



**VENTURA  
COUNTY  
AREA  
AGENCY ON  
AGING**

**2012-2016 STRATEGIC PLAN FOR  
VENTURA COUNTY  
FY 2014-2015 UPDATE**



FY 2014-2015 Update | Ventura County Area Agency on Aging

## **Older Americans Act of 1965 Declaration of Objectives**

The Congress hereby finds and declares that, in keeping with the traditional American concept of the inherent dignity of the individual in our democratic society, the older people of our Nation are entitled to, and it is the joint and several duty and responsibility of the governments of the United States, of the several States and their political subdivisions, and of Indian tribes to assist our older people to secure equal opportunity to the full and free enjoyment of the following objectives:

- 1) An adequate income in retirement in accordance with the American standard of living.
- 2) The best possible physical and mental health which science can make available and without regard to economic status.
- 3) Obtaining and maintaining suitable housing, independently selected, designed and located with reference to special needs and available at costs which older citizens can afford.
- 4) Full restorative services for those who require institutional care, and a comprehensive array of community-based, long-term care services adequate to appropriately sustain older people in their communities and in their homes, including support to family members and other persons providing voluntary care to older individuals needing long-term care services.
- 5) Opportunity for employment with no discriminatory personnel practices because of age.
- 6) Retirement in health, honor, dignity—after years of contribution to the economy.
- 7) Participating in and contributing to meaningful activity within the widest range of civic, cultural, educational and training and recreational opportunities.
- 8) Efficient community services, including access to low cost transportation, which provide a choice in supported living arrangements and social assistance in a coordinated manner and which are readily available when needed, with emphasis on maintaining a continuum of care for vulnerable older individuals.
- 9) Immediate benefit from proven research knowledge which can sustain and improve health and happiness.
- 10) Freedom, independence, and the free exercise of individual initiative in planning and managing their own lives, full participation in the planning and operation of community based services and programs provided for their benefit, and protection against abuse, neglect, and exploitation.

(42 U.S.C. 3001)

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*“A single fact overshadows our entrance into the 21<sup>st</sup> century, a demographic statistic that is simply stated and undisputed. More people are living longer. Half of all the people who ever managed to live to age sixty-five in the whole of human history are alive today.”*

–Theodore Roszak, Longevity Revolution

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## AGENCY BACKGROUND

The Ventura County Area Agency on Aging (VCAAA) was organized as a single county public agency in 1980, and the regional focal point for services provided to older adults in Ventura County, California.

The agency operates under the auspices of the Ventura County Board of Supervisors, which has local policy-making authority over the VCAAA. The Board gives final approval to the budget, and any advocacy, program development, coordination efforts, or programs proposed for funding. This structure has been advantageous to the VCAAA by enabling it to: (1) establish and maintain a strong local presence; (2) facilitate good communication with other public agencies and units of local government; (3) have a sound framework for financial accountability; and, (4) have an office and meeting facility designated for the Advisory Council.

A 35 member Advisory Council provides advice to VCAAA staff on the agency's policies, programs and funding, and makes recommendations to the Ventura County Board of Supervisors. The Advisory Council reflects the geographic and cultural diversity of Ventura County. It is comprised of representatives of city councils on aging, commissions on aging, senior service providers, special populations (representative with a disability, family caregiver representative, LGBT representative, military veteran and mental health issues of seniors representative), the three local representatives of the California Senior Legislature (CSL), and appointees of the Ventura County Board of Supervisors.

The Advisory Council forms task forces and committees as needed to address specific issues. Current standing committees include Planning and Allocation, Senior Nutrition, Baby Boomer, By-Laws, Health Issues, Housing and Transportation, Legislative, Optimal Aging and Outreach. All committees work very closely with the agency director and staff to address issues and to develop recommendations for programs and funding.

The VCAAA interacts directly with the U.S. Administration on Aging, the California Department of Aging and local agencies to improve the quality of life for older adults in Ventura County. The primary source of funding for the agency is the federal Older Americans Act.

Shown below are the Motto, Vision, Mission Statement and Core Values that shape the development and direction of the VCAAA. These are excerpts from the 2012-2016 Master Strategic Plan. They are included here for the convenience of the reader to provide more information about the VCAAA.

### **VCAAA Motto**

*"To serve. To Guide. To Envision."*

### **VCAAA Mission<sup>1</sup>**

The Ventura County Area Agency on Aging's mission is to serve Ventura County's aged 60+ population and to:

- Provide leadership in addressing issues that relate to older Californians;
- Develop community-based systems of care that provide services which support independence within California's interdependent society, and which protect the quality of life of older persons and persons with functional impairments;
- Enhance and support existing community based service providers systems of care: and
- Promote citizen involvement in the planning and delivery of services for Ventura County's older population and their caregivers.

This mission is accomplished through a network of education, advocacy, problem solving, program planning, and funding.

### **VCAAA Vision and Core Values**

VCAAA envisions that it will be the focal point of aging in the county, identifiable to seniors and caregivers; a leader in the aging industry that is innovative and responsive to the changing and varied needs of older adults.

In order to serve Ventura County's 60+ population and their caregivers and to provide guidance as we envision the future, the VCAAA is guided by a set of **core values** that drive the Agency. The core values are:

- **Put People First** – All our actions must benefit Ventura County residents aged 60+ (and their caregivers) especially those who are underserved, vulnerable, isolated and/or living with special needs.
- **Self Determination** – VCAAA will promote and encourage the practice of self-determination and person centered approaches in providing services.
- **Accountability** – Through leadership and stewardship, being accountable for VCAAA's programs and the efficiency, cost effectiveness and quality of services provided. These services will be provided in a transparent and open manner.
- **Integrity** – All services whether provided by VCAAA or grantees will be delivered with integrity. Programs will also be in compliance with legal, fiscal, and program mandates.

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<sup>1</sup> California Code of Regulations, Title 22, requires specific wording to be used in the agency's mission statement.

- **Collaboration** – VCAAA will create useful, effective forms of collaboration with partners in the areas of service development and delivery, leveraging resources, research, evaluation and management.
- **Respectful and Supportive Work Environment** – VCAAA encourages creativity, diversity, innovation, teamwork, accountability, continuous learning, trust, and the highest ethical standards.
- **Accessibility** – Develop programs that are inclusive and available to all older adults as well as their caregivers throughout Ventura County. Programs will be culturally appropriate, responsive and reflective of the diverse nature of the senior community.
- **Neutrality** – VCAAA staff will provide information and services in a non-biased, accurate, reasonable, accountable and timely manner.
- **Responsive and Innovative** – VCAAA is responsive and innovative in identifying and addressing the changing needs of the community.

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**Ventura County Area Agency on Aging  
Celebrating 34 Years of Serving  
Older Adults in Ventura County**

**1980-2014**

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## IMPORTANT NOTES TO READER

- The FY 2014-2015 Update to the FY 2012-2016 Strategic Plan is a state required update to the Master Plan.
- The formatting and contents of this update are dictated by the California Department of Aging and are meant to replace and update parts.
- To understand the complete scope of what the VCAA plans to accomplish in FY 2014-2015, this update should be read and looked at in conjunction with the FY 2012-2016 Strategic Master Plan, which is available online on the VCAA website. The document address is <http://portal.countyofventura.org/portal/page/portal/VCAA/NewsCenter/Publications/VCAA%20FY%202012-2016%20Strategic%20Plan.pdf>
- At the time that this document is being made available for public comment planning estimates for FY 2014-2015 were not known.

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*“Aging is not lost youth but a new stage of opportunity and strength.”*  
–Betty Friedan (1921-2006)

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**NEEDS ASSESSMENT – FOOD INSECURITY,  
VCAA ADVISORY COUNCIL RESEARCH PAPER  
(SECTION 5C TO THE STRATEGIC MASTER PLAN)**

*Disclaimer – this document is a research paper to the Advisory Council and by no means is making a policy statement.*

VCAA's Health Issues Committee conducted a food insecurity survey of Ventura County residents aged 60 and older. Responses were received from 923 people. The intent of the survey was not to validate or dispute existing data for food insecurity in the county but rather to determine the cause and develop policy recommendations and/or programs around the causes.

The survey revealed the following findings:

General Information:

- Half of the respondents only had a high school education.
- 55% of the respondents lived alone.
- 62% of the respondents rent.

Food Consumption:

- 26% of respondents said they have been eating less in the last twelve months. This occurred on a weekly basis for 38% of the respondents. When asked why, respondents said:
  - 42% did not have enough money to buy food;
  - 34% didn't feel like eating;
  - 26% have a medical condition which causes a change appetite;
  - 17% have dental problems which makes eating painful; and
  - 15% didn't have transportation to the store.

Hunger:

- 23% of the people taking the survey were hungry in the last twelve months but didn't eat. When asked why respondents said:
  - 38% didn't feel like eating;
  - 35% didn't have enough money for food;
  - 24% had a medical condition which causes a changed appetite; and
  - 17% have dental problems which sometimes make eating painful.

Nutritional Risk: All respondents were asked about nutritional risk. Surveys revealed:

- 52% of people eat alone most of the time;
- 53% take three or more prescribed over the counter drugs a day;
- 43% eat fewer than 3 daily servings of fruits;
- 41% eat fewer than 3 daily servings of vegetables;
- 37% eat fewer than 3 daily servings of milk products;
- 31% eat fewer than 3 daily servings of protein;
- 23% don't always have enough money to buy the food needed.



Access to Food:

- 81% of participants buy their food at the grocery store;
- 15% have friends and relatives who bring them food;
- 12% use food pantries; and
- 4% receive home delivered meals.

Relative to the food insecurity survey, the Health Committee discussed the potential for the following programs and/or collaborations:

1. Teach healthy eating
  - a. Utilize “My Plate” when possible as it is an easy to use and understand.
  - b. Develop a two sided “My Plate” placemat for congregate, home delivered and brown bag participants. The placemat could contain healthy meals that one can make utilizing ingredients from the dollar store. The VCAA senior nutrition program nutrition education materials could also contain these recipes.
  - c. Encourage cooking classes for one person that focus on healthy eating.
  - d. Partner with public health in bringing healthy eating classes to the community.
2. Reduce isolation and loneliness
  - a. Provide hostesses/hosts at congregate meal sites to break down cliques and make new people feel more welcome.
  - b. Create a virtual village around eating – on online supportive forum.
  - c. Create an ambassador program for homeowners associations.
3. Address issue of seniors not wanting to eat because of the medication that they are taking
  - a. Use nursing students to teach safe medication use to seniors.
  - b. See if there is a brochure version of “my plate” or something from the Centers for Disease Control (CDC) and provide to doctors’ offices. If not, this could be a student nurse project.
4. Address issues of people not being able to afford food
  - a. Provide the LIFE class in mobile home parks.
  - b. Provide lists of food pantries and places to go for help.
  - c. Develop and publicize a list of recipes that seniors can make using food from the \$0.99 cent store. Connect with the registered dietitian association and student nurses about coming up with the recipes.
5. Bring awareness to the issue

Utilize nursing program students to do a project around food insecurity and develop resources. They could create poster board sessions. Take the show on the road and educate others about food insecurity.

**2014-2015 AREA PLAN NARRATIVE GOALS AND OBJECTIVES**  
**(SECTION 9 OF THE MASTER STRATEGIC PLAN)**

VCAAA's Strategic Plan is a blueprint for the Agency for the four years (2012 through 2016) as it deals with a rapidly growing aging population and stagnant funding amidst an ongoing global recession. This Strategic Plan sets forth the Agency's strategies for carrying out this work over the next four years. Four themes form the foundation of the VCAAA Strategic Plan:

- Providing cost effective services for seniors.
- Providing cost effective services for caregivers.
- Being a leader in the aging community and advocating for those 60 years of age and older.
- Responding to emerging needs in the community and developing programs, services and collaborations as needed.

VCAAA's Strategic Plan is a dynamic and flexible document. Adjustments and changes in direction are inevitable as the Agency moves forward over time as funding changes and the demographics of the aging community also change. New census data, feedback from consumers and other key stakeholders, funding constraints, and changes in program rules and regulations are factored into the VCAAA's planning process each year. This Strategic Plan provides a framework to assist staff in focusing on the highest priority issues, meeting state and federal program mandates, meeting the needs of seniors and caregivers and assuring effective use of taxpayer dollars.

Each of the strategic goals and objectives is based on a results-oriented management approach. VCAAA management will track progress toward each goal and objective through a series of performance measures. The performance management information will be used to assess progress and will serve as a critical input for planning to ensure continued improvement. VCAAA staff and its Advisory Council are dedicated to continuing a structured and collaborative strategic planning process. VCAAA has identified four goals and a series of supporting objectives to help VCAAA staff and the Advisory Council fulfill its mission and achieve its vision. The goals are:

**Goal 1 - Older adults in Ventura County will have access to the resources and services that will enable them to maintain their health, safety, dignity and quality of life.**

**Goal 2 - Eligible family caregivers will have access to resources and services to ease the emotional and physical strain of caregiving and to support them in their efforts to care for their loved ones**

**Goal 3 - VCAAA will engage, lead and advocate for older adults, caregivers and service providers.**

**Goal 4 - VCAAA will identify and address the emerging and changing needs of the 60+ population as well as Baby Boomers (born 1946-1964).**

## GOALS AND OBJECTIVES

1	<p><b>GOAL 1: Older adults in Ventura County will have access to the resources and services that will enable them to maintain their health, safety, dignity and quality of life.</b></p> <p><b>Objective:</b> This goal will be accomplished by providing cost effective programs and resources that promote health, shelter and mobility, and connect seniors to a community based network of care.</p> <p><b>Rationale:</b> The Elder Economic Index and census data shows that a growing number of Ventura county seniors can no longer afford to live here and struggle to meet their basic needs.</p>			
1 Objective Number(s) and Objective(s)		Projected Start and End Dates	Title III B Funded PD or C Activity <sup>2</sup>	Update Status <sup>3</sup>
1A Nutrition	Provide 59,601 nutritious congregate meals for persons aged 60+.	7/1/12-6/30/16		CONT
	Provide 111,000 nutritious home delivered meals for persons aged 60+ who are homebound and unable to participate in and travel to/from a congregate meal sites.	7/1/12-6/30/16		CONT
	Increase public awareness of the food insecurity issues facing seniors Ventura County's low income seniors; and the need for wholesome nutrition.	7/1/12-6/30/16		CONT
	Secure additional funding and other resources help organizations directly involved with providing and/or supporting nutrition for seniors in Ventura County. (C)	7/1/12-6/30/16	C	CONT

<sup>2</sup> *Coordination (C) activities* involve the active participation of VCAAA staff to liaison with community based service organizations for the purpose of improving services, avoiding duplication, resolving problems related to service delivery and addressing the service needs of the eligible service population. *Program Development (PD) activities* directly involve VCAAA staff in establishing a new service and/or expanding and/or integrating existing services. Funding for these activities could potentially be used for other programs and services.

<sup>3</sup> Use for Area Plan Updates only: Indicate if objective is New (NEW), Continued (CONT), Revised (REV), Completed (CMPL), or Deleted (DEL).

<p><b>1A</b> Nutrition <i>(continued)</i></p>	<p>VCAAA will provide 18,454 sessions of Title IIID evidence-based Nutrition Education programs designed to promote better health by providing nutrition, physical fitness or health (as it related to nutrition) information and instruction to participants, caregivers or participants in a group or individual setting. The nutrition education sessions will be provided by a credentialed practitioner.</p>	7/1/12-6/30/16		CONT
	<p>VCAAA will provide 55 Title IIID evidence-based nutrition counseling, to individuals (who are at nutritional risk because of their health or nutrition history, dietary intake, chronic illnesses, or medication use) or to caregivers. Counseling is provided one-on-one by a registered dietician, and addresses the options and methods for improving nutrition status.</p>	7/1/12-6/30/16		CONT
	<p>Ensure that low-income seniors have access to fresh fruits, vegetables and herbs at Certified Farmers Markets and other programs such as Brown Bag and the Senior Nutrition Garden at locations throughout the county.(C)</p>	7/1/12-6/30/16	C	CONT
<p><b>1B</b> Transportation</p>	<p>Through contracts, provide 9,814 rides to congregate meals sites for those who would otherwise not be able to attend.</p>	7/1/12-6/30/16		CONT
	<p>Advocate for the transportation needs of Ventura County’s seniors to bring awareness to their issues. VCAAA staff will actively participate on and collaborate with the Citizens Transportation Advisory Committee and the Ventura County Transportation Commission’s Americans with Disabilities (ADA) Task Force to identify resources and help resolve senior transportation issues in each community. 75% of the meetings will be attended.(C)</p>	7/1/12-6/30/16	C	CONT
	<p>Provide door-to-door non-emergency medical transportation for eligible persons aged 60 and over. Public transit vouchers will be provided for low income seniors and persons aged 18 and over who are ADA certified<sup>4</sup>. Through contracting, 10,000 one-way door-to-door transportation trips for 175 eligible unduplicated persons aged 60 and over.</p>	7/1/12-6/30/16		CONT

<sup>4</sup> Transportation provided to people under 60 years of age is funded with non-Older Americans Act funds.

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<p><b>1C</b> Case Management</p>	<p>Provide in-home case management to low-income seniors aged 65 and over who meet the criteria for placement in an intermediate care or skilled nursing facility.</p>	7/1/12-6/30/16		CONT
	<p>Provide enrolled MSSP clients with in-home visits and a comprehensive annual health and environmental assessments. VCAAA staff will make a minimum of 680 home visits to clients; and 220 annual reassessments of clients.</p>	7/1/12-6/30/16		CONT
	<p>Develop care plans that address the needs of MSSP clients and provide them with the tools and resources to live safely at home.</p>	7/1/12-6/30/16		CONT
	<p>Provide priority placement for referrals from <i>Adult Protective Services</i> (APS) for on-going MSSP case management the tools and resources to safely live at home.</p>	7/1/12-6/30/16		CONT
	<p>Provide community based social model case management services for seniors aged 60+ who are not being case managed by the MSSP or ElderHelp case management programs. 1,496 hours of case management will be provided to 180 people.</p>	7/1/12-6/30/16		CONT
<p><b>1D</b> Health Insurance Counseling and Advocacy Program (HICAP)</p>	<p>VCAAA'S HICAP<sup>5</sup> staff and volunteers will provide information and health insurance counseling to Medicare and pre-Medicare beneficiaries.</p>	7/1/12-6/30/16		CONT
	<p>Trained staff and volunteers will provide objective and accurate comparisons of choices plus informal advocacy services regarding enrollment, disenrollment, claims, legal referral as needed, appeals prescription drug exceptions and other urgent Part D coverage issues. A minimum of 1,893 unduplicated persons will receive HICAP counseling.</p>	7/1/12-6/30/16		CONT
	<p>HICAP will meet or exceed new federal benchmark measures for the planned average number of registered HICAP counselors: 21</p>	7/1/12-6/30/16		CONT

<sup>5</sup> HICAP is a state and federally funded consumer-oriented health insurance counseling and education program. Eligibility for HICAP services is limited to Medicare beneficiaries and persons imminent of Medicare eligibility.

<p><b>1D</b>  <b>HICAP</b>  <i>(continued)</i></p>	<p>A minimum of three clients will receive three hours of HICAP legal representation. HICAP staff will receive a minimum of five hours of program consultation from the contracted legal services provide.</p>	<p>7/1/12-6/30/16</p>	<p>CONT</p>
	<p>HICAP will provide community education and outreach on Medicare Parts A, B, C and Part D Prescription Drug Plans, Medicare Supplement insurance and long-term care insurance, employment group retirement and fraud. HICAP will provide a minimum of two enrollment events in various cities during the Medicare annual election period, including ten at the HICAP office.</p>	<p>7/1/12-6/30/16</p>	<p>CONT</p>
	<p>539 contacts will be made to the Medicare disabled who are not yet 65 years of age.</p>	<p>7/1/12-6/30/16</p>	<p>CONT</p>
	<p>A minimum of 200 public and media events will be held to reach an estimated 4,279 persons. This will be accomplished through the HICAP Community Education Speakers Bureau. 5,777 people will be reached at public and media events.</p>	<p>7/1/12-6/30/16</p>	<p>CONT</p>
	<p>HICAP will educate isolated and home bound seniors about investment fraud and identity theft. HICAP will provide this education by participating in 24 outreach events.</p>	<p>7/1/12-6/30/16</p>	<p>CONT</p>
	<p>Three volunteers will be trained to be experts on investment fraud and identity theft.</p>		<p>CONT</p>
	<p>HICAP will utilize E-Learning to provide training to new and existing volunteers.</p>		<p>CONT</p>
	<p>HICAP will develop new partnerships and strengthen existing ones to better serve the Medicare population including but not limited to: partnering with Ventura County Medical Center social service department to consult on inpatient Medicare problems, working with local community colleges on developing an internship program, and working with Behavioral Health, Public Guardian’s Office and other community partners that serve special populations.</p>		<p>CONT</p>

<p><b>1E</b> Long Term Care Ombudsman</p>	<p>The Long Term Care Ombudsman will provide the following services:</p> <ul style="list-style-type: none"> <li>• Consultations to Facilities: 777 consultations will be given to facilities which include information and technical assistance.</li> <li>• Information and Consultations to individuals: 4,061 consultations will occur.</li> <li>• Community Education: 81 sessions will be held.</li> <li>• Facility Coverage – Nursing Facilities: All nursing facilities (22) will be visited quarterly.</li> <li>• Facility Coverage – Residential care Facilities (RCFEs): All RCFEs (205) will be visited quarterly.</li> </ul> <p>Number of Full Time Equivalent Ombudsman Staff: 4 Number of Certified LTC Ombudsman Volunteers: 49</p>	7/1/12-6/30/16		REV
	<p>The Long Term Care Ombudsman will be an active participant on the County’s newly formed Elder Death Review Team (EDRT), which includes the medical examiner and representatives from law enforcement, Public Health, Behavioral Health, Office of the District Attorney and VCAAA. The team will review all suspicious elder deaths including but not limited to those occurring in residential care facilities, skilled nursing facilities, homes for the developmentally disabled, Alzheimer care facilities, in private homes and all elder suicides. Ombudsman staff will work with the team to investigate the deaths, to assess what can be done to prevent deaths and to develop best practices for the team.</p>	7/1/14-6/30/16	C	NEW
<p><b>1F</b> Other Supportive Services</p>	<p>VCAAA’s ElderHelp Program provides contracted and direct services for older persons to prevent them from being prematurely institutionalized. Subcontractors will provide:</p> <ul style="list-style-type: none"> <li>• 709 hours of personal care for 30 unduplicated clients;</li> <li>• 667 hours of homemaker services for 25 unduplicated clients;</li> <li>• 150 hours of chore service for 15 unduplicated clients; and</li> <li>• 97 home modifications/residential repairs for 97 unduplicated clients.</li> </ul>	7/1/12-6/30/16		CONT

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<p><b>1F</b> Other Supportive Services <i>(continued)</i></p>	<p>Assist older frail at-risk adults who have an urgent or emergency need for food, shelter or warmth (household heating in cold months). VCAAA staff will coordinate the provision of 100 units of cash/material aid to 100 unduplicated clients.</p>	7/1/12-6/30/16		CONT
	<p>Use Title V funds to provide the Senior Community Employment Services (SCSEP)* services to eligible older adults; VCAAA subcontractor will provide on-the-job training and job search skills for 9 unduplicated clients aged 55 or older who are very low income. Priority preference will be given to veterans.</p>	7/1/12-6/30/16		CONT
	<p>Persons aged 60 and over will receive counseling and community education regarding public benefits (e.g., Social Security, Medi-Cal, Medicare); landlord-tenant disputes; housing rights; elder abuse; powers of attorney, consumer finance and creditor harassment, consumer fraud and warranties Through contracting, 1,571 hours of legal representation and/or counseling will be provided to 1,000 unduplicated seniors; and the legal services provide will present nine (9) community education activities to 360 unduplicated clients.</p>	7/1/12-6/30/16		CONT
	<p>Promote the security and verify the well-being of at-risk seniors; reduce isolation, victimization and health concerns especially those living alone, isolated and/or depressed; provide a human connection for elders with few or no connections to family and/or friends; check-in on seniors at risk of losing their independence and older adults recently discharged from a hospital setting or an adult day health care setting. Through contracting, the Senior Help Line Program (a warm line) will provide 187 hours of peer counseling; and 2,245 contacts of telephone reassurance for 400 unduplicated clients</p>	7/1/12-6/30/16		CONT
	<p>The evidence-based Healthy IDEAS (Identifying Depression, Empowering Activities for Seniors) depression intervention program will help clients manage depression through a behavioral action approach. Through contracting, provide 627 contacts of health promotion to 62 unduplicated older adult clients suffering from depression.</p>	7/1/12-6/30/16		CONT



<b>1F</b> Other Supportive Services <i>(continued)</i>	VCAAA staff will provide in <i>English and Spanish</i> , verbal and written information, assistance, follow-up, and outreach to seniors and their families about home and community-based resources. VCAAA staff will provide: 3,264 contacts of information and assistance serving an estimated 2,000 unduplicated clients; 2,296 contacts of outreach serving an estimated 2,000 unduplicated clients.	7/1/12-6/30/16		CONT
	Advocate for the employment, training and job placement needs of older adults. VCAAA staff will participate on the Workforce Investment Board and attend 75% of the meetings. Staff will work to bring awareness of job retention, training and retraining issues facing seniors (C)	7/1/12-6/30/16	C	CONT

<b>2</b>	<b>Goal 2: Eligible family caregivers will have access to resources and services to ease the emotional and physical strain of caregiving and to support them in their efforts to care for their loved ones</b>			
	<p><b>Objective:</b> This goal will be accomplished by providing cost effective programs and resources that support family caregivers by providing them with a variety of options ranging from in-home respite to case management.</p> <p><b>Rationale:</b> Data shows that the burden that unpaid family caregivers bear is great and a strain on their physical and emotional well-being. Services are needed to alleviate the strain. Additionally, VCAAA’s analyses of services show that comprehensive and coordinated services are needed throughout the county.</p>			

2 Objective Number and Objectives		Project Start and End Dates	Title III B Funded PD or C Activity <sup>1</sup>	Update Status
<b>2A</b> Caring for the Elderly	VCAAA staff will provide: <ul style="list-style-type: none"> <li>• 976 contacts of information and assistance</li> <li>• 1,880 contacts of caregiver outreach</li> <li>• 2,000 unduplicated clients will be served</li> <li>• One public information activity for 2,000 unduplicated clients;</li> <li>• 36 community education activities for 1,500 unduplicated clients.</li> </ul>	7/1/12-6/30/16		CONT

<p style="text-align: center;"><b>2A</b> Caring for the Elderly <i>(continued)</i></p>	<p>Contractors will provide:</p> <ul style="list-style-type: none"> <li>• 1,200 contacts of information and assistance and 2,000 contacts of caregiver outreach for 300 unduplicated clients;</li> <li>• 1,660 units of support services provided to help at-risk caregivers and to reduce caregiver burnout;</li> <li>• 220 hours of caregiver assessment for 100 unduplicated clients.</li> <li>• 56 hours of case management for 40 unduplicated clients.</li> <li>• 200 hours of counseling for 188 unduplicated clients.</li> <li>• 488 hours of support groups for 56 unduplicated clients.</li> <li>• 696 hours of training for 40 unduplicated clients.</li> <li>• Supplemental Services: Caregiver adaptations and assistive devices will be provided to aid the caregiver. 160 occurrences of caregiver adaptations for 150 unduplicated clients; 80 occurrences of assistive devices for 70 unduplicated clients.</li> <li>• Information Services: Public information and community education will be provided. 24 public information activities for 90,000 unduplicated clients; and 60 community education activities for 108 unduplicated clients.</li> <li>• Respite: Respite will be provided to give the family caregiver a break from the stress of caregiving; and time to take care of personal business. 1,200 hours of respite in-home supervision for 100 unduplicated clients; 448 hours of out-of-home day care for 40 unduplicated clients.</li> <li>• Access Assistance: Information and assistance and caregiver outreach will be provided. 1,200 contacts of information and assistance and 2,000 contacts of caregiver outreach for 300 unduplicated clients will be served.</li> </ul>	<p>7/1/12-6/30/16</p>		<p>CONT</p>
<p style="text-align: center;"><b>2B</b> Caring for the Child</p>	<p>Contractor will provide Support Services to help at-risk older caregivers (aged 55 and older) care for a child aged 18 or younger. This includes:</p> <ul style="list-style-type: none"> <li>• 52 hours of caregiver assessment for 24 unduplicated clients, 88 hours of case management for 24 unduplicated clients,</li> <li>• 22 hours of support groups for 8 unduplicated</li> </ul>	<p>7/1/12-6/30/16</p>		<p>CONT</p>

<b>3</b>	<p>clients;</p> <ul style="list-style-type: none"> <li>• 84 hours of training for 18 unduplicated clients;</li> <li>• 56 contacts of information and assistance</li> <li>• 48 contacts of caregiver outreach and 123 units of information services to an estimated audience of 1,290 people.</li> </ul>			
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<b>3</b>	<p><b>Goal 3 - VCAAA will engage, lead and advocate for older adults, caregivers and service providers.</b></p> <p><b>Objective:</b> This goal will be accomplished by providing cost effective means of bringing awareness to the services that VCAAA directly provides and funds as well as advocating for the needs of Ventura County seniors at the city, county and state level.</p> <p><b>Rationale:</b> Feedback from seniors, caregivers, senior advocates and service providers and Advisory Council indicates that increased awareness and visibility of the VCAAA services and programs is needed as well as a means to track and address health and other critical issues affecting seniors.</p>			
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	3 Objective Number(s) and Objective(s)	Project Start and End Dates	Title III B Funded PD or C Activity <sup>1</sup>	Update Status
<b>3A</b> Outreach	<p>VCAAA staff and the Advisory Council Outreach Committee will increase visibility of the VCAAA by developing, updating, distributing and/or presenting promotional materials including:</p> <ul style="list-style-type: none"> <li>• Expanding the reach of the current postcard campaign</li> <li>• Creating a video about the agency</li> <li>• Updating and distributing agency fact sheets</li> </ul> <p>A minimum of one (1) presentation (Power Point) about the VCAAA will be made by the Advisory Council to community groups (C).</p>	7/1/12-6/30/16	C	REV            DEL
<b>3B</b> LGBT Issues <sup>6</sup>	<p>Increase awareness of the VCAAA with the lesbian, gay, bi-sexual and transgender (LGBT) community in Ventura County; and the unique needs of LGBT seniors</p>	7/1/12-6/30/16	C	CONT

<sup>6</sup> California Welfare and Institutions Code 9103.1(c) requires each area agency on aging to include the needs of lesbian, gay, bisexual, and transgender seniors in their needs assessment and area plans.

	<p>and their family caregivers. Identify and address the needs of lesbian, gay, bi-sexual and transgender LGBT seniors including (but not limited to) LGBT residents of in long term care facilities VCAAA staff will collaborate with appropriate community organizations and develop a strategy and promotional materials. (C)</p> <p>VCAAA will explore becoming a SAGE (Services and Advocating for Gay, Lesbian, Bisexual and Transgender Elders) affiliate. (PD) The VCAAA will provide educational materials and information to VCAAA's grantees on the special needs of the LGBT senior population. (C)</p>	7/1/12-6/30/16	PD C	CONT
	<p>VCAAA will increase awareness of the VCAAA among non-English speaking individuals and communities. VCAAA staff will identify and monitor the growth of non-English speaking communities. VCAAA will expand the number of agency materials in languages other than English VCAAA staff will work with service providers to ensure that non-English speaking individuals are aware of VCAAA's services (C)</p> <p>VCAAA will develop resource materials to serve non-English speaking individuals. VCAAA staff work with community based organizations to revise and update an inventory of service providers who speak and/or provide services in other languages; and will develop and distribute a brochure that lists these to be given to service providers. (C)</p>	7/1/12-6/30/16	C	CONT
<p><b>3C</b> Non-English Speakers</p>				
<p><b>3D</b> Health Care Advocacy</p>	<p>To expand awareness of and to advocate solutions for senior health issues in Ventura County. The Advisory Council's Health Issues Committee in collaboration with VCAAA staff will (C):</p> <ul style="list-style-type: none"> <li>• Enhance patient self-efficacy of quality and cost of care through partnerships and collaborations between the medical community and community based service programs including evidence based programs.</li> <li>• Encourage physical activity at all ages and functional abilities through the continuum of aging.</li> <li>• Advocate for targeted services</li> <li>• Encourage consumers to be wise purchasers of quality care through the dissemination of</li> </ul>	7/1/12-6/30/16	C	REV

<p><b>3E</b> Elder Abuse Prevention</p>	<p>information (rankings of hospitals, fact sheets on choosing a nursing home, etc.)</p> <ul style="list-style-type: none"> <li>• Encourage the development of more medical-social partnerships including the faith based community.</li> <li>• Encourage senior housing areas (buildings and naturally occurring retirement communities) to consider medical and social programming to support aging in place.</li> <li>• Seek out grant opportunities or advocate for programs identified health concerns.</li> <li>• Encourage the development of a strategic plan in place for each of five districts in cooperation with the Health Care Agency, Public Health, Gold Coast Health Plan, and other related County agencies as needed, This would include pursuing funds for a needs assessment of each of the areas.</li> <li>• Advocate for and improve the current level of health care for Ventura County seniors by continuing to work with health care professionals, stakeholders and service providers.</li> <li>• Enhance patient self-efficacy of quality and cost of care through partnerships and collaborations between the medical community and community based service programs including evidence based programs.</li> <li>• Prioritize health issues and develop a mechanism to respond to emerging needs.</li> <li>• Better understand the look and implications of being functionally poor (Elder Economic Index) and local health.</li> <li>• Encourage the adoption of the Elder Economic Index as a means of identifying those at risk.</li> <li>• Survey and study food insecurity in seniors.</li> <li>• Encourage and support family caregiver's understanding of the physiological, psychological, and emotional changes experienced (Second Patient Syndrome) as the result of chronic stress due to ongoing caregiving activities.</li> </ul>			
	<p>Increase awareness of elder abuse for seniors, providers, and community based organizations; and provide technical assistance to organizations providing services to victims of elder abuse, neglect and exploitation. VCAAA staff will participate on the Financial Abuse Specialist Team (FAST) and Rapid</p>	<p>7/1/12-6/30/16</p>		<p>CONT</p>

<b>3F</b> Mental Health Advocacy	Response Team.			
	Educate and train professionals to develop, strengthen and implement programs to prevent, detect, assess, treat, intervene and investigate elder abuse, neglect and exploitation including financial abuse.	7/1/12-6/30/16		CONT
	Contract with current legal services provider to provide nine (9) sessions of elder abuse prevention, education and training for 113 unduplicated professionals.	7/1/12-6/30/16		CONT
	Distribute educational materials regarding the prevention, detection, assessment, treatment and intervention and investigation of elder abuse, neglect and exploitation including financial exploitation. Publish and distribute 300 <i>Legal information for Elders</i> ("LIFE") as well as continue the LIFE classes. (C)	7/1/12-6/30/16	C	CONT
	Have an active role in ensuring that the needs of older adults are represented in the Mental Health System. VCAAA staff will attend 75% of the Older Adults Mental Health Committee meetings and bring items of importance back to the Advisory Council.	7/1/12-6/30/16		CONT
	Increase collaboration with Ventura County Behavioral Health Older Adult Services on all levels (administration and line staff) to better determine the needs of the client and best utilize the resources of the agencies and the county. This will include developing an MOU and shared released of information, developing a smooth referral system and collaborating on treatment plans (care plans) and a warm handoff when a client is transitioned from one agency to the next. (C)	7/1/12-6/30/16	C	CONT
Reducing the stigma of mental illness in older adults through educating seniors about mental health services available to older adults in Ventura County and linking to appropriate services. (PD)	7/1/12-6/30/16	PD	CONT	
<b>3G</b> Legislation	Monitor federal and State of California legislation that impacts older adults and their family caregivers, and work with state and federal legislators and elected officials to develop legislation as needed.	7/1/12-6/30/16		CONT
	VCAAA staff and Advisory Council's Legislative Committee members will: <ul style="list-style-type: none"> <li>• Monitor and inform the full Advisory Council</li> </ul>	7/1/12-6/30/16		CONT

<b>3H</b> Housing and Transportation Advocacy	about pending legislation of interest to older adults and their family caregivers. <ul style="list-style-type: none"> <li>• Write letters of support or opposition of legislation as needed, empowering the legislative process by empowering people and education seniors about who their legislators are and encouraging contact. Develop local alternatives to legislation.</li> <li>• Assist members of the California Senior Legislature (CSL) in developing potential CSL proposals for legislation.</li> </ul>			
	To expand awareness of and to advocate solutions for senior housing issues in Ventura County. The Advisory Council’s Housing and Transportation Committee in collaboration with VCAAA staff will: <ul style="list-style-type: none"> <li>• Become familiar with the culture and the planning process for transportation and advocate for the needs of seniors. Additionally, the council and staff will work towards improving access to social services through more transportation options. (C)</li> </ul>	7/1/12-6/30/16	C	CONT
	<ul style="list-style-type: none"> <li>• Expand awareness of and to advocate solutions for senior housing issues in Ventura County. The Advisory Council will be familiar with the culture and the planning process for housing and advocate for the needs of seniors Support housing models based on universal design for older adults.(C)</li> </ul>	7/1/12-6/30/16	C	CONT
	<ul style="list-style-type: none"> <li>• Encourage support for riders through mobility management and travel training and encourage the development of and support of more options for quality of life transportation (city to city).(C)</li> <li>• Encourage older driver safety and transition programs and work towards bringing awareness to pedestrian safety. (C)</li> </ul>	7/1/12-6/30/16	C	CONT
<b>3I</b> Sustainability	To explore and develop funding resources for the VCAAA’s programs/services, an ad-hoc Business Leadership Committee will be established. Among the activities of this committee will be exploring the establishment of a not-for-profit 501(c)(3) entity to receive donations; and the involvement business leaders and chambers of commerce.	7/1/12-6/30/16		CONT

<b>4</b>	<p><b>Goal 4: VCAAA will identify and address the emerging and changing needs of the 60+ population as well as Baby Boomers (born 1946-1964).</b></p> <p><b>Objective:</b> VCAAA will identify and explore the needs of special populations<sup>7</sup> as well as the changing and emerging needs of seniors, and will develop and expand programs to help meet their needs.</p> <p><b>Rationale:</b> Based on population projections, this will be the fastest growing demographic in the county over the next twenty years.</p>				
	<b>4 Objective Number(s) and Objective(s)</b>		<b>Project Start and End Dates</b>	<b>Title III B Funded PD or C Activity<sup>1</sup></b>	<b>Update Status</b>
<b>4A</b> Disaster Planning	<p>VCAAA will continue to collaborate with public agencies and other stakeholders on a strategy for disaster planning and health emergencies. This will include but not be limited to working with numerous databases and GIS data mapping. VCAAA staff will work with the County of Ventura’s Human Services Agency on their disaster database project. Clients enrolled in VCAAA case management programs will be given an opportunity to enroll in the database.</p>		7/1/12-6/30/16	<b>C</b>	CONT
	<p>VCAAA staff will obtain supplies to distribute at least 100 disaster kits to homebound seniors. (C)</p>		7/1/12-6/30/16	<b>C</b>	CONT
<b>4B</b> Memory Screening	<p>VCAAA will collaborate with community service providers to ensure the availability of free memory screenings, which will help identify seniors with dementia-related diseases. The VCAAA will participate in at least one National Memory Screening Day event contingent upon the availability of funds. (C)</p>		7/1/12-6/30/16	<b>C</b>	CONT

<sup>7</sup> Special population seniors include but are not limited to those who are one or more of the following: homeless, non-English speaking, geographically isolated or underserved, culturally isolated or isolated due to the loss of family or friends, homebound due to illness or disability, frail, living at or below the federal poverty level, sufferers of Alzheimer’s disease and dementia, grandparents or other older relatives caring for a child with severe disabilities, and lesbian, gay, bisexual or transgender (LGBT) individuals.



<b>4C</b> Baby Boomers	Assist VCAAA’s younger clients (born 1950-53) to make informed decisions about planning for their retirement and inform these Baby Boomers about VCAAA funded family caregiver services. <sup>8</sup> Study current Baby Boomer issues to develop a strategy for addressing the enormous demands that this population will place on aging services. (C)	7/1/12-6/30/16	C	CONT
	Continue providing educational classes that helps seniors who are struggling with living beyond their means. (C)	7/1/12-6/30/16	C	CONT
<b>4D</b> Developmental Disabilities	Assist the Long Term Care Ombudsman staff and volunteers with gaining a better understanding of the issues and needs of older adults residing in intermediate care facilities for the developmentally disabled (ICFFDDs). VCAAA staff will collaborate with appropriate local organizations such as Arc of Ventura County to provide training for Ombudsman staff and volunteers about residents in ICFFDDs. (C)	7/1/12-6/30/16	C	CONT
<b>4E</b> Optimal Aging	To emphasize the positive aspects of aging the VCAAA will form an ad-hoc Optimal Aging Committee. This committee will explore and recommend methods, programs, services and educational tools that will encourage and inspire older adults to enhance the quality of their lives; maintain their identity and independence; and foster self-direction. The committee will encourage older adults to be engaged and productive in a variety of activities including part-time employment and volunteerism. (C)	7/1/12-6/30/16	C	CONT
<b>4F</b> Access to Services	To promote and provide easy, uniform and streamlined access to a broad array of services, supports and advocacy for individuals seeking long term services and supports information in Ventura County, the Ventura County Area Agency on Aging in collaboration with the Independent Living Resource Center will establish and obtain State approval for an Aging and Disability Resource Center (PD). The center will be integrated with VCAAA services including the Benefit Enrollment Center which uses person-centered strategies in a coordinated, community-wide approach to find and	7/1/14-6/30/26	PD C	NEW

<sup>8</sup> Baby Boomers are persons born in the United States between 1946 and 1964. The first wave of Boomers turned age 60 in 2006 and thus became eligible for VCAAA services.

	enroll both seniors aged 65+ years and adults living with disabilities, aged 21-64, who have limited income and resources in available benefits (C).			
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*"There is a fountain of youth: it is your mind, your talents,  
the creativity you bring to your life and the lives of people you love.  
When you learn to tap this source, you will truly have defeated age."  
–Sophia Loren*

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**GLOSSARY OF TERMS**

<b>AAAs</b>	Area Agencies on Aging. There are 33 (one for each PSA) in California.
<b>ARRA</b>	American Recovery and Reinvestment Act (economic stimulus funds)
<b>CARS</b>	California Aging Reporting System (State’s aging services database)
<b>CBSP</b>	Community Based Service Programs
<b>CDA</b>	California Department of Aging, a State agency
<b>CSL</b>	California Senior Legislature- <a href="http://www.4csl.org">http://www.4csl.org</a>
<b>FAST</b>	Financial Abuse Specialist Team
<b>FCSP</b>	Family Caregiver Service Program - Title III E for family caregivers
<b>“I and A”</b>	Information and Assistance
<b>LGBT</b>	Lesbian, gay, bisexual and transgender
<b>OAA</b>	Older Americans act, federal funding. For more information, go to: <a href="http://www.aoa.gov">http://www.aoa.gov</a> and follow the links.
<b>OCA</b>	Older Californians Act, state funding. For more information, go to: <a href="http://www.aging.ca.gov">http://www.aging.ca.gov</a> and follow the links.
<b>OTO</b>	One-time only funds
<b>PSA</b>	Planning and Service Area. There are 33 PSA’s in California.
<b>“Q”</b>	CareAccess (database used by VCAAA to provide data to CARS)
<b>RURAL</b>	For targeting purposes, rural areas in Ventura County are zip codes 91307-Bell Canyon, 93040-Piru and 93066-Somis
<b>SCSEP</b>	See Title V shown below.
<b>SNP</b>	Senior Nutrition Program
<b>Title III B</b>	OAA General Programs
<b>Title III C</b>	OAA Senior Nutrition – Congregate <b>(C1)</b> and Home Delivered Meal <b>(C2)</b> Programs
<b>Title III D</b>	OAA Health and Wellness Programs
<b>Title III E</b>	OAA Family Caregiver Service Programs <b>(FCSP)</b>
<b>Title V</b>	OAA Senior Community Services Employment Program <b>(“SCSEP”)</b>
<b>Title VII</b>	OAA Elder Abuse Prevention Programs
<b>VCAAA</b>	Ventura County Area Agency on Aging

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**PSA 18**

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