



SUMMARY OF THE DRAFT • FY 2017-2018

VCAAA Master Strategic Plan 2016-2020

Year 2 of Four-Year Plan



NOT JUST ABOUT AGING, BUT AGING WELL!

VCAAA MOTTO

“Serve. To Guide. To Envision.”

MISSION STATEMENT

The Ventura County Area Agency on Aging’s mission is to serve Ventura County’s aged 60+ population, adults with disabilities, and their unpaid caregivers, by:

- ***Providing leadership in addressing issues that relate to older Californians, adults with disabilities, and their caregivers;***
- ***Developing and maintaining 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;***
- ***Enhancing and supporting existing community-based service providers systems of care and long-term services and supports; and***
- ***Promoting citizen involvement in the planning and delivery of services for Ventura County’s older population, adults with disabilities, and their caregivers.***

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

VCAAA VISION

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.

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	Motto, Mission Statement, Vision (Informational - No change from prior year)	
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*Refers to section number in Master Strategic Plan 2016-2020 (Year 1 of Four Years)

INTRODUCTION

The purpose of this document is to provide an update to the VCAAA Master Strategic Plan 2016-2020, which was approved by the Ventura County Board of Supervisors in May 2016. The format is dictated by the California Department of Aging (CDA), which requires the creation and submission of the annual update on or before May 1, 2017.

The Summary of the Draft contains the core elements of the annual update. There is a second part of the document that contains service units, appendices and data that is required by CDA. That information can only be prepared after receipt of the annual planning estimates from CDA, which are received after VCAAA holds its public hearing in March 2017. **The formatting and contents of this update are prescribed by the California Department of Aging; and are meant to replace and update parts of the FY 2016-2020 Master Strategic Plan.**

Interested parties may give testimony on the proposed programs and services contained in the Summary of the Draft at a public hearing on Wednesday, March 8, 2017, at 9:15 AM, in the office of VCAAA, 646, County Square Drive in Ventura. Testimony may be oral or written. Persons wanting additional information about the hearing should contact Christine.Voth@Ventura.org

VENTURA COUNTY AREA AGENCY ON AGING

The Ventura County Area Agency on Aging (VCAAA) was formed in 1980, as an agency of the County of Ventura. VCAAA is the principal agency in Ventura County charged with the responsibility to promote the development and implementation of a comprehensive coordinated system of care that enables older individuals and their caregivers to live in a community-based setting. The agency also advocates for the needs of those 60 years of age and older in the county, providing leadership and promoting citizen involvement in the planning process as well as in the delivery of services.

VCAAA, in collaboration with the Independent Living Resource Center (ILRC), operates the Ventura County Aging and Disability Resource Center (ADRC) in Ventura, which was formally approved as a state-designated ADRC in 2016. Also in 2016, VCAAA became a designated partner of Dementia Friendly America and is leading Dementia Friendly Ventura County, a countywide effort to make Ventura County more dementia friendly.

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.

SECTION 2 • DEMOGRAPHICS

Description of Planning & Service Area (PSA)

This section provides an update in estimates for population, ethnicity and race and also includes fall prevention and Alzheimer's disease and dementia statistics. According to Ventura County Public Health, the current population of Ventura County is 856,455. Compared to the 2015 American Community Survey (included in Year 1 of the Master Strategic Plan), this is an increase of 10,277 or .012% in the total population; and an increase from 13.6 percent to 13.96 percent in persons aged 65 and older.

Total population 2016	856, 455*
Population aged 65 and older	119, 598 or 13.96% of the total population*
Population growth 2010-2014	4.02%*
Percent of population Hispanic/Latino	364, 495 or 42.56%*
Percent of population non-Hispanic/Latino	491, 960 or 57.44%*

ETHNICITY AND RACE*

	Total	Percentage
American Indian/Alaska Native	8, 839	1.03%
Asian	60, 959	7.12%
Black/African American	16, 250	1.9%
Native Hawaiian/Pacific Islander	1,728	.003%
Other Race/Hispanic	154, 046	17.99%
Two or more races	40, 741	4.76%
White	573, 892	67.01%
TOTAL	856,455	99.81%

► AGED 65 AND OLDER POPULATION*

	Ages 65-84	Age 85 and older
White	98, 362	13, 672
Male	43, 925	4, 843
Female	54, 437	8, 829
Black/African American	1, 760	155
Male	801	47
Female	959	108
American Indian/Alaska Native	712	62
Male	355	24
Female	357	38
Asian	8, 863	784
Male	3, 645	263
Female	5, 038	521

	Ages 65-84	Age 85 and older
Hispanic/Latino	24, 744	2, 343
Male	10,946	896
Female	13,798	1, 447
Non-Hispanic Other	147	16
Male	57	7
Female	90	9
Some Other	7,812	715
Male	3, 555	285
Female	4, 257	430
Two or More Races	2, 122	192
Male	948	80
Female	1, 174	112

2016 Median Household Income:

Ventura County: \$81,785

California: \$63, 566

*Source: www.healthmattersinvc.org

FALL PREVENTION STATISTICS* - Provided in conjunction with Objective 1.3.

- In 24 months (2014-2015), there were over 12,000 recorded falls in Ventura County residents ages 65+
- 99% of fall victim sustained injuries requiring treatment
- 65% of all falls occurred at home

*Source: VCAAA/Fall Prevention Coalition

ALZHEIMER'S DISEASE – Provided in conjunction with Objective 3.1.

- In Ventura County: Number of deaths 2012-2014: 291*
- In Ventura County: 4th leading cause of death in older adults*
- In California: 5th leading cause of death**
- in United States: 6th leading cause of death**

Source:

*Ventura County Health Status Profile 2016; Ventura County Public Health 2016

**Alzheimer's Association 2016

SECTION 6 •TARGETING PRIORITIES

BARRIERS TO ACCESSING EXISTING SERVICES

In addition to the barriers listed in the Master Strategic Plan 2016-2020, Year 1 of Four Year Plan, it is important to add that given the current political climate, future funding of VCAAA programs unclear. VCAAA relies on funding from the County of Ventura, State of California and federal government (primarily through the Older Americans Act). If funding is reduced in one or more of these areas then VCAAA will be forced to reduce its level of service either in contracted services or direct services or both (depending upon what funding streams may be reduced).

With the increase in the senior population over recent years, the demand for VCAAA funded services exceeded capacity a few years ago. The agency has been in “triage” mode to provide services to those individuals who are in the greatest need due to their health or living arrangements. VCAAA will continue to strive to provide the highest level of service for older adults and persons with disabilities, which will have to be balanced with the amount of available funding.

SECTION 9A. NARRATIVE OF GOALS AND OBJECTIVES

THE PROVISION OF ALL SERVICES LISTED IN THIS DOCUMENT IS CONTINGENT UPON THE AVAILABILITY OF FUNDING FROM THE COUNTY OF VENTURA, THE STATE OF CALIFORNIA AND THE FEDERAL GOVERNMENT FOR FY 2017-2018. THE PROGRAMS LISTED BELOW AND THEIR MEASUREMENTS ARE BASED UPON CURRENT (FEBRUARY 2017) FUNDING LEVELS FROM THESE THREE SOURCES. VCAAA WILL NOT RECEIVE A BUDGET DISPLAY FROM THE STATE UNTIL APRIL 2017. THE DISPLAY WILL SHOW THE FUNDS THAT ARE EXPECTED TO BE AVAILABLE FOR FY 2017-2018. THUS, PROPOSED PROGRAMS AND LEVELS OF SERVICE ARE SUBJECT TO CHANGE.

IF FUNDING IS REDUCED, SERVICE LEVELS WILL BE REDUCED.

THE PURPOSE OF THIS UPDATE IS TO SHARE CHANGES IN THE GOALS AND OBJECTIVES ELUCIDATED IN THE MASTER STRATEGIC PLAN 2016-2020, YEAR 1.

IMPORTANT NOTES

- ▶ All activities will begin on July 1, 2017, and end on June 30, 2018.
- ▶ All activities are CONTINUING from FY 2016-2017 unless indicated otherwise.
- ▶ There are NO program development (PD) or coordination (C) activities.

▶ **SHADED AREAS INDICATE CHANGES MADE TO THE GOAL OR OBJECTIVE.**

GOAL 1: PROVIDE RESOURCES AND SERVICES

Provide resources and services that promote optimal well-being for Ventura County's older adults, adults with disabilities, and their unpaid caregivers, with an emphasis on wellness, safety and community livability.

1.1 TRANSPORTATION

For persons aged 60 and older, VCAAA will provide transportation to/from congregate meal sites.

Measurement:

- VCAAA will contract to provide 9,316 one-way trips for congregate meals.

VCAAA's *ElderHelp Transportation* program provides Dial-A-Ride Tickets (i.e. paratransit or Access) and/or *Fixed Route Bus Tickets* for non-emergency medical appointments, shopping, visiting family, etc. Limited, free transportation to medical appointments for low income and frail seniors, and/or disabled adults unable to use the bus (for example clients requiring gurney transportation).

Measurement:

VCAAA will contract to provide 21,863 one-way door-to-door Medi-Ride transportation trips for 800 eligible unduplicated persons aged 60 and over.

1.2 FOOD

VCAAA will provide congregate meals and home delivered meals. VCAAA and its Registered Dietitians will work with local governments/senior centers, service providers, Certified Farmers' Markets and VCAAA's Senior Nutrition Garden to ensure access to nutritional meals, fresh fruits, and vegetables; as well as nutrition counseling and education. VCAAA will provide bags of food to older adults experiencing a food emergency. VCAAA's Senior Nutrition Committee will monitor performance measures and guide VCAAA staff on all matters related to senior nutrition.

Measurement:

- **71,020** congregate meals and **134,016** home delivered meals will be provided.
- VCAAA's Registered Dietitian will provide 20,000 sessions of evidence-based nutrition education and 67 sessions of evidence-based nutrition counseling.
- VCAAA's Registered Dietitians will encourage the reduction of consuming unhealthy beverages and promote physical activity via the Supplemental Nutrition Assistance Program Education (SNAP-Ed), serving approximately 340 unduplicated seniors.
- VCAAA will distribute coupons to low-income seniors to purchase fresh produce at seven Certified Farmers' Markets.
- VCAAA will supplement its meal program by planting and harvesting fresh produce in VCAAA's Senior Nutrition Garden.

- VCAAA will provide emergency food/meals for eligible homebound seniors experiencing a food crisis and adults with disabilities upon discharge from the hospital experiencing a food crisis. An estimated 100 persons will be served.

1.3 HEALTH, FITNESS AND FALL PREVENTION

VCAAA will provide evidence-based physical fitness classes as recognized by the US Department of Health & Human Services for persons aged 60+ at sites throughout the county designed to promote health and prevent falls. Additional help will be made available to older adults who have already experienced a fall.

Measurement:

- Classes will be provided for older adults throughout the county and will include these evidence-based programs:
 - ♦ *Tai Chi: Moving for Better Balance™ (TCMBD)*
 - ♦ *Stepping On*
 - ♦ *A Matter of Balance*
 - ♦ *Walk with Ease (Arthritis Foundation)*

Classes are evidence-based programs that meet the Administration for Community Living's criteria for highest level evidence-based programs under Title IIID of the Older Americans Act. Classes are taught by individuals who have completed training for each program. VCAAA will serve 400 unduplicated clients with an estimated provide 3,200 units (contacts) of evidence-based health promotion.

VCAAA's Fall Prevention Program provides short-term case management of individuals age 65 and older who have fallen. Referrals come from emergency response and emergency department staff in a pilot project area. VCAAA reaches out to these individuals (and/or their families) to provide services to prevent a fall or to prevent another fall through the individual's participation in evidence-based classes such as A Matter of Balance, Managing Concerns about Falls, Tai Chi: Moving for Better Balance, Walk with Ease, and Stepping On.

Measurement:

- VCAAA's Fall Prevention Case Management Program will serve 150 individuals.

1.4 FAMILY CAREGIVER SERVICES

VCAAA will provide programs and services that will help to relieve the burden of caregiving for unpaid, informal caregivers, including older adults (such as grandparents) aged 55 and older raising children aged 18 and younger (such as grandchildren).

Measurement – Caring for Elderly:

For unpaid caregivers who meet the OAA definition of Title III E Family Caregiver-Caring for Elderly, VCAAA will contract and provide as a direct service the following:

- **Access Assistance: 1,708 contacts of information and assistance and 2,912 contacts of caregiver outreach.**

- Information Services: **12** public information activities will serve **330,000** unduplicated clients; and **60** community education activities.
- Support Services: 120 hours of caregiver assessment; **120** hours of caregiver case management; **52** hours of caregiver support groups; 100 hours of caregiver training; and 150 hours of caregiver counseling (pre-placement) will serve 140 unduplicated clients.
- Respite Services: **1,672** hours of respite in-home supervision; **948** hours of out-of-home day care (adult day care).
- Supplemental Services: **122** occurrences of caregiver adaptations and **100** occurrences of assistive devices.

Measurement – Caring for Child (Grandparents Raising Grandchildren):

For unpaid caregivers who meet the OAA definition of Title III E Family Caregiver-Caring for Child, VCAAA will contract to provide:

- Support Services: **140** hours of caregiver assessment, **140** hours of caregiver case management, **120** hours of caregiver support groups; and **240** hours of caregiver training.
- **NEW: Access Services**: **120 units of information and assistance; 480 units of outreach.**
- **NEW: Information Services**: **16 public information activities and 16 community education activities.**

1.5 MAINTAINING INDEPENDENCE / BEING ABLE TO LIVE AT HOME / AGING-IN-PLACE

VCAAA will provide access to programs and services that foster independence, help to enable a person to remain living in his or her home, and to age-in-place.

Measurement:

- For persons aged 60 and older, VCAAA will contract to provide **1,000** hours of community-based social-model case management for 180 people.
- For persons aged 65 and older and who meet the criteria for VCAAA's Multipurpose Senior Services program, MSSP staff will make a minimum of 640 in-home visits to clients and will conduct 180 annual comprehensive health and psychosocial reassessments of clients.
- VCAAA will provide case management services through its Housing+ (Plus) Program for older individuals living in public housing in the city of Ventura.
- **California Community Transitions (CCT) program is a Money Follows the Person Program and works to transition eligible no "Share-Of-Cost" Medi-Cal recipients from the Skilled Nursing Facility (SNF) back into the community.**
- VCAAA's ElderHelp Program will provide:
 - 709 hours of in-home personal care
 - 500 hours of homemaker services
 - 150 hours of in-home chore services
 - 76 units of residential repairs/modifications and

- 20 units (products) of personal/home safety
- 100 units material aid
- VCAAA will contract to provide the Title V Senior Community Services Employment Program (SCSEP). A minimum of nine unduplicated older adults will be served.
- VCAAA will provide 24 educational classes/activities/about financial management to aid older adults who are in or are trying to avoid financial distress and who may be at risk of losing their home.

1.6 SOCIALIZATION / PREVENTION OF LONELINESS AND ISOLATION

To reduce isolation and provide a human connection for elders with few or no connections in the community, to alleviate depression and health concerns of those living alone and to provide a check in on seniors at-risk of losing their independence, VCAAA will contract to provide the Senior Help Line. This service will also provide a check-in on older adults recently discharged from a hospital setting or in an adult day health setting. This service will be available for seniors throughout Ventura County

Measurement:

- VCAAA will contract to provide 616 hours of peer counseling and 2,236 contacts of telephone reassurance.

1.7 PREVENTION OF ABUSE / PROTECTION OF RIGHTS OF OLDER ADULTS

VCAAA will provide programs and services that protect the rights and property of older adults, and will protect them from abuse.

Measurement:

- VCAAA will contract to provide 1,400 hours of legal assistance regarding public benefits, landlord-tenant disputes, housing rights, elder abuse, powers of attorney, consumer finance, and creditor harassment, and consumer fraud and warranties. 800 unduplicated seniors will be served.
- At least eight community education activities will be presented on rights and benefits. 208 unduplicated clients will be served.
- VCAAA will contract for the Financial Abuse Specialist Team (FAST) to provide a minimum of eight training sessions for professionals, who bring cases to the FAST team meetings. Attendees provide input on the cases and the outcome goes back to the originator who submitted the case. Many of these cases are forwarded to the District Attorney's office, or the submitting agency is advised what agency would give them the most help.
- VCAAA staff will compile and distribute educational materials regarding the prevention, detection, assessment, treatment and intervention and investigation of elder abuse, neglect, and exploitation, including financial exploitation. This activity will include the publishing and distribution of 300 *Legal Information for Elders* ("LIFE"). The VCAAA will work with the managing attorney of the legal services provider (Grey Law of Ventura County, Inc.) to provide workshops for

seniors on the contents of the LIFE book. Workshops will be presented based on requests from local community groups. Typically the classes will be offered at senior centers and other locations where older adults convene.

1.8 PROTECTING OLDER ADULTS IN LONG-TERM CARE FACILITIES

VCAAA will contract to ensure the rights and to ensure the well-being of individuals residing in long-term care facilities (skilled nursing facilities and board and care facilities in Ventura County).

FY 2017-2018 Objective for Ombudsman: The Long-Term Care Ombudsman will advocate with local government, facilities and the medical community about the dangers of overprescribing antipsychotic drugs for persons with dementia.

Measurement: **VCAAA is awaiting requirements from CDA for FY 2017-18.** Shown below are requirements for FY 2016-2017.

- 92 percent will be the complaint resolution rate;
- 314 resident council meetings will be attended;
- 23 family council meetings will be attended;
- 1,500 consultations to facilities will occur;
- 4,059 information and consultations to individuals will occur;
- 68 community education sessions will occur;
- 100 percent of the skilled nursing facilities will be visited quarterly;
- 98 percent of all board and care facilities will be visited quarterly;
- Ombudsman will maintain the equivalent of at least four (4) full-time staff;
- Ombudsman will maintain an average of 62 certified long-term care Ombudsman volunteers.

1.9 HOUSING

To aid in meeting the housing needs of older adults, VCAAA will offer the *HomeShare* Program, which matches home providers with home seekers who may be willing to help with household tasks, transportation, companionship, financial support or a combination of these in exchange for affordable housing.

Measurement: VCAAA will make:

- 300 referrals. In HomeShare, a referral is any connection to supportive services, within or outside of VCAAA that will help to stabilize the client's living situation, financial, physical and/or mental condition.
- 80 matches of home providers and home seekers.

GOAL 2: INCREASE AWARENESS OF PROGRAMS AND SERVICES

VCAAA will seek to broaden awareness of programs and services that support Ventura County's older adults, adults with disabilities, and their unpaid caregivers.

2.1 INFORMATION AND RESOURCES

VCAAA will provide easy, uniform and streamlined access to a broad array of services, supports and advocacy for older adults, adults with disabilities and their family caregivers. The State-approved Aging & Disability Resource Center gives adults with disabilities or seniors the option to receive services and assistance from VCAAA, or from the Independent Learning Resource Center (ILRC) office in Ventura (located nearby).

Measurement – Title III Services (provided as a direct service):

- 3,264 contacts of information and assistance serving 2,000 unduplicated clients, and
- 2,296 contacts of outreach serving an estimated 2000 unduplicated clients. Services and literature will be available in English and Spanish.

2.2 HEALTH INSURANCE COUNSELING AND ADVOCACY PROGRAM (HICAP) & BENEFIT ENROLLMENT

The **Health Insurance Counseling & Advocacy Program (HICAP)** registered counselors provide free unbiased counseling to persons who are pre-Medicare, contemplating retirement, new to Medicare, on Medicare, Medicare Disabled, or on any Medicare products, including Medicare A hospital, Part B outpatient, Part C HMO's, Part D Prescription Drugs, Medigap, Employer Group, Retiree, and Long Term Care Services. Counselors assist with long-term care billing problems, help with appeals, and advise on healthcare insurance options for persons with disabilities.

The **Benefits Enrollment Center (BEC)** provides individual counseling for screening and completing applications to help low-income individuals throughout Ventura County. The BEC Center completes applications for the following programs: Low-Income Subsidy (for prescription drugs), Medi-Cal, Cal Fresh, SSI, SSDI, utilities and prescriptions through pharmaceutical assistance plans. All counselors are registered HICAP counselors.

VCAAA's HICAP will use state and federal Minimum Attainment Threshold ("MAT") performance measures specified in the California Department of Aging. **VCAAA is awaiting requirements from CDA FY 2017-18.** Shown below are performance measures for 2016-17.

Measurement:

- During the Medicare annual election period, a minimum of two (2) enrollment events will be held in the cities, and a minimum of ten enrollment events will be held at the VCAAA office.

- HICAP will educate isolated and homebound seniors about investment fraud, identity theft, and will provide this education by participating in 24 outreach events.
- Three volunteers will be trained to be specialists on Medicare Fraud and other types of fraud. HICAP will utilize E-Learning to provide training to new and existing volunteers.
- 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 provider.
- To better serve the Medicare population, HICAP will develop new partnerships and strengthen existing ones by working/partnering with numerous organizations, including but not limited to the Ventura County Medical Center social service department to consult on inpatient Medicare problems; local community colleges on developing an internship program; County of Ventura Behavioral Health; County of Ventura Public Guardian's Office; Tri-Counties Regional Center; and other community partners.

GOAL 3: STRATEGIES TO ADDRESS NEEDS

VCAAA will develop strategies to identify and address the current and anticipated future needs of the agency and of Ventura County's older adults, adults with disabilities, and their unpaid caregivers.

3.1 STRATEGIES FOR COLLABORATIONS & CAPACITY BUILDING

VCAAA will facilitate collaborations, partnerships and cooperation among the aging services network to support current services and projected service needs through the year 2030, and will develop new and innovative business strategies accordingly.

Measurement/Actions:

- VCAAA will coordinate/facilitate the Senior Network, which consists of community-based service providers (nonprofit, for-profit and government agencies) who represent the interests of older adults and persons with disabilities in Ventura County. VCAAA will work with Senior Network members to identify gaps in service, promote community awareness of the needs of seniors and persons with disabilities, encourage coordination and integration of services, create opportunities for collaborations and problem sharing, and provide leading-edge information and education. VCAAA will convene quarterly meetings of the Senior Network.
- VCAAA will create a Business Leadership Committee to develop alternative funding resources for the agency. VCAAA will have a visible presence on the Work

Force Development Board to advocate for employment, training and job placement needs of older adults. VCAAA will collaborate with public agencies and other stakeholders on a strategy for disaster planning and health emergencies.

- VCAAA will identify and collaborate with stakeholders to identify and address the increasing prevalence of dementia. This activity will include, but not be limited to, working with the Alzheimer's Association, the Alzheimer's Foundation, the National Association of Area Agencies on Aging's **Friendly Dementia America (DFA)** Initiative and its partners. **VCAAA formed Dementia Friendly Ventura County (DFVC) in 2016, and is one of 80 DFA partners nationwide. Working with DFVC Core Leadership Team (comprised of key stakeholder organizations), VCAAA will formally launch Dementia Friendly Ventura County in June 2017. Activities will continue into FY 2017-2018.**

3.2 STRATEGIES FOR EMERGING NEEDS

VCAAA will seek to identify and address emerging needs and issues of older adults, adults with disabilities, and especially those pertinent to special populations.

Measurement/Actions:

- VCAAA will work with older adults who identify as being Lesbian Gay Bisexual Transgender (LGBT) to increase awareness of the unique needs of LGBT seniors, including but not limited to residents in long-term care facilities.
- VCAAA will participate on the **LGBT Aging Coalition (formerly called the Committee on LGBTQ Aging)** spearheaded by Senior Concerns. The committee includes representatives from Senior Concerns, **COMPASS**, Camarillo Hospice, Congress of California Seniors, the Diversity Collective, the Fenway Institute and SAGE.
- VCAAA staff will identify and monitor the growth of the non-English speaking communities, and develop resource materials to serve those individuals.
- VCAAA will work with its service providers to ensure that non-English speaking individuals are aware of VCAAA services.
- VCAAA will work with community-based organizations to revise and update an inventory of service providers who speak and provide services in languages other than English, and the AAA will disseminate this information to service providers.
- VCAAA will develop tools to aid its future clients (persons turning aged 55 to 59) to make informed decisions about retirement.
- Regarding the increasing prevalence of dementia and Alzheimer's disease, VCAAA will develop strategies to generate awareness, identify and engage key stakeholders, and develop a long-range action plan to identify and address issues relevant to Ventura County residents. **(Please refer to Section 3.1.)**

3.3 STRATEGIES FOR LIVABLE COMMUNITIES

VCAAA will advocate for and develop strategies to address housing and transportation issues that impact older adults and persons with disabilities and will examine other factors that contribute creating livable communities.

Measurement/Activities: VCAAA staff will work with its Livable Communities Committee to:

- Encourage communication among transportation service providers.
- Encourage the establishment of a neutral entity to receive complaints about operators.
- Support the development of and amend land-use strategies that will provide convenient access to public transportation.
- Help to educate seniors and persons with disabilities about how to use public and private transportation.
- Provide safety information about driving, seatbelts, pedestrians and bicyclists.
- Publish information about transportation-related activities on the VCAAA website.
- Research and recommend practical and affordable solutions for seniors and adults with disabilities who cannot afford public transit.
- Encourage development of technology to improve scheduling and coordination of public transportation.
- Encourage the establishment of a transportation call center to include a link for volunteer drivers.
- Explore the use of alternate transportation modes such as driverless cars, Uber advance at senior centers.
- VCAAA staff will attend the Citizens Transportation Advisory Committee and the Ventura County Transportation Commission's Americans with Disabilities Task Force.

VCAAA and its Livable Communities Committee is in process of developing strategies to allow for more affordable housing for seniors, next-generation user facilities, and the connecting housing and transportation in developing long-range planning around housing for seniors.

3.4 OPTIMAL AGING STRATEGIES

VCAAA and its Optimal Aging Committee will encourage and inspire older adults to enhance the quality of their lives, to maintain their identity and independence, to foster self-direction and to encourage them to be engaged and productive in a variety of activities regardless of disabilities or adverse medical conditions.

Measurement/Activities:

- Create an Optimal Aging link on the VCAAA website that will provide information and resources on successful aging.
- Create a deck of 52 spiral-bound cards that contain information and inspirational tips on how to age successfully.

- Hold an annual story **or photo** contest focusing on successful aging. The contest may involve intergenerational activities.
- Pursue funding for optimal aging projects.
- **NEW** Implement an award program, VCAAA Optimal Aging Champions, to recognize organizations and individuals who have made a significant contribution or are outstanding role models for successful aging.

3.5 LEGISLATION STRATEGIES

VCAAA will have a leadership role in sharing information about legislation and advocating for legislation that impacts older adults and adults with disabilities.

Measurement/Activities:

VCAAA's Legislative Committee will work with VCAAA staff to:

- Monitor and inform the full Advisory Council about pending legislation of interest.
- Create a communication piece for legislators and seniors in the community.
- Foster relationships with elected officials.
- Use social media to promote support for legislation on the approved County legislative platform.
- Add a link to the VCAAA website that would provide links to legislators.
- Assist members of the California Senior Legislature with developing potential proposals for legislation.

3.6 OUTREACH STRATEGIES

VCAAA and its Outreach Committee will develop strategies to promote the agency, and inform the public about programs and services.

Measurement/Activities:

- VCAAA will have a visible presence on social media sites, including Facebook, Instagram, Twitter and other social media venues.
- Working with its Outreach Committee, VCAAA will:
 - Develop a speakers' bureau.
 - Create a video about all services offered by the VCAAA.
 - Create a calendar for communication piece.
 - Coordinate committee activities, as needed, with other subcommittees of the Advisory Council.

3.7 HEALTH STRATEGIES

VCAAA and its Health Issues Committee will develop strategies to promote health and wellness of older adults, adults with disabilities, and their caregivers.

Measurement/Activities:

- Provide evidence-based fitness classes for older adults throughout Ventura County.
- Sponsor and collaborate with other organizations to present one or more health-related educational events.

- Encourage the presentation of and coordinate sponsorship of classes for nursing professionals on the topic of Caregiver/Second Patient Syndrome.
- Distribute tips for taking care of yourself to be provided to home patients and caregivers.
- Encourage medical and social/case management programming to low-income residents in senior housing communities to facilitate optimal aging in place.
- Identify best practices that address emerging health and wellness needs.
- Work with FOOD Share and other organizations to develop potential collaborations and opportunities for participation in outreach events.
- Continue the development and distribution of the Senior Nutrition Program healthy living placemats to be distributed at congregate meal sites, with home delivered meals and other entities.
- Collaborate with the Ventura County Evidence-Based Health Promotion Coalition.
- Collaborate with the Fall Prevention Coalition.
- Collaborate with the Alzheimer's Association and the Alzheimer's Foundation to promote awareness of this disease, dementia and memory screening.
- VCAAA staff will attend Behavioral Health Advisory Board Adult Services Committee meetings.
- VCAAA staff will collaborate with the Ventura County Behavioral Health Older Adult Mobile Team.
- VCAAA staff will collaborate with the Gold Coast Health Plan.

GLOSSARY OF TERMS

AAAs	Area Agencies on Aging. There are 33 AAAs in California (one for each PSA).
ADRC	Aging and Disability Resource Center
BEC	Benefit Enrollment Center
Baby Boomer	Persons born between 1946 and 1964. In 2006, the first wave of Boomers turned age 60 and became eligible for VCAAA services. This wave will continue through 2024.
CARS	California Aging Reporting System (State's aging services database)
CBSP	Community-Based Service Programs
CCTP	Community Care Transitions Program
CDA	California Department of Aging, a State agency
CSL	California Senior Legislature. See: http://www.4csl.org
DOL	U.S. Department of Labor
EB	Evidence-Based
FAST	Financial Abuse Specialist Team
FCSP	Family Caregiver Service Program (OAA Title III E for Family Caregivers)
FPL	Federal Poverty Level
HICAP	Health Insurance Counseling and Advocacy Program
HPC	Health Promotion Coalition
"I and A"	Information and Assistance
LGBT&Q	Lesbian, Gay, Bisexual, Transgender & Queer
LTC	Long-term care
LTSS	Long-Term Services and Supports
MSSP	Multipurpose Senior Services Program
OAA	Older Americans Act, federal funding. See: http://www.aoa.gov
OCA	Older Californians Act, state funding. See: http://www.aging.ca.gov
OTO	One-time only funds
PSA	Planning and Service Area (There are 33 PSA's in California.)
"Q"	Q CareAccess (Database used by VCAAA to provide data to CARS)
RURAL	For targeting purposes, Ventura County rural zip codes = 91307, 93040 and 93066
SCSEP	Senior Community Services Employment Program (OAA – Title V)
SNAP	Supplemental Nutrition Assistance Program (Food Stamps/Cal-Fresh Program)
SNAP-Ed	SNAP Nutrition Education and Obesity Prevention
SNP	Senior Nutrition Program
SPARQ	SCSEP Performance and Results Quarterly (DOL data management system)
Title III B	OAA Support Services Programs (3B)
Title III C	OAA Senior Nutrition: Congregate Meals (C1) and Home-Delivered Meals (C2)
Title III D	OAA Health and Wellness Programs (3D)
Title III E	OAA Family Caregiver Service Programs (FCSP)
Title V	OAA Senior Community Services Employment Program ("SCSEP")
Title VII	OAA Elder Abuse Prevention Programs - Ombudsman & Legal Services
VCAAA	Ventura County Area Agency on Aging

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FY 2017-2018 SUMMARY OF THE DRAFT – FEBRUARY 2017