

Targeting

PSA2AAA embraces the directive from the Older American's Act and the Older Californian's Act which require that services be targeted toward specifically identified populations:

- 75+ years old
- Low-income
- Minority
- Isolated
- Lesbian, Gay, Bisexual, and Transgender

For all of the targeted populations listed above, outreach continues to be one of the most important aspects of the PSA 2 AAA. The geographical challenges, along with the independent and "I can take care of myself" personalities, create the identification of these targeted populations to be most difficult, and sometimes literally impossible. It is common that people moving into the PSA 2 AAA area do so to escape the urban hustle and bustle and chose to relocate to the most remote areas of our country, wanting little if any human contact.

Despite this frontiersman approach to life in PSA 2 AAA, it is usually through the "people that you know" that we are able to break down these barriers and offer what little services are available to the isolated populations.

Forecasted demographics provide indications that most of the PSA 2 AAA population will very soon become 60+, with a greater than 50% of the total population. A key factor in helping people to retire within our communities is and will be through community education, which is also a key goal of the PSA 2 AAA.