

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

Within the PSA2AAA, we have:

- 2.9% of the population that is 75+ years of age, of which 44% of that population is considered to be at 125% or below poverty level
- 13% of the 60+ population is at 125% or below poverty level
- 5% of the 60+ population are minority individuals
- 10% of the population is considered to be low income minority individuals 60+
- 90% of the senior population is considered to be isolated, as described in the County Profiles
- Statistics are currently unavailable as to the percent of population that is lesbian, gay, bisexual and transgender.

For all of the targeted population listed above, outreach continues to be one of the most important aspects of the PSA2AAA. 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 PSA2AAA 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 PSA2AAA, 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 PSA2AAA 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 PSA2AAA.