

SECTION 9 - AREA PLAN NARRATIVE GOALS AND OBJECTIVES

Goal # 2

Goal: EDUCATE AND ADVOCATE: 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 saturate all levels of community to enable seniors to remain independent and to prevent premature institutionalization.

List Objective Number(s) _A_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
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.	Throughout FY 2016/17		
List Objective Number(s) _B_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
The Advisory Council will present senior issues to City Councils, Boards of Supervisors in each county and State Government representatives to raise awareness.	Throughout FY 2016/17		
List Objective Number(s) _C_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
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	Throughout FY 2016/17		

local organizations to promote the Elder Abuse Prevention Radio Ad Campaign.			
<p>List Objective Number(s) _D_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p> <p>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.</p> <p>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 AAA 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.</p>	<p>Projected Start and End Dates</p> <p>Throughout FY 2016/17</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>
<p>List Objective Number(s) _E_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p> <p>The PSA 2 AAA Executive Director will continue to collaborate with community agencies, such as the County Mental Health Services Act Programs, the Institute on Aging and other organizations to disseminate information about suicide prevention and mental health promotion.</p>	<p>Projected Start and End Dates</p> <p>Throughout FY 2016/17</p>	<p>Title III B Funded PD or C</p> <p>Title III B Coordination</p>	<p>Update Status</p>

<p>List Objective Number(s) _F_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)] As an advocate for development or enhancement of a community-based systems of services, the PSA 2 AAA Executive Director will attend meetings of the Older Adult Policy Council (OAPC). Coordination with OAPC is a valuable link to Shasta County community leaders who are in a position to implement change based upon the needs of seniors residing in Shasta County.</p>	<p>Projected Start and End Dates</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>
<p>List Objective Number(s) _G_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)] The PSA 2 AAA Executive Director will continue to participate in quarterly Siskiyou County Community Nutrition Advisory Council meetings to address and plan for community nutritional needs of older adults and community access to healthy food options through CA4Health and SNAP-Ed activities. PSA 2 AAA Participation in these meetings is beneficial in forging connections with nutrition services in Siskiyou County and in bringing a unique perspective of the nutritional needs of older adults to the other partners at the table.</p>	<p>Projected Start and End Dates</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>
<p>List Objective Number(s) _H_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)] The PSA 2 AAA Executive Director will continue to collaborate with the Siskiyou County Veterans' Assistance Program (VAP) and Veterans Services Office (VSO) to improve the manner in which senior veterans receive assistance and information about community services.</p>	<p>Projected Start and End Dates</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>
<p>List Objective Number(s) _I_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p>	<p>Projected Start and End Dates</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>

<p>The PSA 2 AAA Executive Director will continue to host meetings and collaborate with the Siskiyou Alliance Against the Abuse of Aging and At-risk Adults (SA6) members to seek the best approach in the campaign to end elder abuse and to share resources and information which will enable community partners to effectively educate the public and advocate on behalf of older and dependent adults.</p>	<p>Throughout FY 2016/17</p>	<p>Title III B Coordination</p>	
<p>List Objective Number(s) _J_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p> <p>This Objective has been intentionally omitted</p>	<p>Projected Start and End Dates</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>
<p>List Objective Number(s) _K_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p> <p>With the intention of expanding coordination endeavors, the PSA 2 AAA Executive Director will continue to seek and build community partnerships / relationships in an effort to enhance and improve services to seniors in the PSA 2 AAA region. This may involve working with local law enforcement, community service groups and non-profit organizations, among others not supported by Older Americans Act funding.</p>	<p>Projected Start and End Dates</p> <p>Throughout FY 2016/17</p>	<p>Title III B Funded PD or C</p> <p>Title III B Coordination</p>	<p>Update Status</p>
<p>List Objective Number(s) _L_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p> <p>The Executive Director will continue to address the need for nutrition services in the Weed / Lake Shastina areas of Siskiyou County. This will be accomplished through collaboration with community members and local organizations.</p>	<p>Projected Start and End Dates</p> <p>Throughout FY 2016/17</p>	<p>Title III B Funded PD or C</p> <p>Title III B Coordination</p>	<p>Update Status</p>
<p>List Objective Number(s) _M_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p>	<p>Projected Start and End Dates</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>

PSA2AAA will collaborate with Madrone Senior Services in co-hosting a Siskiyou County Senior Services Fair to occur in the Spring. This is an excellent opportunity to bring agencies and organizations together to educate the general public on the services available to them and how best to access those services.	January – May 2017	Title IIIB Community Education	
List Objective Number(s) _N_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
PSA 2 AAA will collaborate with Fairchild Medical Center in offering a Health Services Fair in Siskiyou County. This is an excellent opportunity to educate the general public on the services available to them and how best to access our services.	Biennial (to be completed in FY 2016/17)	Title III B Community Education	
List Objective Number(s) _O_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
In addition, PSA 2 AAA will expand outreach efforts by partnering with Lassen Senior Services and the Northeastern Rural Health Clinics to host the Lassen County Senior Health Fair in the fall and co-sponsoring the Shasta County Healthy Aging event in honor of Older Americans Month.	September-October 2016 / May 2017	Title III B Community Education	
List Objective Number(s) _P_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
PSA 2 AAA will make efforts to participate in the Redding Pride Lesbian, Gay, Bisexual and Transgender (LGBT) Resource Fair hosted by the NorCal OUTreach Project in Shasta County as part of ongoing efforts to reach this targeted population with senior services and information.	Fall 2016	Title III B Community Education	
List Objective Number(s) _Q_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
PSA 2 AAA will continue to participate in the Siskiyou County Armed Forces Day Resource	May 2017		

Fair to disseminate information related to senior services for the veterans of Siskiyou County.		Title III B Community Education	
List Objective Number(s) _R_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
PSA 2 AAA will make efforts to participate in other local health fairs, senior information fairs and community events, including presentations to groups to educate seniors, caregivers and community members about PSA 2 AAA services and other senior resources available to them.	Throughout FY 2016/17	Title IIIB Community Education	
List Objective Number(s) _S_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
PSA 2 AAA will continue to update an agency Facebook page to inform the public on issues related to older adult services, thereby furthering its outreach efforts.	Throughout FY 2016/17		
List Objective Number(s) _T_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
The provision for ongoing education to the service providers is paramount to ensure optimal services. Service provider meetings facilitated by the PSA 2 AAA Executive Director will be conducted, as necessary, to further this cause. Meeting topics will be determined based upon need and timing of issues.	Throughout FY 2016/17		
List Objective Number(s) _U_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]	Projected Start and End Dates	Title III B Funded PD or C	Update Status
In an effort to continually enhance its Information & Assistance (I & A) Program The PSA 2 AAA will attend the California Alliance of Information & Referral Systems (CAIRS) annual conference and host its own I & A volunteer/provider training conferences to share information from the ABC's of I&R handbook, produced by the national Alliance of Information and Referral Systems (AIRS).	Throughout FY 2016/17		

<p>PSA 2 AAA will also continue to: refine its policies and procedures for the direct I & A service; recruit additional volunteers; and update its database as new resources are discovered.</p>			
<p>List Objective Number(s) _V_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p> <p>PSA 2 AAA will continue to coordinate with the Retired and Senior Volunteer Program (RSVP) to recruit and manage senior volunteers in Siskiyou County. Volunteers will support the Agency's efforts in I & A service delivery and other tasks as they arise.</p>	<p>Projected Start and End Dates</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>
<p>List Objective Number(s) _W_ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)]</p> <p>PSA 2 AAA will continue to perform community outreach to explain the mission of the LTC Ombudsman Program and the role of ombudsman representatives to advocate for the rights of LTC residents.</p> <p>PSA 2 AAA will also continue work closely with the LTC Ombudsman program to provide continuous program oversight, budget preparation, and general administration to the Ombudsman Program.</p>	<p>Projected Start and End Dates</p>	<p>Title III B Funded PD or C</p>	<p>Update Status</p>
	<p>Throughout FY 2016/17</p>		
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