

**GOAL #2 - EDUCATE AND ADVOCATE
FY 16/17**

To promote the ability to remain at home with maximum dignity, choice, and independence, PSA 2 AAA will provide multi-level education and advocacy on behalf of older adults and adults with functional impairments.

RATIONALE

As charged by the Older Americans Act and Older Californians Act, the PSA 2 AAA shall serve as the public advocate for the development or enhancement of comprehensive and coordinated community-based systems of services in each community throughout the planning and service area. It is imperative that education and advocacy penetrate all levels of community to enable seniors to remain independent and to prevent premature institutionalization.

FY 16/17 OBJECTIVES

- A. The California Senior Legislature (CSL) representatives will continue to advocate on behalf of senior services/programs and to keep the Advisory Council informed of activity in the CSL.

Participating Member(s): Kenneth Ryan, Martha Beymer

- B. The Advisory Council will present senior issues to City Councils, Boards of Supervisors in each county and State Government representatives to raise awareness.

Participating Member(s): All

- C. With the oversight of the Executive Director, the Advisory Council will assist with the circulation of Elder Abuse Prevention Bookmarks and Brochures in each county to enhance efforts to educate the community on the risks and dangers of Elder Abuse and how to report it. Further efforts include continued communication with local organizations to promote the Elder Abuse Prevention Radio Ad Campaign.

Participating Member(s): Peggy Wood, Vickie Szutowicz, Mike Rodriguez, Camy Rightmier, Nancy Quirus, Murray Blake, Sharon Crabtree, Kit Porritt, Ray Leadbetter, Penny Artz

- D. The Advisory Council will continue to distribute to varied locations the PSA 2 AAA senior services booklet, which was re-developed and enhanced in FY 2013/14. The booklet addresses items such as the Information & Assistance phone access #1-800-510-2020, senior wellness tips, the benefits of exercise, healthy diet suggestions, new laws affecting seniors, local utility resources and fall prevention safeguards. This booklet will continue efforts to educate the general public and increase awareness by more visibly promoting access to PSA 2 AAA services.

The Advisory Council will research, identify and compile physical fitness options and community resources available for free or at low cost and appropriate for seniors in the PSA 2 area. Examples include, Yoga, Tai Chi, stretching and flexing classes, weight training, gardening, line dancing and many others. The long-term goal is to develop a companion document/insert (to accompany the senior services booklet) that: educates regarding fitness benefits; advocates increasing physical activity levels for all seniors; and facilitates senior participation in physical fitness options and utilization of community resources promoting physical activity.

Participating Member(s): Alan Masden, Kit Porritt, Mike Rodriguez, Nancy Quirus

**GOAL #3 – TRANSPORTATION
FY 16/17**

Transportation continues to be both a primary service provided by PSA 2 AAA and an ongoing unmet need of great proportion (primarily due to limited funding and the remote geographical area which promotes isolation).

RATIONALE

PSA2AAA will continue to focus in the attempt to meet the need of transportation throughout the major populated areas of the 5-county region through new and creative energies as indicated below.

- A. Advisory Council representatives will lobby transportation issues for the benefit of the PSA2AAA through auspices such as the California Senior Legislature (CSL), and other legislative avenues.

Participating Member(s): Ken Ryan, Martha Beymer

- B. In an effort to improve coordination in transportation services, PSA 2 AAA Advisory Council members will continue to participate in the California Association for Coordinated Transportation (CalACT) to enhance senior transportation options in PSA 2's rural communities. In addition, Advisory Council members will continue to educate stakeholders on transportation issues through community presentations (Healthy Aging Event - Shasta County).

Participating Member(s):

- C. The CSL Representative and Senator will educate Advisory Council members on the best methods to increase transportation resources and promote mobility management.

Participating Member(s): Ken Ryan, Martha Beymer

- D. In an effort to establish collaborative coordination, the Advisory Council will identify resources in the community (Independent Living Council, Far Northern Regional, and other groups), in support of enhancing transportation services for the disabled.

Participating Member(s): Mike Rodriguez, Ken Ryan

- E. To advance mobility management, a representative of the Advisory Council will serve on the Planning Committee of the California Wellness Foundations' Healthy Aging Conference /Transportation Committee and the SSTAC (Social Services Transportation Advisory Committee) and will continue to participate in the New Freedom Grant Program, MAP 21 Implementation and JARC discussions; and TRIP Volunteer Driver Program webinars. Transportation issues to be collaboratively shared with Advisory Council, PSA 2 Service Providers and the Community.

Participating Member(s): Ken Ryan