

## GOAL #2 - EDUCATE AND ADVOCATE

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**To promote the ability to remain at home with maximum dignity, choice, and independence, PSA2AAA will provide multi-level education and advocacy on behalf of older adults and adults with functional impairments.**

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### RATIONALE

As charged by the Older Americans Act and Older Californians Act, the PSA2AAA shall serve as the public advocate for the development or enhancement of comprehensive and coordinated community-based systems of services in each community throughout the planning and service. It is imperative that education and advocacy penetrate all levels of community to enable seniors to remain independent and to prevent premature institutionalization.

### OBJECTIVES

- A. The PSA2AAA Executive Director will incrementally plan the most beneficial approach to prepare for the anticipated population increase of the retiring “Baby-Boomers” (Boomers); those born between the years of 1946 - 1964. It is projected that the Boomers will choose to retire within the PSA2AAA area at twice the percentage anticipated for California, as a state. It is realized that planning will need to be incrementally addressed each year, as it will take many years of concentrated and progressive action to achieve preparedness. To this end, the following will occur within this fiscal year:
- The PSA2AAA Executive Director will serve as Chair on a California Area Agency on Aging Association (C4A) collaborative workgroup of state-wide PSA directors and other agency directors to assist (educate) AAAs in preparing for the impact of the retiring Boomers. Goals and objectives from this workgroup will be implemented into the PSA2AAA through the upcoming Area Plan updates. The accomplishments of this workgroup during the fiscal year will be to: establish short-term and long-term goals; to determine what groups within the State are currently working developing plans; and, to determine what precisely is in place by these groups. (Coordination)
  - The PSA2AAA Executive Director will collaborate with the C4A and other community resources to create a Power Point presentation which will educate various community officials, local city and county department heads, and the general public of the expected population increases, the implications of this

- increase, and to establish the need for workgroups to plan and implement strategies. This will be completed by June 30, 2006. (Coordination)
- The PSA2AAA Executive Director and Advisory Council Chairman will attend numerous community meetings (such as Board of Supervisor meetings in each county) to deliver the Power Point presentation mentioned above and to educate and encourage the formation of local community workgroups to address this need. (Coordination)
  - The PSA2AAA Executive Director and members of the Advisory Council will initiate the development of community workgroups to further educate the communities, to advocate for the needs of this new retiring generation, and to plan for preparedness. A minimum of one Advisory Council Member will sit on one workgroup per County and attend the meetings at least twice this year. (Coordination)
  - The PSA2AAA Executive Director will collaborate with the C4A to help drive the Older Americans Act Reauthorization toward redirecting funding streams to meet the new needs of the Boomer retirees which are not currently funded. While this advocacy effort will be ongoing throughout the year, the majority of completion will occur by October, 2005 to enable delegates to advocate at the White House Conference on Aging.
- B. The PSA2AAA Executive Director and members of the Advisory Council will become actively involved in the Mental Health Services Act, Proposition 63, workgroup meetings in each county to advocate concerns and needs of our older adult populations. Specific attention will be the need for the provision of services for the populations experiencing loneliness and depression and/or are isolated, which is a finding in the local needs assessment as an unmet need. These factors increase the risk of suicide and substance abuse in later life. (To be accomplished throughout the fiscal year.) (Coordination)
- C. The PSA2AAA Executive Director will initiate communications and collaborative efforts with County District Attorneys to more actively and ardently prosecute elder abuse cases. Not only will this effort bring to justice the offenders, but it will heighten public awareness and responsibility. Each County District Attorneys office will be contacted not later than June 30, 2005. (Coordination)
- D. The Advisory Council workgroup will educate the general public and increase their awareness by more visibly promoting access to PSA2AAA services. This will be accomplished by initiating an “For Information and Assistance, Call 1-800-510-2020” campaign throughout the 5-county area. The workgroup will create and disburse flyers and posters in prominent areas of the general communities. There will be a \$1,000 allowance allocated from PSA2AAA Administrative funds to support this campaign which will be completed not later than June 30, 2005.

- E. The provision for ongoing education to the service providers is also paramount to insure optimal services. Quarterly service provider meetings facilitated by the PSA2AAA Executive Director will be conducted to further this cause. One of the meetings, which will occur this year, will be to educate the providers in how to best access County transportation funds and other related funds to increase existing service areas and to minimize waiting lists. Another meeting will be entitled "Creative Fund Raising" which will increase existing service areas and minimize waiting lists. Yet another meeting will bring program supervisors to the table to discuss best practices which will result in improved services to our older adult populations.
- F. PSA2AAA will collaborate with Fairchild Medical Center in a senior health fair which will occur in September, 2005. This will be an excellent opportunity to educate the general public in how best to access our services and to learn of the services available to them. (Coordination)
- G. PSA2AAA will participate with the Shasta County Older Adults Policy Council (OAPC) to provide a senior health fair which will occur in November, 2005. This will be an excellent opportunity to educate the general public in how to best access our services and to learn of the services are available to them. (Coordination)
- H. PSA2AAA will collaborate with Siskiyou Golden Fairgrounds in a senior health fair which will occur in May, 2006. This will be an excellent opportunity to educate the general public in how to best access our services and to learn of the services are available to them. (Coordination)
- I. PSA2AAA will add the 2005-2009 Area Plan to the website to further educate the general public of services available. This effort will also present the ongoing efforts of PSA2AAA to plan and meet the needs of not only the current older adult population, but those of the Boomer retiring generation.
- J. PSA2AAA will co-sponsor the 13<sup>th</sup> annual Hospice Teleconference to educate the general public and related professionals of issues related to the end of life. (April, 2006)
- K. PSA2AAA will collaborate with the Siskiyou County Sheriffs Department, Adult Protective Service, Domestic Violence, Behavioral Health, and Quartz Valley Coalition to improve their service and their response to victims of crime. This effort will occur in the 2<sup>nd</sup> and 3<sup>rd</sup> years of a 3 calendar-year grant through the National Sheriffs Association for rural law enforcement agencies to improve their service and their response to victims of crime.
  - The 2<sup>nd</sup> year will identify how to best address the results of the needs assessment conducted in the 1<sup>st</sup> year of the grant. Targeted priorities are to streamline education, outreach, and to improve the response to elder abuse victims. This will be accomplished through the efforts of the Sheriffs Department and the PSA2AAA

Executive Director. The 2<sup>nd</sup> year will be completed December 31, 2005; the 3<sup>rd</sup> year will be completed December 31, 2006. (Coordination)

- The 3<sup>rd</sup> year will address sustainability of the program and improvements to the program. Targeted priorities will be to update the educational components, to continue to improve the networking system, and to sustain the streams of education established in the 2<sup>nd</sup> year (e.g., through Multi-Disciplinary Team meetings, etc.). This will be accomplished through the efforts of the Sheriff's Department and PSA2AAA Executive Director. The 3<sup>rd</sup> year will be completed December 31, 2006. (Coordination)

*These educational and advocacy efforts will result in more timely and more efficient reporting systems which will reduce the stress of the elder abuse victim.*

- L. PSA2AAA staff will research alternative and productive usages of the Elder Abuse funding to benefit our 5-county area. The results of this research will be implemented to educate our service area populations not later than June 30, 2006 to fully expend the Older Americans Act funds. Preliminary research indicates that the greatest use of these funds would be to launch a "Stop Elder Abuse" campaign (similar to the campaign in the 1960s to stop child abuse). This campaign would connect a 1-800 phone number to report elder abuse to a large display advertisement in all papers, throughout the year.
- M. A new "Open Door Policy" will be initiated this year in which to attract public comments and to enable the PSA2AAA to advocate public concerns to appropriate parties. This Policy will help to evaluate the effectiveness of services provided and to continually monitor the education and advocacy needs within communities. These comments will also be considered in preparing annual Area Plan updates. Quarterly newspaper articles and general public mail outs will be published to solicit public comment.