

GOAL #2—EDUCATE AND ADVOCATE

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.

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.

FY 10/11 OBJECTIVES

- A. The Advisory Council will present senior issues to city councils and county supervisor boards in each county to raise public awareness about senior issues, including the impact of the current fiscal pitfalls.
- B. The Advisory Council will continue to distribute the PSA2 senior services brochure to multiple and varied locations and will seek out and raise funds to reprint the brochures so they may continue to be distributed.
- C. Advisory Council members will develop a strategy to advocate for and educate the community about HICAP services, including the usefulness of these services when becoming Medicare eligible and acquiring supplemental insurance plans.
- D. Advisory Council will assist with the distribution of Elder Abuse Prevention Resources (such as bookmarks) in each county to educate the community.

GOAL #3—TRANSPORTATION

Transportation continues to be both a primary service provided by PSA2AAA and an ongoing unmet need of great proportion (primarily due to limited funding and the remote geographical area which promotes isolation).

RATIONALE

PSA2AAA will continue to focus in the attempt to meet the need of transportation throughout the major populated areas of the 5-county region through new and creative energies as indicated below.

FY 10/11 OBJECTIVES

- A. The Advisory Council Legislative Committee will lobby transportation issues for the benefit of the PSA2AAA through auspices such as the California Senior Legislature (CSL), and other legislative avenues. This will occur throughout FY 10/11.
- B. The PSA2AAA Advisory Council will participate in CALAct Transportation and Association for rural providers and will advocate for the availability of better senior transportation to fit our rural needs. This will occur throughout FY 10/11.
- C. The CSL Representative and Senator will educate the Advisory Council how to impact the community to increase transportation resources.
- D. The Advisory Council will identify and share transportation resources, across the 5-county PSA2 catchment areas.