons stores were not surveyed included: Unable to locate; Snow/road conditions; Business closed; other

June 2018

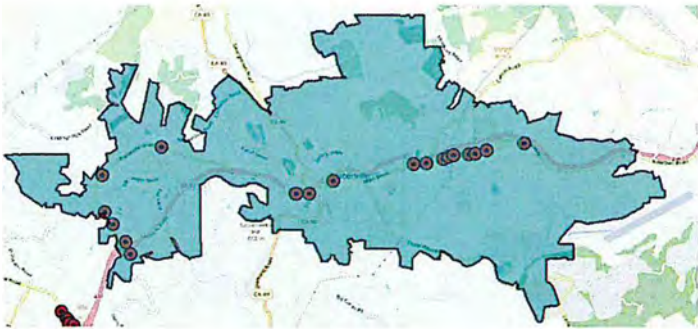
District 3 Focus

Incorporated

19 Tobacco retailers were surveyed out of 19 retailers

21% of surveyed retailers sold to underage (<21) individuals. 4 citations were issued under PC 308 (A)(1).

84% of surveyed retailers had required Stake Act signage

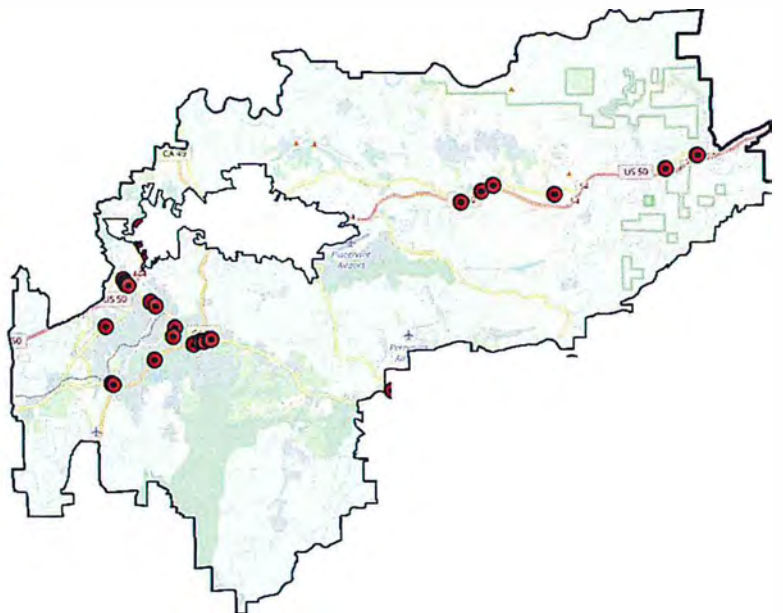


Unincorporated

25 Tobacco retailers were surveyed out of 27 retailers

16% of surveyed retailers sold to underage (<21) individuals. 4 citations were issued under PC 308 (A)(1).

76% of surveyed retailers had required Stake Act signage



El Dorado County

Tobacco Retailers and Sales to Underage Individuals

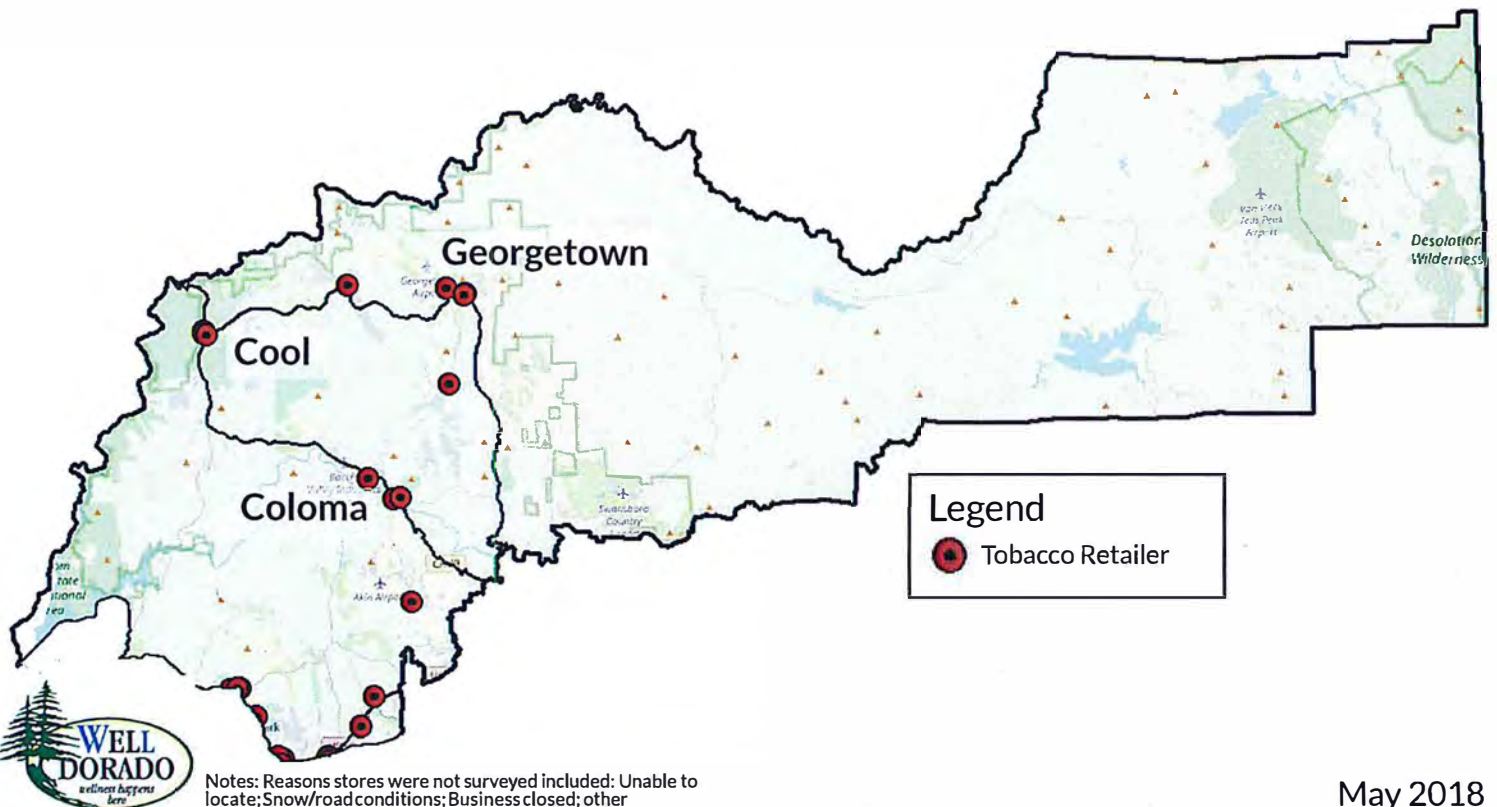
District 4

El Dorado County tracks compliance of tobacco retailers using the Young Adult Tobacco Purchase Survey (YATPS). The surveys are a collaboration between the El Dorado County Sheriff's Office, Placerville Police Department, South Lake Tahoe Police Department and the El Dorado County Health and Human Services Tobacco Use Prevention Program (TUPP).

In March, a YATPS was conducted with the assistance of El Dorado County Sheriff's Office Law Enforcement Explorer Post 457. Results are provided by District and in aggregate.

District 4 Findings

- 17** Tobacco retailers were surveyed out of 22 retailers
- 12%** of surveyed retailers sold to underage (<21) individuals. 2 citations were issued under PC 308 (A)(1).
- 59%** of surveyed retailers had required Stake Act signage



El Dorado County

Tobacco Retailers and Sales to Underage Individuals

District 5

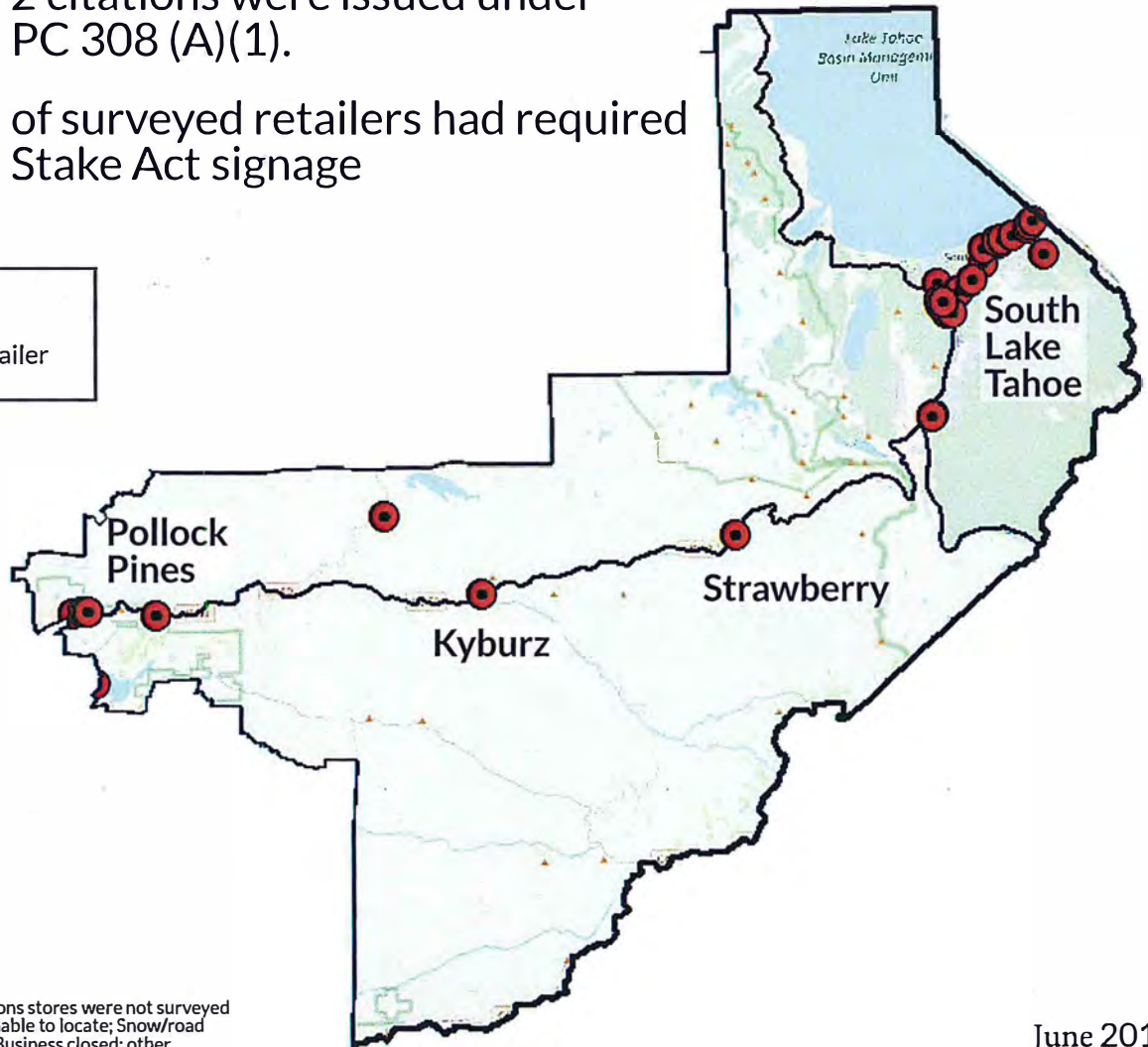
El Dorado County tracks compliance of tobacco retailers using the Young Adult Tobacco Purchase Survey (YATPS). The surveys are a collaboration between the El Dorado County Sheriff's Office, Placerville Police Department, South Lake Tahoe Police Department and the El Dorado County Health and Human Services Tobacco Use Prevention Program (TUPP).

In March, a YATPS was conducted with the assistance of El Dorado County Sheriff's Office Law Enforcement Explorer Post 457. Results are provided by District and in aggregate.

District 5 Findings

- 6 Tobacco retailers were surveyed out of 37 retailers
- 33% of surveyed retailers sold to underage (<21) individuals. 2 citations were issued under PC 308 (A)(1).
- 100% of surveyed retailers had required Stake Act signage

Legend
● Tobacco Retailer



Notes: Reasons stores were not surveyed included: Unable to locate; Snow/road conditions; Business closed; other

Local Tobacco Policies in the Retail Environment



AUGUST 2017

In order to reduce illegal sales of tobacco products to minors, many cities and counties in California have passed policies to regulate the sale of tobacco in the retail environment. One critical policy is a strong tobacco retailer licensing ordinance, which over 100 local communities have adopted. Some of these communities have also adopted additional measures to further regulate the retail environment and decrease youth use of tobacco products. For example, placing restrictions on what retailers can and cannot sell and where retailers can be located are important measures to counter Big Tobacco's efforts to attract new customers. These provisions can either be included as part of a tobacco retailer licensing ordinance or outside of it.

Throughout California, 156 cities and counties have one or more policies that provide additional protections in the retail environment. Of those communities, 111 have passed additional policies exclusively as part of their tobacco retailer licensing ordinance. Twenty-five don't have a tobacco retailer licensing ordinance but have passed additional policies as separate ordinances; these policies are usually part of the community's zoning or conditional use permit regulations. Twenty have tobacco retailer licensing ordinances and have passed a mix of additional policies, some of which are associated with the tobacco retailer license and some of which are separate. This document lists all 156 communities that have one or more of the following additional provisions:

1. Sales Near Youth-Populated Areas – Prohibits tobacco retailers from being located within a certain distance of schools, parks, etc.

2. Reducing Retailers by Location – Prohibits a tobacco retailer from being located within a certain distance of other retailers to avoid a high concentration in certain areas.

3. Reducing Retailers by Population or Overall Number – Limits the number of tobacco retailer licenses that can be issued, depending on population, to avoid a high concentration within communities or limiting the overall number of retailers located in a community.

4. Pharmacies – Prohibits the sale of tobacco products in stores containing a pharmacy in order to limit the number of locations where tobacco is available in a community.

5. Flavor Restrictions – Bans the sale of flavored tobacco products (not just cigarettes), which are attractive to youth.

6. Minimum Pack Size for Cigars – Prohibits the sale of cigars in individual or small packages, which increases the price and makes them less attractive to youth.

7. Electronic Cigarettes – Regulates the sale of electronic cigarettes the same as other tobacco products.

Though the matrix below notes whether a community has a tobacco retailer license (TRL), only communities that also have one of the seven policies listed above are included. For a full list of the communities in California with tobacco retailer licensing ordinances go to:

<http://center4tobaccopolicy.org/tobacco-policy/tobacco-retail-environment/>.

Community	Year	Sales Near Youth-Populated Areas	Reducing Retailers by Location	Reducing Retailers by Population or Number	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes
Alameda County								
Albany Population: 18,988	Feb 2009	Feb 2009**NG CUP						Feb 2009
Berkeley Population: 121,238	Dec 2002	Sep 2015 ¹			Sep 2015	Sep 2015 ²		Sep 2015
Dublin Population: 59,686	Nov 2012**	Dec 2012* Zoning						Nov 2012
Emeryville Population: 11,854		Mar 2007**NG Reg						
Fremont Population: 231,664			Dec 2015** Zoning					Dec 2015*
Hayward Population: 161,040	Jul 2014	Jul 2014* CUP		Jun 2014		Jun 2014	Jun 2014	Jun 2014
Oakland Population: 426,074	Apr 2008	Apr 2008* CUP						Apr 2008
San Leandro Population: 88,274		Jul 2001* CUP	Jul 2001* CUP					
Union City Population: 73,452	Nov 2010	Jan 2010* CUP					Dec 2013	Dec 2013
Butte County								
Oroville Population: 18,037	Mar 2013	Mar 2013* Zoning		Mar 2013				Mar 2013
Contra Costa County								
Concord Population: 128,370	Sep 2006							Sep 2011
County of Contra Costa Population: 173,454	Jan 2003	Jul 2017 ²		Jul 2017	Jul 2017	Jul 2017	Jul 2017	Apr 2013
El Cerrito Population: 24,600	Sep 2015	Sep 2015	Sep 2015			Sep 2015	Sep 2015	Sep 2015
Pittsburg Population: 69,818		Nov 2016*						
Pleasant Hill Population: 34,657	Jul 2015**							Jul 2015
Richmond Population: 111,785	Jun 2009				Nov 2009*			Jun 2009
Del Norte County								
Crescent City Population: 6,389		Apr 2015* CUP						Apr 2015* CUP
Fresno County								
Firebaugh Population: 8,202	Aug 2009							Aug 2009
Selma Population: 25,156		Dec 2013* CUP	Dec 2013* CUP					
Inyo County								
Bishop Population: 3,954		Apr 2016 ³ *						Apr 2016*

Community	Tobacco Re-tailer License	Sales Near Youth-Populated Areas	Reducing Retailers by Location	Reducing Retailers by Population or Number	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes
Kern County								
Arvin Population: 21,157	Sep 2016							Sep 2016
California City Population: 14,248	Feb 2007							Feb 2007
County of Kern Population: 311,015	Nov 2006							Jul 2014
Delano Population: 53,152	Jun 2008							Jun 2008
Shafter Population: 18,868	Nov 2016							Nov 2016
Taft Population: 9,492	Aug 2016							Aug 2016
Tehachapi Population: 12,280	Feb 2007							Oct 2015
Wasco Population: 26,980	Mar 2007							Mar 2007
Los Angeles County								
Baldwin Park Population: 75,537	Oct 2008							Oct 2008
Beverly Hills Population: 34,646	Aug 2010							Feb 2014
Burbank Population: 105,033	Feb 2007							Feb 2007
Calabasas Population: 24,202	Jun 2009	Jun 2009						Jun 2009
Carson Population: 93,674	Nov 2006							Jan 2015 ⁴
Compton Population: 100,050	Jul 2007							Jul 2007
Covina Population: 49,011		Apr 2014* CUP	Apr 2014* CUP					Apr 2014*
Culver City Population: 40,103	Jul 2009							Jul 2009
Duarte Population: 22,033	May 2013							Aug 2014
El Monte Population: 114,268	Nov 2011							Nov 2011
Gardena Population: 60,721	Jul 2008						Jul 2008	Jul 2008
Glendale Population: 201,748	Sep 2007							Sep 2007
Hawaiian Gardens Population: 14,753	Jul 2011							Jul 2011
Huntington Park Population: 59,383	Nov 2011	Nov 2011	Nov 2011	Nov 2011			Nov 2011	Nov 2011

Community	Tobacco Re-tailer License		Reducing Retailers by Location	Reducing Retailers by Population or Number	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes
Inglewood Population: 114,900	Oct 2007							Oct 2007
La Canada Flintridge Population: 20,497	Jun 2009							Sep 2015 ⁴
La Mirada Population: 49,434		Nov 2007* CUP						
Lancaster Population: 157,820	Jun 2006							Jun 2006
LaVerne Population: 33,174	Jan 2017							Jan 2017
Lomita Population: 20,403	May 2007							May 2007
Long Beach Population: 480,173	Feb 2008							Mar 2014 ⁴
Los Angeles Population: 4,041,707	Sep 2005							Dec 2013
Lynwood Population: 71,997	Oct 2012	Oct 2012	Oct 2012	Oct 2012				Oct 2012
Malibu Population: 12,742	Nov 2011							Nov 2011
Manhattan Beach Population: 35,488	Jan 2016**	Dec 2015	Dec 2015			Dec 2015		
Maywood Population: 28,016	Aug 2006**							Aug 2006
Montebello Population: 63,917	Sep 2009							Sep 2009
Monterey Park Population: 61,606	Apr 2010							Aug 2014 ⁴
Palmdale Population: 158,605	Jan 2010	Jan 2010* CUP						Jan 2010
Pasadena Population: 143,333	Feb 2004	Feb 2004* CUP						
Santa Monica Population: 93,834	Nov 2008							Jun 2014
South Pasadena Population: 25,992	Dec 2013	Dec 2013						Feb 2009
Temple City Population: 36,389	Dec 2012	Oct 2014* ^{NG} Zoning	Oct 2014*					
West Hollywood Population: 35,882	Oct 2016	Oct 2016	Oct 2016				Oct 2016	Oct 2016
Marin County								
County of Marin Population: 69,214	May 2012	Feb 2002* CUP			Aug 201			
Mill Valley Population: 14,910	Sep 2012							Sep 2012
Novato Population: 54,522	Jan 2017	Apr 2001* Zoning			Jan 2017	Jan 2017	Jan 2017	Jan 2017

Community	Tobacco Re-tailer License	Sales Near Youth-Populated Areas	Reducing Retailers by Location	Reducing Retailers by Population or Number	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes
San Rafael Population: 60,842	Aug 1999	Feb 2003* CUP						
Mendocino County								
Fort Bragg Population: 7,772	Dec 2012							Nov 2016
Merced County								
Merced Population: 84,464		Jul 2016*						Jul 2016*
Modoc County								
Alturas Population: 2,660	Feb 2017							Feb 2017
Monterey County								
Carmel-by-the-Sea Population: 3,842	Oct 2013							Oct 2013
County of Monterey Population: 107,009	May 2012							May 2012
Monterey Population: 28,828	Nov 2014							Nov 2014
Salinas Population: 162,470	Jan 2015							Jan 2015
Seaside Population: 34,165								Apr 2015*
Napa County								
American Canyon Population: 20,570			Jan 2016*					Jan 2016*
Nevada County								
Grass Valley Population: 12,859	Nov 2009							Nov 2009
Nevada City Population: 3,208	Nov 2006		July 2016			July 2016		Nov 2007
Orange County								
Anaheim Population: 358,546		Jun 2013* CUP						
Costa Mesa Population: 114,044		Sep 2015* Zoning						
Santa Ana Population: 341,341	Oct 2006							Oct 2006
Seal Beach Population: 24,890			Mar 2014* CUP					Mar 2014*
Westminster Population: 93,533		Jul 2014* CUP						Jul 2014*
Placer County								
Rocklin Population: 64,417		Sep 2015* Reg						Sep 2015*
Plumas County								

Community	Tobacco Retailer	As Near Youth-Populated Areas	Reducing Retailer Population or Number	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes
County of Plumas Population: 17,692	Sep 2016**						Sep 2016
Riverside County							
Banning Population: 31,068	Aug 2006						Aug 2006
Beaumont Population: 46,179	Jun 2006						June 2008
Calimesa Population: 8,637	Jun 2007						Jun 2007
Cathedral City Population: 54,557	Aug 2016						Aug 2016
Coachella Population: 45,551	Jul 2007						Jul 2007
Corona Population: 167,759	Oct 2005						Oct 2005
Desert Hot Springs Population: 29,111	Aug 2007						Aug 2007
Eastvale Population: 64,613	Oct 2010						Jan 2011
Hemet Population: 81,868	Mar 2008						Mar 2008
Lake Elsinore Population: 62,092	Aug 2007						Aug 2007
Menifee Population: 90,660	Dec 2009						Dec 2009
Moreno Valley Population: 206,750	Sep 2007						Sep 2007
Murrieta Population: 114,914	May 2006						May 2006
Norco Population: 26,882	Mar 2006						Mar 2006
Perris Population: 75,739	Aug 2008						Aug 2008
Riverside Population: 326,792	May 2006						May 2006
San Jacinto Population: 47,925	Jun 2006						Jun 2006
Temecula Population: 111,024	Jun 2006						Jun 2008
Wildomar Population: 35,782	Jul 2008						Jul 2008
Sacramento County							
Rancho Cordova Population: 73,872	Feb 2005						Jun 2014
Sacramento County Population: 584,729	May 2004		Jul 2015* Zoning				

Community	Tobacco Re-tailer License	Sales Near Youth-Populated Areas	Reducing Retailers by Location	Reducing Retailers by Population or Number	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes
Sacramento Population: 493,025	Mar 2004	Jun 2012* CUP						
San Benito County								
Hollister Population: 36,677	May 2006				Feb 2015			May 2006
San Bernardino County								
Adelanto Population: 34,273		May 2010* Zoning						
San Diego County								
El Cajon Population: 102,803	Jun 2004	Mar 2014** Zoning						Jun 2004
San Diego Population: 1,406,318	Nov 2007**							Nov 2014 ⁴
San Marcos Population: 94,042	Jul 2016							Jul 2016
Solana Beach Population: 13,527	Jul 2009							Jul 2009
Vista Population: 101,797	May 2005	Jun 1997* Zoning						Oct 2013
San Francisco County								
San Francisco Population: 874,228	Nov 2003	Jan 2015	Jan 2015	Jan 2015	Aug 2008	June 2017		Mar 2014
San Luis Obispo County								
Arroyo Grande Population: 17,736	Feb 2005							Feb 2005
County of San Luis Obispo Population: 120,549	Oct 2008							Aug 2008
Grover Beach Population: 13,438	Sep 2005							May 2006
San Luis Obispo Population: 46,724	Aug 2003							Mar 2015
San Mateo County								
Brisbane Population: 4,722	Nov 2015**							Nov 2015
County of San Mateo Population: 65,470	Oct 2014**							Nov 2014
Daly City Population: 109,287	Sep 2015**				Sep 2015			Sep 2015
Pacifica Population: 38,124	Feb 2008							Feb 2008
Portola Valley Population: 4,707	Jun 2008**							Nov 2014
San Mateo Population: 103,426	Nov 2015**							Nov 2015

Community	Tobacco Re-tailer License	Sales Near Youth-Populated Areas	Reducing Retailers by Location	Reducing Retailers by Population or Number	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes
South San Francisco Population: 65,451	Mar 2008**							Jan 2014
Santa Barbara County								
Buellton Population: 5,129			Apr 2014* Reg					
Carpinteria Population: 13,943	Apr 2013	May 2013* Zoning						Apr 2013
County of Santa Barbara Population: 143,439	Nov 2010	Nov 2010						Jul 2015
Goleta Population: 31,760	May 2014	May 2014						May 2014
Santa Clara County								
Campbell Population: 42,726	Dec 2012							Dec 2012
County of Santa Clara Population: 87,764	Nov 2010	Nov 2010	Nov 2010		Nov 2010	Nov 2010		Jun 2014
Gilroy Population: 55,936	Nov 2014	Nov 2014						Nov 2014
Los Gatos Population: 31,314	May 2017	May 2017	May 2017		May 2017	May 2017		May 2017
Morgan Hill Population: 44,145	Apr 2014							Apr 2014
Mountain View Population: 79,278		Dec 2013* ⁵ Zoning						
San Jose Population: 1,046,079	Dec 2010**							Dec 2010
Santa Clara Population: 123,983			Mar 2015* CUP					Mar 2015 ⁴
Saratoga Population: 30,569	Jun 2015	Oct 2009* CUP	Oct 2009* CUP					Jun 2015
Santa Cruz County								
Capitola Population: 10,162		Feb 2013* Reg						Apr 2015*
County of Santa Cruz Population: 136,193	Apr 2011	Oct 2016						Apr 2011
Santa Cruz Population: 65,070	Oct 2012	Apr 2014						Oct 2012
Scotts Valley Population: 12,163	Dec 2015	Apr 2014* ^{NG} Reg						Apr 2014
Watsonville Population: 53,015	Oct 2010							Mar 2013
Solano County								
Fairfield Population: 114,157		Dec 2013* CUP						
Vallejo Population: 118,280		Dec 2009* CUP						

Community	Tobacco Re-tailer License	Sales Near Youth-Populated Areas	Reducing Retailers by Location	Reducing Retailers by Population or Number	Pharmacies	Flavor Restrictions	Minimum Pack Size for Cigars	Electronic Cigarettes
Sonoma County								
County of Sonoma Population: 151,371	Apr 2016	Apr 2016		Apr 2016	Apr 2016			Apr 2016
Healdsburg Population: 11,800	Jun 2014				Oct 2014			Nov 2014
Rohnert Park Population: 42,067		Apr 2009* CUP						
Sonoma Population: 10,989	Jun 2015		Feb 2015 ⁶	Jun 2015		Jun 2015	Jun 2015	Jun 2015
Windsor Population: 27,371		Nov 2009* CUP						
Stanislaus County								
Riverbank Population: 24,610	Jul 2010	Jul 2010 ^{NG}						
Ventura County								
Oxnard Population: 207,772	Feb 2012							Feb 2012
Yolo County								
County of Yolo Population: 30,122	May 2006					Oct 2016		May 2006
Davis Population: 68,740	Aug 2007							Aug 2007
Winters Population: 7,255	Jan 2016							Jan 2016
Woodland Population: 59,616	Apr 2015							Jun 2015

* The policy is not a part of the community's tobacco retailer license (TRL).

** Community has a TRL, however TRL does not meet requirements to be considered 'strong'

^{NG} Applies to new and existing retailers (no grandfathering exemptions for existing retailers)

¹ Includes restriction on new licenses near schools and prohibits sale of e-cigs and flavored tobacco products near schools

² Restricts sale of flavored tobacco products near schools

³ License applies to e-cigarette retailers and vapor bars

⁴ The policy regulates electronic cigarettes, but does not define them as a tobacco product

⁵ Significant tobacco retailers proposing locations within 1000 feet of schools, playgrounds, and public recreational facilities will be examined for suitability and alternative locations

⁶ Prohibits new retailers that aren't on pre-existing list of allowed locations from obtaining licenses

Sources: Population figures are from the State of California, Department of Finance, E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change – January 1, 2016; All County populations are based on the unincorporated areas