



Sonoma County
Area Agency on Aging

Area Plan Update
2007 – 2008

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Area Agency on Aging

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SONOMA COUNTY AREA AGENCY ON AGING 2007 – 08 AREA PLAN UPDATE

Table of Contents

Transmittal Letter	i
Preface	ii
Narrative of Relevant Changes	1
Area Plan Goals and Objectives	
Goal One: Increase Access to Transportation Resources	10
Goal Two: Increase Awareness of Health and Social Services	12
Goal Three: Increase Access to Home and Community-Based Services	17
Goal Four: Improve Access to Affordable Housing Options	22
Organizational Chart	24
Summary and Conclusion	25

The following Area Plan administrative information has not been included in this document but is available upon request:

Service Unit Plans: 2007– 08
Title III/IV, Title III-E, Other State-funded Grants (OSFG) and HICAP

Appendices

- II Public Hearings
- III Governing Board
- IV Advisory Council
- XI Disaster Preparation Planning
- XII Baby Boomer Information

Preface

The Area Agency on Aging (AAA) is charged with addressing a broad spectrum of issues affecting older adults, adults with disabilities, and their caregivers. The FY 2007-08 Update of the Area Plan 2005-2009 provides additional direction to work proactively in the collaborative development of home and community-based systems of care that are responsive to the needs of seniors, adults with disabilities, and their caregivers in Sonoma County.

The AAA was created by the Older Americans Act (OAA) with a mandate to serve as a visible and effective leader and advocate, providing local leadership to accomplish state and federal program goals. The OAA goals, as broadly defined, are to:

- secure and maintain maximum independence and dignity in a home environment for older individuals capable of self-care with appropriate supportive services;
- remove individual and social barriers to economic and personal independence for older individuals;
- eliminate barriers and support the development of coordinated and accessible home and community-based systems of care.

The 1996 revision of the Older Californians Act (OCA) reiterates federal requirements to facilitate the development of home and community-based systems of care and adds increased responsibility for the AAA to provide local oversight to a number of state-funded programs, which were previously managed at the state level.

The 2005 – 2009 Area Plan and this 2007 – 08 Plan Update were developed with these goals in mind and in keeping with the Area Agency on Aging's mission to promote dignity, independence and quality of life for seniors and adults with disabilities. In an effort to prepare for the increasing senior/boomer population, the focus of this year's work has been to educate staff, Advisory Council members and senior advocates about how the lack of adequate transportation and housing impact that mission, with special attention to seniors in rural areas and those who speak Spanish. The Elder Abuse Prevention Council has educated financial institutions about the new reporting requirements regarding suspected financial elder abuse. Health promotion continues to be an important focus as evidenced by the increased efforts of the Step Wise Program, educating seniors about preventing falls. Continued efforts are being made to educate the community about services for seniors, adults with disabilities, and their caregivers, and to increase their access to those services. Finally, disaster planning is being highlighted, to collaboratively create an integrated, countywide disaster plan focusing on the needs of these special populations.

Narrative of Relevant Changes

1. **Introduction:** The Sonoma County Area Agency on Aging (AAA) is a unit of local county government and operates within the Adult and Aging Division of the Human Services Department.

The annual budget of the AAA is approximately \$3,075,514. Revenues are received from Older Americans Act funding, the California Department of Aging and the County of Sonoma. Of the AAA budget, over \$2,000,000 is contracted to community service providers. Services delivered to the 60+ population, family members, and caregivers include: congregate meals, home-delivered meals, information and assistance, case management, elder abuse prevention, legal services, senior center activities, adult day care, respite care, Alzheimer's day care, in-home care, medication management, and health insurance counseling.

The Director of the Adult & Aging Division also serves as the designated AAA Director. The AAA administrative staff includes: program development manager, 1.25 program planners, fiscal officer, account clerk, and secretary. The Linkages Program and the Multipurpose Senior Services Program (MSSP) are direct services of the AAA. Staff for these programs include: four social workers and a registered nurse for MSSP, two social workers for the Linkages Program, and a supervisor shared between the two programs.

The Linkages and Multipurpose Senior Services Programs continue to provide essential support service to enable seniors and adults with disabilities to remain at home. The Linkages Program receives Older Americans Act funding to provide personal care to clients and respite services to caregivers.

The Sonoma County Board of Supervisors has traditionally supported programs for seniors, and they continue to lend financial, administrative and policy-making assistance to the AAA. In turn, the AAA Advisory Council works closely with the Board to make policy and funding recommendations for persons over 60 years of age in the county. Over the years, an effective partnership has been created which is very beneficial to Sonoma County elders, younger adults with disabilities, and their caregivers.

The AAA Advisory Council is made up of 21 volunteers representing all areas of the community: business, education, social services, health, government and others. Members represent all five supervisorial districts and geographic areas of the County. Most are over 60. In addition to members appointed by the Board of Supervisors, there are members-at-large positions selected to represent consumers, minority and disabled populations, service providers and senior advocacy groups.

The AAA Advisory Council conducts most of its work through committees. The current committees include Legislative, Planning & Funding and a new Transportation and Mobility Committee. In addition to Advisory Council members, volunteers from the community serve on the Legislative and Transportation and Mobility Committees. With the potential closure of a major hospital in Santa Rosa, (population 165,000), the Legislative Committee continues to focus on health care issues facing seniors, people with disabilities and their caregivers. The Executive Committee serves as a steering committee for the Advisory Council. Ad hoc committees are formed to work on short-term projects. The Bylaws and Procedures Committee was reactivated to review and update the bylaws.

2. **Changes in Goals and Objectives:** No changes have been made in the goals for the 2007-2008 Area Plan Update. Objectives in each of the four goal areas have been added, revised and/or deleted. The rationale for changes in objectives is covered in the “Goals and Objectives” section which follows the Narrative Section.
3. **Needs Assessment Findings:** The Area Plan Update for 2007– 08 contains activities that address the needs identified through the development of the 2005 – 2009 Area Plan. This information was used to develop funding priorities to assist in the development of the Request for Proposals (RFP) that was released in FY 06-07. It also aided in distributing one-time-only funds.
4. **FY 2006-07 Changes and Highlights**
 - A. Awareness of Services/Outreach Efforts
 - B. Disaster Preparedness Planning
 - C. Review of Funding Priorities
 - D. Legislative Advocacy
 - E. Transportation
 - F. Housing
 - G. 211 Community Information Phone Line
 - H. Elder Abuse Prevention Council
 - I. Active Aging/Senior Safety
 - J. Making the Link
 - K. Older Americans Month
 - L. South County Forum
 - M. Substance Abuse Prevention
 - N. Retirement of Robin Schaefer, Area Agency on Aging Director

A. Awareness of Services/Outreach Efforts

In an effort to improve awareness of services for older adults, adults with disabilities, and their caregivers, AAA staff and the Advisory Council participated in educational fairs, the Senior Day at the Sonoma County Fair, Petaluma Senior Expo, the Kaiser Employee Wellness Fair, the Aging in Place Senior Expo, Seniors on the Go conference, Way to Go Expo and the Alzheimer's Association conference. Materials were also provided for display at the Latino Health Forum.

Increased effort was made to access hard-to-reach populations, such as Latinos, older residents of mobile home parks and the faith-based community. AAA staff coordinated interviews in Spanish by local senior service providers on Univision and facilitated efforts of the Senior Center Directors' to present at the Latino Service Providers' meeting.

An intern worked on developing an updated mailing list for the faith-based community, resulting in identifying approximately 250 individuals in this community. This mailing list will be used to advertise the release of the 2007 "Senior Resource Guide" and any other new publications or information about services, (e.g., new fall prevention classes, etc.).

B. Disaster Preparedness Planning

Staff is involved in an effort to develop a disaster countywide plan that includes service providers, County Office of Emergency Services and the city of Santa Rosa. The In-Home Supportive Services Program has implemented a client coding system (from most critical to less critical in need of assistance) that is downloaded monthly and provided to the local Emergency Services Office. AAA staff are working with service providers to ensure that they have developed a disaster preparedness plan for their agency. The Legislative Committee of the Advisory Council continued to focus on the goal of advocating for policies and regulations to adequately support older adults and adults with disabilities to be self-sufficient following a disaster. A PowerPoint presentation, focusing especially on the developmentally disabled, was provided by a representative of the North Bay Regional Center. He remains the liaison between the Legislative Committee and the state's regional centers as the planning intensifies for disaster preparedness for vulnerable populations. AAA staff serve on an Extreme Heat Threat Assessment Committee, collaborating with the local Department of Health Services. Information about cold weather threat has been forwarded to that committee, as well as to service providers.

C. Review of Funding Priorities

In preparation for the release of Request for Proposals (RFP) in FY 06-07, AAA staff and Advisory Council members reviewed the budget, funding structures of OAA titles, target populations, demographic information, current funding policies and priorities. Staff also reviewed units of service, barriers to service

and policy change for all titles. Transportation was identified as a new funding priority. Funding policies and priorities for 2007-11 were finalized, presented to and approved by the Sonoma County Board of Supervisors in fall 2006. Request for Proposal packets were developed for each funding area. Packets were disseminated at a bidders' conference in early 2007. The Advisory Council funding recommendations were presented to the Board of Supervisors in May and contracts will begin July 1, 2007.

D. Legislative Advocacy

Legislative advocacy continues to be a strong focus of the Advisory Council. Legislative Aides attend monthly Legislative Committee meetings, providing essential updates on state legislative and budget issues and trainings, when requested. The Legislative Committee continues to advocate tirelessly for the passage of the Elder Justice Act and was responsible for bringing at least one congressperson on as a co-sponsor. The committee continued to advocate for SB 1755, the Adult Day Health Care Modernization Act and provided a forum for representatives of the mobile home park community to discuss their issues around the potential conversion of mobile home parks.

Recruitment of new members to the Legislative Committee became a major goal. Given the influx of new members, a presentation by one of the legislative aides about the legislative process was provided. An update on the Assisted Living Waiver Pilot Project was given to members and over 30 community members. A representative from the California Department of Health Services provided background to the Project and its current status. Members met with Representative Lynn Woolsey to discuss the issues of seniors and people with disabilities.

E. Transportation

Improving access to transportation resources was chosen as the number one goal in the Area Plan. The annual one day Advisory Council training focused on local transportation: models in action - their strengths and weaknesses. Participants were encouraged to use public transportation before the training in order to provide more meaningful input into the planning session. Presentations were given by speakers from Contra Costa and Santa Cruz counties.

The Advisory Council identified transportation as a funding priority area for the 2007-11 Request for Proposal (RFP) process. The Board of Supervisors approved utilizing \$30,000/year in Older Americans Act, Title IIIB funding for the 2007-11 funding cycle for transportation. A Transportation and Mobility Committee was established and is staffed by the Area Agency on Aging. The AAA co-sponsored a public forum on transportation in collaboration with the Section on Aging, with a presentation by the Metropolitan Transportation Commission.

F. Housing

The significant lack of affordable housing is one of the major barriers to keeping seniors in the community. Improved access to affordable housing was identified as an Area Plan goal. To assist agencies in helping clients identify affordable housing, the Area Agency on Aging continues to distribute the recently updated Sonoma County Housing Guide. In addition, staff have participated in the Continuum of Care Planning Group meetings through the County's Community Development Commission. The group has been developing the "10-Year Homeless Action Plan" advocating for additional permanent supportive, low-income and transitional housing sites for seniors and adults with disabilities. Staff have written a proposal for a Care Transitions grant focusing on assisting discharged hospital patients in being placed in the appropriate setting, e.g., home, skilled nursing facility, etc.

G. 211 Community Information Phone Line

Statewide, 211 Programs have been developing as a method for providing access to information for all populations. Under new leadership, the Volunteer Center of Sonoma County has reconvened a community collaboration to explore options to develop a 211 system in Sonoma County. The Area Agency on Aging will participate in the 211 planning process for Sonoma County.

H. Elder Abuse Prevention Council

The Elder Abuse Prevention Council, EAPC, is a group of service providers and interested community members whose purpose is to prevent and raise awareness about elder abuse, and to promote effective responses to elder abuse. The Council provides presentations on elder abuse prevention to individuals who are mandated to report such abuse and to community groups. There is a Court Monitoring Committee that observes court cases in which elder abuse is being prosecuted. The Council reviewed the financial abuse mandated reporting law and video prepared to educate the community about financial abuse of elders. Staff provided presentations to financial institutions about the new law.

I. Senior Safety

With funding from the Sonoma County Hospital Alliance, (a consortium of three hospitals - Kaiser Permanente, Sutter Medical Center of Santa Rosa, the St. Joseph Health System - and the Sonoma County Department of Health Services), AAA staff, Advisory Council members and the planning group began to implement a fall prevention program for seniors. During planning meetings, two programs were identified as models for use throughout the county. The Home Safety Council's program was presented in a 1 ½ hour session by a student intern at low-income housing sites, dining sites, mobile home parks and senior centers. The session focused on the fundamentals of fall prevention: home environment, medication management and physical activity. During the session, participants were introduced to the

second, more intensive fall prevention program, “A Matter of Balance: Managing Concerns about Falls.” Participants and program representatives were excited about the follow-up program and, in many cases, requested that “A Matter of Balance” be offered at their sites. Five committee members were trained as master trainers. Five classes were held by June 2007.

The Area Agency on Aging is also receiving funding from the Administration on Aging’s Choices for Independence grant. It is one of the five participating counties in California.

J. Making the Link

The goal of the Making the Link Task Force is to educate physicians about the health risks that face caregivers. The Task Force has been extremely successful in reaching over 30 physicians with information about support services. Included in these efforts are the translation of caregiver tips into Spanish and the recruitment of two new members. One has extensive marketing experience and the other is a retired physician.

K. Older Americans Month

Older Americans Month in May will be observed with the Tenth Annual Senior Art Show sponsored by the Sonoma County Area Agency on Aging Advisory Council, Adult and Aging Division, Human Services Department, with cooperation and generous support from senior centers throughout Sonoma County. Acknowledgements will be given to active local senior artists.

L. South County Forum

The South County Forum is a project of the Health Care District in southern Sonoma County. The Forum has been focusing on senior issues, developing biweekly articles for the local newspaper. AAA staff continues to represent seniors at South County Forum meetings. During this reporting period, members agreed to continue to focus on housing, transportation and services and activities in support of independence. The City of Petaluma has awarded the Forum funds to support individuals in need of housing. With regard to transportation, members will focus on developing a bus buddy resource list through the Petaluma Senior Center.

M. Substance Abuse Prevention

AAA staff has been attending meetings to collaborate with the County’s Prevention & Planning Division to identify strategies to reduce and prevent substance abuse by older adults. Members have developed a brochure that lists local resources. A workshop for caregivers and service providers of older adults is scheduled for April 2007.

N. Retirement of Robin Schaef, Area Agency on Aging Director



After 20 years of serving as the Sonoma County Area Aging on Aging Director, Robin Schaef retired. During her tenure, she was successful in overseeing numerous programs which provide social services to seniors and adults with disabilities, and their caregivers. Her experience and leadership skills have been much appreciated, and she leaves a wonderful legacy of dedication and hard work. She is now off to see the world. Congratulations Robin!

5. **Target Population:** Sonoma County is considered a rural/suburban county with significant unincorporated and geographically isolated areas. There are nine municipalities in the county: Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor. The Russian River/West County area includes the unincorporated city of Guerneville, as well as several other small unincorporated communities. Many of these communities are geographically isolated from one another and operate independently. Community members stress the uniqueness of each area and strongly emphasize the existence of local autonomy.

**Table 1
Senior Population Growth
Sonoma County vs. California**

	Population Growth Rate 1990 – 2000		Projected Growth Rate 2000 – 2010	
	Sonoma County	California	Sonoma County	California
Total Population	18.1%	13.8%	12.5%	15.8%
60+	11.5%	12.0%	48.0%	35.1%
85+	64.7%	42.3%	75.5%	47.8%

Source: U.S. Census data for 1990 and 2000; California Department of Finance Population Projections for 2010, Sacramento, California, May 2004.

Table 1 illustrates that from 1990-2000, Sonoma County’s population, age 85 and older, grew faster (64.7%) than the county population as a whole (18.1%), and more quickly than the county’s population 60 and older (11.5%). Using California Department of Finance population estimates, county projections for 2010 show continued high rates of growth for the elderly. The age group 85 and older is projected to increase by 75.5 percent; projections for the 60 and older age group are 48 percent. By comparison, the overall county population is projected to grow by only 12.5 percent.

Table 2
Senior Population - Sonoma County

Population	1990	%	2000	%	2010	%
Total Population	388,222	100%	462,347	100%	515,968	100%
60+	66,742	17%	75,423	16%	110,212	21%
65+	52,135	13%	58,726	13%	75,690	15%
65-74	29,231	8%	27,426	6%	37,573	7%
75-84	17,729	5%	22,614	5%	23,150	4%
85+	5,175	1%	8,686	2%	14,967	3%

Projections for 2010 by California Department of Finance. Source: U.S. Census data for 1990 and 2000; California Department of Finance Population Projections for 2010, Sacramento, California, May 2004.

Table 3
Senior Population - California

Population	1990	%	2000	%	2010*	%
Total Population	29,760,021	100%	33,871,648	100%	39,957,606	100%
60+	4,234,871	14%	4,742,499	14%	6,510,098	16%
65+	3,135,552	11%	3,595,658	11%	4,555,688	11%
65-74	1,857,221	6%	1,887,823	6%	2,494,436	6%
75- 84	979,224	3%	1,282,178	4%	1,423,086	4%
85+	299,107	1%	425,657	1%	638,166	2%

Projections for 2010 by California Department of Finance. Source: U.S. Census data for 1990 and 2000; California Department of Finance Population Projections for 2010, Sacramento, California, May 2004.

Tables 2 & 3 illustrate that the elderly comprise a higher proportion of the population in Sonoma County than in California. For the decade 1990-2000, Sonoma County's population of those over age 60 was consistently higher than that of California. In 1990, 17 percent of Sonoma County's population was over 60, compared to 14 percent of the California population; in 2000, 16 percent of Sonoma County's population was over 60, again compared to 14 percent of California's population. Projections indicate that the county's population will continue to include a larger proportion of seniors than the state's population; 21 percent of the county's population in the year 2010 will be over 60 while 16 percent of California's population will be over 60.

Table 4
2007 Demographics of Older Adults - Sonoma County

Demographic Category	Number	% of Total Population
Total Seniors (60+)	96,307	19.3
Total Senior Males	43,197	8.7
Total Senior Females	53,110	10.7
Age 75+	36,781	7.4
Age 85+	13,497	3.0
Demographic Category	Number	% of Senior Population
White (60+)	83,380	86.6
Minorities (60+)		
Latino	5,550	5.8
Black	1,242	1.3
Asian	4,127	4.3
Pacific Islander	121	.1
American Indian	817	.8
Multirace	1,070	1.1

Source: California Department of Finance Population Projections for 2007, Sacramento, California, November 7, 2005.

Table 4 illustrates that there are 96,307 individuals age 60 and older, representing 19.3% of the total population of 498,868 in Sonoma County. This represents an increase of almost 1% over the past year. The population of 85+ continues to be the fastest-growing segment of the entire Sonoma County population, with a projected growth of 75.5% between 2000 and 2010. Projections for the 60 and older age group are 48% while the county's overall population is projected to grow by only 12.5% by 2010. Within less than 5 years, 21% of the county's population will be over 60, while 16% of California's population will be over 60. Sonoma County will be facing major challenges in meeting the needs of the rapidly increasing senior population.

The 2000 Census Data identified 17,171 individuals 65 and older living alone, representing 29.6% of that age group (58,726). The 2000 Census Data also indicated that 5.9% of the age 60 and over population were at poverty level and 9.8% of individuals in that age group were at 125% of poverty level. Census data identified that 16.3% of the senior population live in rural areas. Of the seniors in rural areas, 19% live alone. Clearly, with the increase in population, these numbers have grown over the past five years.

6. Conclusion

The FY 2007-08 Area Plan Update was initially reviewed by the Planning and Funding Committee on February 7, 2007, and approved by the Planning and Funding Committee on March 7, 2007. A public hearing was held on March 21, 2007 and the plan was approved by the Advisory Council at that time. The Sonoma County Board of Supervisors gave final approval to the update on April 17, 2007.

Sonoma County – PSA 27 Area Plan Goals and Objectives

Goal #1: Improve Access to Transportation Resources

Advocate improving access to transportation resources for seniors and adults with disabilities.

Rationale:

Transportation to medical services, social services, and for social interaction was identified as an unmet need by senior participants, disabled adults and key informants in the fall 2004 needs assessment. The large geographic area and its widely dispersed senior population pose a major challenge to the AAA in its delivery of services for seniors and persons with disabilities. Isolated, rural and homebound seniors in particular, often have limited or no access to public transportation.

Activity and social interaction have been shown to improve the quality of life of older adults, but many Sonoma County older adults are unable to participate in social interaction or to avail themselves of essential medical and social services because of inadequate transportation. The availability of responsive transportation services is critical to the ability of older adults and persons with disabilities to remain in their homes.

Objectives

- 1.1 Advisory Council members will plan at least one educational presentation at an AAA Advisory Council meeting related to senior transportation services. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed, February 15, 2005, August 17, 2005; three presentations on transportation were held.)*

- 1.2 **(REVISED 2006-07)** Advisory Council members will advocate for more inclusive paratransit requirements to at least one city or local transportation entity in Sonoma County. Projected start date FY 2005-06. To be completed by June 30, 2007. (PD) *(This objective was initiated during this planning year, resulting in an Advisory Council member training and presentations to the public and Advisory Council by the Beverly Foundation. More groundwork needs to be laid before an advocacy plan can be implemented.)*

- 1.3 **(FY 06-07)** Advisory Council members will attend three public meetings related to transportation to advocate for expanding transportation options for seniors and adults with disabilities. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed June, 2006; Advisory Council member attends bimonthly Para-transit/Transit meetings; Section on Aging Supplemental Transportation forum; Advisory Council Supplemental Transportation presentation)*
- 1.4 **REVISED (FY 2007-08)** AAA staff will secure an intern to develop a brochure to educate people about options/solutions for older adults no longer driving. To be completed by June 2008. (PD)
- 1.5 **REVISED (FY 2007-08)** AAA staff will collaborate with the local agencies to facilitate the distribution of 200 brochures for older adults no longer driving. To be completed by June 2008. (C)
- 1.6 **NEW (FY 2006- 07)** Advisory Council established new Transportation and Mobility Committee to research and review current and model transportation programs and potential funding sources. (PD) To be completed by October 2006. (Completed June, 2007)
- 1.7 **NEW (FY 2006-07)** Transportation and Mobility Committee will develop Request for Proposal (RFP) for \$30,000 for Title IIIB, transportation funds. (PD) To be completed by February 2007. (Completed March 2007)
- 1.8 **NEW (FY 2007- 08)** Transportation and Mobility Committee will review a minimum of 4 potential funding sources and determine eligibility and appropriateness for AAA to apply for funding (PD) To be completed by June 2008.
- 1.9 **NEW (FY 2007- 08)** Transportation and Mobility Committee will develop a driver safety educational presentation, 'Planning for After Your Car Keys Are Gone.' (PD) To be completed by June 2008.
- 1.10 **NEW (FY 2007- 08)** Transportation and Mobility Committee will provide ten presentations to senior groups regarding planning for after the car keys are gone. (C) To be completed by June 2008.

Goal #2: Increase Awareness of Health and Social Services

Improve awareness of health and social services for seniors, adults with disabilities and their caregivers through community education and outreach.

Rationale:

Seniors are living longer; the fastest growing age group in Sonoma County is adults age 85 and older.

Improved and expanded community education and outreach on senior issues, accessible and affordable health care, and social services will assist older adults, and adults with disabilities to remain independent or in the least restrictive environment and provide them greater access to a wide range of services.

Lack of information about available health and social services and difficulty in accessing those services were identified as significant barriers by isolated and rural seniors, monolingual Spanish-speaking seniors, adults with disabilities, caregivers, and key informants who participated in the fall 2004 needs assessment conducted by the Area Agency on Aging.

Objectives

- 2.1 AAA staff will provide training on Medicare Part D to senior service providers to increase their knowledge on changes in Medicare. Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed September 27, 2005)*
- 2.2 AAA staff will survey three counties that have implemented 211 community service telephone number and report to Planning and Funding Committee. Projected start date FY 2005-06. To be completed by March 30, 2006. (PD) *(Completed June, 2006)*
- 2.3 AAA staff and Advisory Council members will provide one training on senior resources to Sonoma County Information and Assistance volunteers to increase outreach and knowledge about senior services. Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed April, 2006)*
- 2.4 AAA staff and Advisory Council members will update and distribute more than 25,000 English and Spanish language Senior Resource Guides to increase public knowledge of available resources. Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed update August, 2005; objective completed June, 2006)*

- 2.5 AAA staff will update English and Spanish language Senior Resource Guides on the AAA website (www.socoaaa.org) and disseminate information about its existence to service providers, health care organizations and community groups, in order to increase community awareness about senior services. Projected start date FY 2005-06. To be completed by September 30, 2005. (C) *(Completed September, 2005)*
- 2.6 AAA staff and Advisory Council members will participate in four community events to increase awareness of services for seniors, adults with disabilities and their caregivers. Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed October, 2005)*
- 2.7 AAA, in cooperation with the Active Aging Task Force, will provide one community outreach event designed to increase the awareness of the importance of physical activity for seniors. Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed June, 2006)*
- 2.8 AAA Making the Link Task Force will provide five presentations and information packets to health care professionals in Sonoma County. Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed December 2005, over 30 presentations made)*
- 2.9 AAA staff and Advisory Council members will provide five presentations on the results of the 2004 senior needs assessment, *Living Longer, Living Well*, to community groups in Sonoma County to increase awareness of senior services. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed December, 2005- 5 City Council presentations; 4 community presentations; 1 South County Forum)*
- 2.10 Nutrition Committee members will prepare and distribute a public service announcement in English and Spanish to five radio stations about senior nutrition services in Sonoma County. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed June, 2006)*
- 2.11 **(DELETED 06-07)** Nutrition Committee members will write two newspaper articles about senior nutrition services to increase awareness of nutrition services. Projected start date FY 2005-06. To be completed by June 30, 2007. (PD) *(This objective was not completed during this planning period; projected completion date will be June 30, 2007.) (The Nutrition Committee's functions have been merged into the Planning & Funding Committee.)*

- 2.12 **NEW (FY 2005-06)** AAA staff will provide a presentation to agency representatives serving Latinos to increase awareness about senior services in Sonoma County. To be completed by June 30, 2006. (C) *(Completed September 27, 2005)*
- 2.13 **NEW (FY 2005-06)** AAA staff will translate into Spanish the “Tips for Caregivers” handout for distribution to health care providers through the Making the Link Task Force. To be completed by June 30, 2006 (PD) *(Completed March, 2006)*
- 2.14 **NEW (FY 2006-07)** AAA staff will continue to promote services by attending four Latino Service Providers meetings. To be completed by June 30, 2007. (C) *(Completed June, 2007)*
- 2.15 **NEW (FY 2006-07)** AAA staff will continue to coordinate with planning efforts to address the needs of seniors in south county by attending at least four meetings of South County Forum. To be completed by June 30, 2007. (PD) *(Completed June, 2007)*
- 2.16 **NEW (FY 2006-07)** AAA staff will continue to present the results of the needs assessment entitled, “Living Longer, Living Well” to four community groups in order to advocate for the needs of seniors, persons with disabilities, and their caregivers. To be completed by June 30, 2007. (C) *(Completed June, 2007)*
- 2.17 **NEW (FY 2006-07)** The Making the Link Task Force will distribute “Caregiver Tips” in Spanish to 25 health care professionals working with Latinos. To be completed by June 30, 2007. (PD) *(Completed June, 2007)*
- 2.18 **NEW (FY 2006-07)** The Making the Link Task Force will develop and distribute a “caregiver support prescription pad” to 25 health care professionals. The prescription pad will list resources about local support for caregivers and AAA contact information. To be completed by June 30, 2007. (C) *(Completed June, 2007)*
- 2.19 **NEW (FY 2006-07)** The Elder Abuse Prevention Council will make five educational presentations to financial institutions regarding the financial elder abuse legislation (SB 1018) enacted in January 2006. To be completed by June 30, 2007 (C) *(Completed June, 2007)*
- 2.20 **NEW (FY 2006-07)** The Elder Abuse Prevention Council will make five presentations to consumer groups to educate them about elder abuse prevention. To be completed by June 30, 2007 (C) *(Completed June, 2007)*

- 2.21 **NEW (FY 2006-07)** AAA staff will collaborate with the City of Santa Rosa Mayor's efforts to address the needs of seniors, adults with disabilities and their caregivers by planning and implementing a conference for planners and builders to address strategies to age in place using universal design. To be completed by June 30, 2007. (PD) (Completed February, 2007)
- 2.22 **NEW (FY 2006-07)** AAA staff will collaborate with the efforts of the county Department of Health Services to address the issues of elder substance abuse by assisting in developing a training for caregivers and senior service providers. To be completed by June 30, 2007. (C) (Completed April, 2007)
- 2.23 **NEW (FY 2006-07)** AAA staff will participate in countywide 211 planning committee convened by the Volunteer Center of Sonoma County. To be completed by June 30, 2007. (C) (Completed June, 2007)
- 2.24 **NEW (FY 2007- 08)** AAA staff will update the Sonoma County Senior Resource Guide and, with Advisory Council members, will distribute thirty thousand 2007 guides in English and Spanish to increase public knowledge of available resources. To be completed by June 30, 2008. (C)
- 2.25 **NEW (FY 2007 – 08)** Advisory Council members and AAA staff will participate in four community events to increase awareness of services for seniors, adults with disabilities, and their caregivers. To be completed by June 30, 2008. (C)
- 2.26 **NEW (FY 2007 – 08)** The Making the Link Task Force will provide at least five presentations and information packets to health care professionals in Sonoma County to promote resources for caregivers. To be completed by June 30, 2008. (C)
- 2.27 **NEW (FY 2007- 08)** Advisory Council members and AAA staff will provide a presentation to agency representatives serving Latinos to increase awareness about senior services in Sonoma County. To be completed by June 30, 2008. (C)
- 2.28 **NEW (FY 2007 – 08)** AAA staff will continue to promote services by attending at least three Latino Services Providers meetings. To be completed by June 30, 2008. (C)
- 2.29 **NEW (FY 2007 – 08)** AAA staff will continue to coordinate with planning efforts to address the needs of seniors in south county by attending at least three meetings of South County Forum. To be completed by June 30, 2008. (C)

2.30 **NEW (FY 2007 – 08)** AAA staff will continue to support the efforts of the county's substance abuse prevention efforts for seniors by attending a minimum of three meetings of the Substance Abuse Prevention Task Force. To be completed by June 30, 2008. (C)

Goal #3: Increase Access to Home and Community-Based Services

Increase access to an effective system of home and community-based services for seniors, adults with disabilities and caregivers through leadership, collaborative partnerships, training, and advocacy.

Rationale:

The fall 2004 needs assessment results indicated a need for leadership and coordination to increase access to home and community-based services in Sonoma County.

The mandate of the AAA is one of overall leadership and, as such, the AAA will bring together a collaborative partnership of community agencies to promote an effective system of home and community-based services.

Following the mandate of the OAA, the AAA will take a visible and effective leadership role in advocating for policy decisions that affect seniors, adults with disabilities, and family caregivers.

The AAA will continue efforts to fill gaps in services and reduce duplication of services.

Objectives

- 3.1 AAA staff will coordinate with Older Americans Act home delivered meal programs and case management programs to determine feasibility of case managers providing initial assessment and annual reassessment to home delivered meal program participants to increase clients' awareness about and participation in other senior programs. Projected start date FY 2005-06. To be completed by December 30, 2005. (PD) *(Partially completed; Case Managers are providing initial assessment, June, 2006.)*
- 3.2 AAA staff will meet with two departments at Sonoma State University to provide information on the Area Agency on Aging and initiate opportunities for collaboration. Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed September, 2005)*
- 3.3 The Legislative Committee will advocate for the expansion of case management programs through letters to local legislators to meet the increasing need and to reduce the waiting list for MSSP and Linkages programs. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed June, 2006)*

- 3.4 AAA staff and Advisory Council members will participate in the planning process for the expansion of mental health services as a result of the passage of Proposition 63, the Mental Health Services Act (MHSA). Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed October, 2005)*
- 3.5 AAA staff will coordinate three HICAP Coordinating Committee meetings which includes HICAP and four planning service areas (six counties). Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed May, 2006)*
- 3.6 AAA staff will conduct a survey to contracted agencies to determine programming and outreach efforts to Older Americans Act targeted populations, analyze results of survey, and provide training to service providers on best practices as identified by survey and other research. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed January, 2006; provided training to Senior Center Directors)*
- 3.7 AAA staff will revise Linkages, Multipurpose Senior Services Program (MSSP) and Adult Protective Services vendor agreements for alignment with countywide agreement standards and expand number of vendors. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed June, 2006)*
- 3.8 AAA staff will attend and participate in four meetings of the statewide C4A workgroup to address the declining attendance at senior dining sites. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Deleted)*
- 3.9 AAA staff, in coordination with the Planning and Funding Committee, will develop strategies and a timeline to prepare for the system impact resulting from the increased senior population in 2006 and beyond to plan future services. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Partially completed; initial step to review funding policies and priorities, completed June, 2006.)*
- 3.10 AAA staff, in coordination with Planning and Funding Committee, will review AAA funding priorities and develop funding priorities for the Request for Proposals (RFP) for FY 2007-2011. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed June, 2006)*
- 3.11 AAA staff will attend statewide meeting to coordinate and collaborate to increase active aging programs for seniors. To be completed by June 30, 2006. (PD) *(Completed July, 2005)*

- 3.12 **(NEW FY 2005-06)** AAA staff will investigate, submit presentation/proposal and secure funding to focus on the promotion of active aging. To be completed by June 2006. (PD) *(Completed December, 2005)*
- 3.13 **(NEW FY 2005-06)** AAA staff and Elder Abuse Prevention Council will attend the "Call to Action" sponsored by the California District Attorney's Office to plan for further elder abuse prevention programming. To be completed by June 30, 2006. (PD) *(Completed November, 2005)*
- 3.14 **(NEW FY 2005-06)** AAA staff will participate in countywide meetings to begin to develop and integrate disaster plans for seniors, adults with disabilities, and their caregivers. To be completed by June 30, 2006. (PD) *(Completed January, 2006)*
- 3.15 **(NEW FY 2005-06)** AAA staff will work closely with the Volunteer Center of Sonoma County, Sonoma State University, and Santa Rosa Junior College to recruit interns and volunteers to assist in the completion of Area Plan projects. To be completed by June 30, 2006 (C) *(Completed June, 2006)*
- 3.16 **(NEW FY 2005-06)** AAA staff will collaborate with Santa Rosa Junior College's Computer and Information Sciences class' web design team to engage their assistance in the re-configuration of the AAA website to increase the awareness of services. To be completed by June 30, 2006. (C) *(Completed June, 2006)*
- 3.17 **(NEW FY 2005-06)** AAA staff will provide technical assistance to case management contractors to enhance the development and/or revision of care plans. To be completed by June 2006. *(Completed February, 2006)*
- 3.18 **(NEW FY 2006-07)** AAA staff will convene a task force to develop a senior safety program that addresses fall prevention. To be completed by June 30, 2007. (PD) *(Completed December, 2006)*
- 3.19 **(REVISED FY 2007-08)** AAA staff will coordinate with the United Way staff to develop measurable outcome objectives for the Active Aging project. To be completed by June 30, 2008. (PD) *(Unable to complete in FY 2006-07 due to staff in changes at United Way.)*
- 3.20 **(NEW FY 2006-07)** AAA staff will attend four meetings addressing disaster preparedness planning for the senior and disabled population. To be completed by June 30, 2007. (C) *(Completed June, 2007)*

- 3.21 **(NEW FY 2006-07)** AAA staff will include AAA contractors in the disaster preparedness planning process by facilitating disaster preparedness planning discussions at a minimum of three service providers' and senior center directors' meetings. To be completed by June 30, 2007. (PD) (Completed, June 2007)
- 3.22 **(REVISED FY 2007-08)** AAA staff will ensure that all contractors have developed a disaster preparedness plan and are aware of their responsibility in disaster preparedness response. To be completed by June 30, 2008. (PD) (Project will continue into FY 2007-08)
- 3.23 **(NEW FY 2006-07)** AAA staff will facilitate three meetings with service providers funded through Title III B, C, D, E, VII B and the Linkages and HICAP programs to ensure efforts are being made to meet the changing needs of seniors. To be completed by June 30, 2007. (C) (Completed June, 2007)
- 3.24 **(NEW FY 2006-07)** AAA staff will develop Request for Proposal (RFP) for Title IIIB, IIIC, IIID and III E and community-based services funds. To be completed by June 30, 2007. (C) (Completed January, 2007)
- 3.25 **(NEW FY 2006-07)** AAA staff and appropriate senior safety task force members will attend an evidence-based fall prevention training, "A Matter of Balance". To be completed by June 30, 2007. (C) (Completed September, 2006)
- 3.26 **(NEW FY 2006-07)** AAA staff will collaborate in the planning and implementation of an Alzheimer conference for providers and family caregivers. To be completed by June 30, 2007. (C) (Completed March, 2006)
- 3.27 **(NEW FY 2007-08)** Advisory Council members and AAA staff will continue implementation of the Step Wise Program by offering a minimum of 7 Safe Steps presentations in the community. To be completed by June 30, 2008. (PD)
- 3.28 **(NEW FY 2007-08)** Advisory Council members and AAA staff will continue oversight of the implementation of the Step Wise Program by offering a minimum of 8 "A Matter of Balance " classes in low income housing or dining sites and other locations where seniors congregate. To be completed by June 30, 2008. (PD)

- 3.29 **(NEW FY 2007-08)** AAA staff will collaborate with Sonoma County Department of Health Services' employees to identify hospitalization data to assist in evaluating the effectiveness of the Step Wise Program. To be completed by June 30, 2008. (PD)
- 3.30 **(NEW FY 2007-08)** AAA staff will participate in a minimum of three countywide disaster preparedness planning meetings to further the agency's goal of addressing the needs of vulnerable populations. To be completed by June 30, 2008. (C)
- 3.31 **(NEW FY 2007- 08)** AAA staff will facilitate three meetings with service providers funded through Title III B, C, D, E, VII B and the Linkages, Brownbag, Alzheimer Day Care Resource Center and HICAP programs to assist them in building capacity to meet the changing needs of seniors. To be completed by June 30, 2008.
- 3.32 **(NEW FY 2007 - 08)** AAA staff will distribute Step Wise information through IIID Medication Management contractors. To be completed by June 30, 2008. (C)
- 3.33 **(NEW FY 2007-08)** AAA staff or Advisory Council member will attend at least three meetings of the United Way Senior Impact Team to coordinate and expand senior services in Sonoma County. To be completed by June 30, 2008. (C)
- 3.34 **(NEW FY 2007-08)** AAA staff or Advisory Council member will attend at least four meetings of the Santa Rosa Mayor's Advisory Committee for the elderly and disabled to address issues of community based services, transportation and disaster preparedness. To be completed by June 30, 2008. (C)

Goal #4: Improve Access to Affordable Housing Options

Increase affordable housing options for Sonoma County seniors and adults with disabilities through advocacy.

Rationale:

Accessible and affordable housing for seniors and adults with disabilities has been identified as a need by seniors, disabled adults, and key informants in the fall 2004 needs assessment.

As people age, their housing needs change. There is a critical shortage of affordable housing options for seniors and disabled adults in Sonoma County.

Waiting lists for affordable housing continue to increase as the demand outpaces the supply and the senior population grows.

Objectives

- 4.1 Planning and Funding Committee members will plan one presentation at an Advisory Council meeting on senior housing needs, options, and best practices to increase senior housing options. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed March 30, 2006)*
- 4.2 Advisory Council members will attend two local public meetings related to affordable housing to advocate for increasing the supply of affordable housing for seniors and adults with disabilities in Sonoma County. Projected start date FY 2005-06. To be completed by June 30, 2006. (PD) *(Completed December 2005 by attending one Continuum of Care and two subcommittee meetings)*
- 4.3 AAA staff will update Sonoma County Senior Housing Guide on AAA web site and distribute 50 copies of the guide to service providers. Projected start date FY 2005-06. To be completed by June 30, 2006. (C) *(Completed April, 2006)*
- 4.5 **(REVISED FY 2006-07)** Legislative Committee members will plan one presentation at an AAA Advisory Council meeting on the Assisted Living Waiver Pilot Project to expand the project statewide. Projected start date FY 2005-06. To be completed by June 30, 2007. (PD) *(Completed January, 2007)*
- 4.6 **(REVISED FY 2006-07)** Advisory Council members will provide information to local legislators and service providers on the Assisted Living Waiver Pilot Project. Projected start date FY 2005-06. To be completed by June 30, 2007. (C) *(Completed June, 2007)*

- 4.7 **(NEW FY 2007-08)** AAA staff will participate in the implementation of the “10 Year Homeless Action Plan” by attending a minimum of four meetings. To be completed by June 30, 2008. (PD)
- 4.8 **(NEW FY 2007- 08)** Advisory Council members and AAA staff will assist in the implementation of the “10 Year Homeless Action Plan” by assisting the Sonoma County Continuum of Care Workgroup to identify a standard set of services that homeless seniors might need in a permanent supportive housing setting. To be completed by June 30, 2008. (PD)
- 4.9 **(NEW FY 2007 – 08)** AAA staff will collaborate with the Sonoma County Department of Health Services to address the housing needs of an aging and disabled population by attending at least five meetings focusing on the ‘built community’. To be completed by June 30, 2008. (C)
- 4.10 **(NEW FY 2007- 08)** AAA staff and the Advisory Council will co-sponsor a conference on the ‘built community’ with the Sonoma County Department of Health Services. To be completed by October 31, 2008. (C)

Area Plan Summary and Conclusion

The Sonoma County Area Agency on Aging developed the 2005-09 Area Plan by addressing the issues identified in the fall 2004 needs assessment. The overriding factor impacting Sonoma County seniors is their rapid increase in population, particularly in the over 85 age group. That segment of the population is growing faster than any other age group. The 2006-07 fiscal year has been particularly productive in making strides towards addressing the needs of the fast-growing senior population.

The Area Agency on Aging will continue to respond to the needs identified through the 2004 planning process. Transportation was noted as the number one issue for seniors. AAA staff and Advisory Council members discovered first hand that fixed route systems are less than efficient if you need to arrive somewhere quickly. In Santa Rosa, Sonoma County's largest municipality, paratransit planners report that its system is challenged to meet peak hour demands and last minute cancellations. In response to this growing need, the AAA created a Transportation and Mobility Committee. In collaboration with the Metropolitan Transportation Commission, the committee held a forum to gather information from Advisory Council members, service providers and the community, about the transportation needs of seniors in Sonoma County. In addition, the Sonoma County Area Agency on Aging and Advisory Council have recommended funding transportation in the upcoming four-year funding cycle.

Awareness of services was identified as the second most important focus for the Area Agency on Aging. Distribution of the "Sonoma County Senior Resource Guide," presentations to community groups and participation in numerous fairs, community access television programs and activities have proven to be effective strategies for informing community members and partners about senior issues and services. Re-instituting the planning process for implementation of a 211 system with the Volunteer Center of Sonoma County was an important step towards increasing access to services.

In order to facilitate the independence of seniors and adults with disabilities, the AAA will continue to provide leadership to increase access to an effective system of home and community-based services, the third goal noted in the Area Plan. It is imperative to maintain individuals in their own homes or in the least restrictive, home-like environment possible. The AAA was awarded funding for fall prevention from the local hospital coalition. Staff facilitated a planning and implementation process, resulting in additional fall prevention funding from an Administration on Aging grant.

Access to affordable housing was the fourth objective established in the 2005-09 Area Plan. Sonoma County is a highly desirable area and is particularly attractive to those planning retirement. At the same time, housing costs have skyrocketed, making it impossible for low-income individuals to purchase their own home, and very difficult to find affordable rental accommodations. Staff has been collaborating with the local effort to end homelessness which encompasses increasing the number of supportive housing units for seniors and will continue to collaborate with groups that are seeking to identify and increase low-income housing options for seniors and adults with disabilities.

The Sonoma County Area Agency on Aging staff is fortunate to work closely with an Advisory Council and community members that assist in the completion of the Area Plan objectives. Meetings are held monthly. Please contact the Sonoma County Area Agency on Aging at 707/565-5950 if you would like to participate.