

Strategic Plan Update for 2021-2022 Summary of the Draft

The purpose of this document is to provide the public with the goals, proposed services and strategies for FY 2021-2022. The delivery of programs and services in FY 2021-2022 is contingent upon the availability of funds from all sources (Federal, State and County). The California Department of Aging has not released funding estimates for FY 2021-2022. As these amounts are known, adjustments will be made to the services to be provided next fiscal year.

This document is considered the summary of the draft which is a snapshot of proposed services to be provided. A more formal and longer plan will be submitted to the Board of Supervisors for approval in April 2021.

WHO ARE WE

The Ventura County Area Agency on Aging is the principal agency that addresses issues that relate to older adults, people with disabilities, and caregivers. In addition to providing a number of direct programs, we also develop, enhance and maintain community-based systems of care that provide services, which support independence and protects the quality of life of older persons and persons with functional impairments. We also promote citizen involvement in the planning and delivery of services for Ventura County's older population, adults with disabilities, and their caregivers. We accomplish these objectives through a network of education, advocacy, problem-solving, program planning and by utilizing a variety of sources of funding.

Our governing body is the Ventura County Board of Supervisors. They set the policy, determine funding and approve the strategic plan and its submission to the California Department of Aging. We also have a 39-member Advisory Council that determines programming, funding priorities, advocacy efforts and makes recommendations to the Board of Supervisors. The Advisory Council is made up of representatives from each city, Board of Supervisors representatives, service provider representatives, focused population representatives and members of the California Senior Legislature.

WHOM DO WE SERVE?

We provide services to:

- Older adults age 60 years of age and older
- Persons with disabilities
- Caregivers

Services provided are dependent upon the funding requirements as well as program eligibility.

Our goal is to target our services to those in need and to make sure that our program participants mirror the composition of the community we serve. According to California Department of Aging the current total population of people over the age of 60 in Ventura County is 197,639, which is

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a decrease from 2020. Statewide there is a net loss of people aged 60 and over from 2020 to 2021.

Of these 197,639 individuals:

- 9,075 are non-English speakers
- 73,570 are minorities
- 17,195 have incomes below the federal poverty level
- 25,905 are Medi-Cal eligible
- 5,252 are geographically isolated
- 6,698 are aged 65 or older and SSI/SSP eligible
- 59,260 are older than 75
- 32,015 live alone

Our demographics are similar to the state averages but reflect a less diverse and slightly more affluent population.

Priority Categories	Ventura County N=197,639	State of California N=8,620,949
Minority 60+	37%	47%
Low income 60+	9%	13%
Medi-Cal eligible 60+	13%	21%
Geographic isolation 60+	3%	5%
SSI/SSP 65+	3%	7%
Population 75+	30%	31%
Lives alone 60+	16%	17%
Non-English speaking 60+	5%	5%

OUR GOALS ARE SIMPLE

1. Provide resources and services
2. Increase awareness of programs and services

We plan to accomplish these measurable goals in 2021 and beyond through providing direct services as well as contracting with other community-based organizations. Our goals contain strategies to include opportunities for collaboration and capacity building as well as to identify and address emerging needs and issues of the population we serve. The projected start date for all activities is July 1, 2021 through June 30, 2022. No services being provided are funded by Title IIIB program development and coordination dollars.

OUR PRIORITIES

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During a strategic planning session held by the Advisory Council in January 2018, the following programs and efforts have been identified as priority objectives that:

1. Help older adults maintain their independence and ability to live at home.
2. Protect older adults living in long-term care facilities.
3. Provide home-delivered meals.
4. Provide health insurance information and system navigation through unbiased counseling.
5. Provide evidence-based classes that help prevent falls.
6. Provide congregate meals.
7. Prevent abuse and protect the rights of older adults to include case management for those that have been abused.
8. Provide transportation.
9. Provide family caregiver with information and assistance about available resources.
10. Provide emergency food.
11. Communicate to the public who we are, the services we provide, and the resources available.

This means that although all the objectives listed below are important, as are the additional strategies and activities to be undertaken to meet these goals, additional efforts that may include staff time and resources will be focused on these priorities.

Goal 1 Provide resources and services to older adults, adults with disabilities, and their unpaid caregivers that promote optimal well-being with an emphasis on wellness, safety and community livability.					
#	Category and narrative for Objective	# of service units	#of people served	Source of Funding	Update Status – New, Same, Decrease or Increase
1	Transportation – provide transportation to ensure older adults and persons with disabilities have access through accessible transportation to fully participate in the community.				
	For persons aged 60 and older, provide one-way trips to/from congregate meal sites	0	0	Title IIIB	Same
	Provide one-way trips for non-emergency medical appointments, shopping, etc.	3,000	3,500	Title IIIB VCTC	Same
2	Food and Nutrition – provide meals, supplemental food, nutrition counseling and education to ensure that older adults have access to nutritional meals, fresh fruits, and vegetables; as well as information to make healthy choices.				
	Congregate meals	100,842	3,000	Title IIIC1	Decrease
	Home-delivered meals	317,378	1,300	Title IIIC2	Same

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	Provide emergency food to older adults experiencing a food emergency	1,000,000	4,800	Title IIIB, FEMA, CARES ACT Donations	Decrease
	Supplement the meal program by planting and harvesting fresh produce in VCAAA's Senior Nutrition Garden.	20,000 lbs. produce	900	County, SNAP ED,	Same
	Nutrition Counseling (sessions)	86	86	Title IIIC	Same
	Nutrition Education (sessions)	2,000	466	Title IIIC	Same
	Provide education and promote physical activity (classes)	173	112	SNAP-ED	Same
3	Health, Fitness and Fall Prevention – provide evidence-based physical fitness classes to promote health and prevent falls. Additional help will be made available to older adults who have already experienced a fall.				
	Short-term case management for individuals that have fallen. Referrals come from emergency response and emergency department staff for people 65+ in Ojai, Ventura, Oxnard, Port Hueneme and Camarillo	N/A	75	County	Increase
	Provide Evidence-Based Classes (Classes include: Tai Chi: Moving for Better Balance, Stepping On, A Matter of Balance and Walk with Ease (Arthritis Foundation)	1,800	300	Title IIID	Same
4	Family Caregiver Services – provide programs and services to assist unpaid, informal caregivers, including older adults (such as grandparents) aged 55 and older raising children aged 18 and younger (such as grandchildren).				
	Caring for older adults:				
	Access: information and assistance and caregiver outreach (contacts)	5,000	196	Title IIIE	Same
	Info services: public information activities and community education (events)	20	800,000	Title IIIE	Same
	Support services: caregiver assessment, case management, support groups, counseling, training, and counseling (hours)	1,693	300	Title IIIE	Same
	Respite services: in-home supervision and out-of-home day care (hours)	3,079	140	Title IIIE	Same
	Supplemental services: caregiver adaptations and assistive devices (occurrences)	182	86	Title IIIE	Same
	Caring for the children (grandparents raising grandchildren)				
	Access: information and assistance and caregiver outreach (contacts)	80	40	Title IIIE	Same

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	Info services: public information activities and community education (events)	10	5,000	Title III E	Same
	Support services: caregiver assessment, case management, support groups and training (hours)	20	10	Title III E	Same
	Supplemental services	20	1	Title III E	Same
	Respite services – out of home	20	1	Title III E	Same
5	Maintaining Independence – Providing access to programs and services that foster independence and help older adults remain at home				
	Case management for older adults (hours)	1,250	220	Title III B	Same
	Long-term case management for other specialized populations	N/A	600	Medi-Cal, MHSA, ACL	Same
	Personal Care (hours)	709	25	Title III B	Same
	Disaster Preparedness	500	500	Title III B	Same
	Homemaker services (hours)	980	45	Title III B	Same
	Chore services (hours)	660	30	Title III B	Same
	Residential repairs/modifications	78	78	Title III B	Same
	Personal/home safety	24	20	Title III B	Same
	Material aid	2,200	2,200	Title III B	Same
	Mental Health Counseling	86	86	Title III B	Same
	Subsidized employment training through the Senior Community Services Employment Program (SCSEP)	N/A	4	Title V	Same
6	Socialization/Prevention of Loneliness and isolation – providing services to reduce isolation and provide a human connection for older adults 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 older adults at-risk of losing their independence.				
	Peer counseling (hours)	700	616	Title III B	Same
	Telephone reassurance (contacts)	3,000	800	Title III B	Same
7	Prevention of Abuse and Protection of Rights of Older Adults – provide programs and services that protect the rights and property of older adults and protect them from abuse.				
	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	1,400	800	Title III B	Same
	Community education events on rights and benefits	4	125	Title III B	Same
	Elder Abuse Case Management	100	25	DA/VOCA	Same
	Financial Abuse Specialist Team (FAST) to provide training to professionals	20	150	Title VIIB	Same
	Provide Legal Information for Elders (“LIFE”) workshops for seniors.	2	40	Title VIIB	Same

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	Ombudsman Program ⁱ will work to ensure the rights and well-being of individuals residing in long-term care facilities (skilled nursing facilities and board and care facilities) in Ventura County. Complaint resolution rate.	99.7%	N/A	Omb Title IIIB	Same
8.	Housing – connect people in need of housing with those willing to share their housing.				
	Referrals to other organizations for services	300	N/A	COV	Same
	Matching home seekers with home providers	40	40	COV	Decrease
	Match introduction – refer home seekers to home providers	100	N/A	COV	Decrease
<p>Strategies to support the goal and objectives under this category:</p> <ol style="list-style-type: none"> 1. Advocate for affordable housing for older adults and connecting housing and transportation in developing long-range planning around housing. 2. Maintain VCAAA webpage related to transportation options 3. Continue attendance on the Citizens Transportation Advisory Committee to advocate for the transportation needs of older adults and persons with disabilities. 4. Explore the use of alternate transportation modes such as driverless cars, and Uber advance at senior centers 5. Advocate for the development of strategies and collaborations that will ensure services and safe living options for homeless seniors in Ventura County, including veterans, and adults with disabilities. 6. Advocate for and develop strategies to address housing and transportation issues that impact older adults and persons with disabilities and examine other factors that contribute creating livable communities. 7. Encourage the creation of a multi-generational housing incorporating universal design. 8. Continue to advocate for the employment, training and job placement needs of older adults through participation on the Workforce Development Board and with the Advisory Council Workforce Committee 9. Collaborate with public agencies and other stakeholders on a strategy for disaster planning and health emergencies 10. Continue leadership of Dementia Friendly Ventura County which includes developing 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. 11. Continue participation on the Elderly Fall Prevention Coalition 12. Collaborate with community-based organizations, including the Ventura County Hospital to Home Alliance, to advocate for mental health and substance abuse programs that serve older adults (aged 60+); and for staff training in geriatrics. 13. Investigate developing a volunteer program for retired social workers to increase the reach in the community for those in need of case management. 					

Goal 2 Increase awareness of programs and needs that support Ventura County’s older adults, adults with disabilities, and their unpaid caregivers to include providing tools, classes and assistance with enrollment.					
#	Category and Narrative for Objective	# of service units	#of people served	Source of Funding	Update Status – New, Same,

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					Decrease or Increase
1	Information and Resources – 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.				
	Provide Information, assistance and referrals to include following up.	30,000	10,000	Title IIIB	Same
	Provide outreach – one on one contact and/or virtual contact to connect to services at 50 events	40,000	N/A	Title IIIIB	Same
	Provide Medicare enrollment assistance including assistance with Medicare Part D comparisons through the Health Insurance Counseling and Advocacy Program	4,037	2,399	HICAP	Same
	Provide benefit enrollment assistance in public programs	2,000	450	HICAP NCOA ADRC	Same
<p>Strategies to support the goal and objectives under this category:</p> <ol style="list-style-type: none"> 1. Continue to monitor the growth of the non-English speaking communities and develop resource materials to serve those individuals as needed. This includes working with community-based organizations to revise and update an inventory of service providers who speak and provide services in languages other than English in FY 2020-2024. 2. Continue participation on the LGBT Aging Coalition, which is under the auspices of VCAAA, and 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. 3. Continue to manage the Aging and Disability Resource Network, which consists of community-based service providers who represent the interests of older adults and persons with disabilities in Ventura County. This includes working with Aging and Disability Resource Network members to identify service gaps, community awareness of the needs, coordination and integration of services, create opportunities for collaborations and problem sharing. 4. Promote optimal aging by adding a link to optimal aging information, continuing the optimal aging awards and pursuing funding for other projects such as photo and story contests. 5. Increase outreach related to VCAAA services and programs. 					

HOW TO PROVIDE FEEDBACK

We are interested in your feedback, questions, concerns and suggestions. This plan is dynamic and reflects the changing needs of our growing older adult population. If you feel we are missing something, please let us know.

Please send your comments to Jannette.Jauregui@Ventura.org by April 19, 2021.
