

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 09/10 OBJECTIVES

- A. The Advisory Council will present senior issues to city councils and county supervisor boards in each county to raise awareness.
- B. The Advisory Council will continue to distribute the PSA2 senior services brochure to multiple and varied locations. This brochure will continue efforts to educate the general public and increase their awareness by more visibly promoting access to PSA2AAA services. The tri-fold brochure created covers items such as the Information & Assistance phone access #1-800-510-2020, flu pandemic precautions, local utility resources and fall prevention safeguards. The brochures will be distributed throughout the service areas during FY 09/10.
- C. The Advisory Council will seek out and raise funds to reprint the brochures so they may continue to be distributed.
- D. 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.
- E. 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 continue to 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 collaborative efforts with multiple funding foundations to create methods of state-wide community education for planning purposes. (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 partially completed by June 30, 2010. (Coordination)
- F. The PSA2AAA Executive Director and members of the Advisory Council will continue to be 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)
- G. The provision for ongoing education to the service providers is also paramount to insure optimal services. Semi-annual service provider meetings facilitated by the PSA2AAA Executive Director will be conducted to further this cause. Meeting topics will be determined based upon need and timing of issues. These meetings will occur throughout FY 09/10.
- H. PSA2AAA will collaborate with Fairchild Medical Center in a Health Services Fair which will occur in September, 2009. This is 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)
- I. PSA2AAA will collaborate with key outside community members in two Siskiyou County Senior Services Fairs which will occur in Fall, 2009 and May, 2010. This will be an excellent opportunity to educate the general public in how to best access our services and to learn of the services available to them. (Coordination)
- J. PSA2AAA will continue to enhance their website to further educate the general public of resources and 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 in the Boomer retiring generation. (To be accomplished throughout the fiscal year.)

- K. PSA2AAA will co-sponsor the 17th annual Hospice Teleconference to educate the general public and related professionals of issues related to the end of life. (April, 2010)
- L. The Advisory Council will continue to work with the Executive Board to improve the delivery of Information and Assistance services (I & A) to the five counties within the PSA2AAA. (To be accomplished throughout the fiscal year.)