



## Strategic Plan Update for Fiscal Year 2019-2020

The purpose of this document is to provide an annual update to the Strategic Plan for FY 2016-2020, which was approved by the Ventura County Board of Supervisors in May 2016; and was later approved by the California Department of Aging. The delivery of programs and services in FY 2019-2020 is contingent upon the availability of funds from all sources (federal, State and County). As of February 2019, when this document was readied for review and approval, the California Department of Aging had not yet released funding estimates for FY 2019-2020. These estimates specify the funding source and dollar amount of federal and state funds to be available next fiscal year. Hence, the projected programs and service units contained in this plan are subject to revision.

### WHO ARE WE?

The Ventura County Area Agency on Aging is the principal agency that addresses issues that relate to older adults, adults with disabilities, and their 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 protect 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 37-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
- Unpaid 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 Ventura County Public Health<sup>i</sup>, the current total population of Ventura County is 860,013, an increase of 3,558 people from FY 2017-2018. An estimated 38.5% of the population speak a language other than English at home.

People over the age of 65 make up 14.48% of the population in the county versus 13.69% of the state population. The poverty rate remains around 8% of the total population versus 12% statewide.

### OUR GOALS ARE SIMPLE

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

We plan to accomplish these measurable goals in FY 2019-2020 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, 2019 through June 30, 2020. No services being provided are funded by Title IIIB program development and coordination dollars.

### OUR PRIORITIES

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 caregivers 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.

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<b>Goal 1</b> 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	7,500	60	Title IIIB	Same
	Provide one-way trips for non-emergency medical appointments, shopping, etc.	28,500	800	Title IIIB VCTC	Increase
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	77,990	3,186	Title IIIC1	Increase
	Home-delivered meals	160,450	1,275	Title IIIC2	Increase
	Distribute farmers’ market coupons at local Certified Farmers’ Markets to eligible low-income participants	80% redemption rate	N/A	USDA	Same
	Provide emergency food to older adults experiencing a food emergency	4,000	200	Title IIIB, Donations	Increase
	Supplement the meal program by planting and harvesting fresh produce in VCAAA’s Senior Nutrition Garden.	6,000 lbs. produce	350	County, SNAP ED	New
	Nutrition Counseling (sessions)	307	307	Title IIIC	Increase
	Nutrition Education (sessions)	20,000	3,450	Title IIIC	Same
	Provide education and promote physical activity (classes)	339	360	SNAP-ED	Increase
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	300	County, Gold Coast Health Plan	Same
	Provide Evidence-Based Classes (Classes include: Tai Chi: Moving for Better Balance, Stepping On, A Matter of Balance and Walk with Ease (Arthritis Foundation))	3,200	400	Title IIID City of Oxnard RSVP	Same

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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)	4,620	196	Title III E	Same	
	Info services: public information activities and community education (events)	44	956,000	Title III E	Same	
	Support services: caregiver assessment, case management, support groups, counseling, training, and counseling (hours)	1,300	450	Title III E	Increase	
	Respite services: in-home supervision and out-of-home day care (hours)	2,934	75	Title III E	Increase	
	Supplemental services: caregiver adaptations and assistive devices (occurrences)	155	120	Title III E	Increase	
	Caring for the children (grandparents raising grandchildren)					
	Access: information and assistance and caregiver outreach (contacts)	80	40	Title III E	Decrease	
	Info services: public information activities and community education (events)	4	1020	Title III E	Decrease	
	Support services: caregiver assessment, case management, support groups and training (hours)	20	10	Title III E	Decrease	
	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)	1,200	220	Title III B	Decrease
Long-term case management for low-income people 65+ who meet level of care criteria		N/A	160	Medi-Cal	Same	
Short-term case management for residents of public housing in city of Ventura		N/A	65	Vta Housing Authority	Same	
Personal Care (hours)		870	25	Title III B	Increase	
Homemaker services (hours)		580	25	Title III B	Increase	
Chore services (hours)		190	24	Title III B	Increase	
Residential repairs/modifications		100	100	Title III B	Increase	
Personal/home safety		20	20	Title III B	Same	
Material aid		2,200	2,200	Title III B	Decrease	
Disaster Kits		500	500	Title III B	New	
Mental Health Counseling		86	86	Title III B	New	
Subsidized employment training through the Senior Community Services Employment Program (SCSEP)	N/A	4	Title V	Decrease		
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					

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	health concerns of those living alone and to provide a check in on older adults at-risk of losing their independence.				
	Peer counseling (hours)	616	300	Title IIIB	Same
	Telephone reassurance (contacts)	2,236	1,816	Title IIIB	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	1,190	Title IIIB	Same
	Community education events on rights and benefits	8	208	Title IIIB	Same
	Elder Abuse Case Management	100	25	DA/VOCA	Increase
	Financial Abuse Specialist Team (FAST) to provide training to professionals	8	N/A	Title VIIB	Same
	Provide Legal Information for Elders (“LIFE”) workshops for seniors.	8	180	Title VIIB	Decrease
	Ombudsman Program 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.	98.7%	N/A	Omb Title IIIB	Increase
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	900	80	COV/IIIB	Increase
	Match introduction – refer home seekers to home providers	180	N/A	COV/IIIB	New
Strategies to support the goal and objectives under this category:					
<ol style="list-style-type: none"> <li>1. Advocate for affordable housing for older adults and connecting housing and transportation in developing long-range planning around housing.</li> <li>2. Maintain VCAAA webpage related to transportation options</li> <li>3. Continue attendance on the Citizens Transportation Advisory Committee to advocate for the transportation needs of older adults and persons with disabilities.</li> <li>4. Explore the use of alternate transportation modes such as driverless cars, and Uber advance at senior centers</li> <li>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.</li> <li>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.</li> <li>7. Encourage the creation of a multi-generational housing incorporating universal design.</li> <li>8. Continue to advocate for the employment, training and job placement needs of older adults through participation on the Workforce Development Board.</li> <li>9. Collaborate with public agencies and other stakeholders on a strategy for disaster planning and health emergencies</li> <li>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.</li> </ol>					

- 11. Continue participation on the 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.

**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, 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.	10,000	3,000	Title IIIB	Increase
	Provide outreach – one on one contact to connect to services at 30 events	5,000	N/A	Title IIIIB	Increase
	Provide Medicare enrollment assistance including assistance with Medicare Part D comparisons through the Health Insurance Counseling and Advocacy Program	4,037	2,399	HICAP	Decrease
	Provide benefit enrollment assistance in public programs	2,000	450	HICAP NCOA ADRC	Same

- Strategies to support the goal and objectives under this category:
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.
  2. Continue participation on the LGBT Aging Coalition 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 Senior 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 Senior 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.

<sup>1</sup> Ventura County Public Health, [www.healthmattersinvc.org](http://www.healthmattersinvc.org)