

SECTION 7. AREA PLAN NARRATIVE GOALS & OBJECTIVES

Goal # 1

Goal:

The AAA will support the implementation of the Master Plan for Aging for Contra Costa County by advocating for the availability of resources necessary to successfully and effectively execute the goals, priorities, and strategies established in the Local Playbook.

Rationale:

The AAA has been designated to coordinate the implementation of Contra Costa's Master Plan for Aging Local Playbook. This requires the AAA to partner with the Advisory Council on Aging, the aging and disabilities provider network, and other community stakeholders to successfully and meaningfully implement the Local Playbook's strategies, initiatives, and activities.

List Objective Number(s) _____ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)] (Priority Service if applicable)	Projected Start and End Dates	Type of Activity and Funding Source ⁶	Update Status ⁷
1.1 The AAA and ACOA will support the MPA Local Playbook strategy of addressing social isolation and connection by identifying funding source(s) to implement this priority.	7/1/2024-6/30/2025	IIIB Coordination	New
1.2 The ACOA Housing Workgroup will support the MPA Local Playbook strategy of promoting awareness of issues facing affordable housing by developing and updating, at least annually, the infographic "No Place to Call Home," which highlights the county's senior housing issues.	7/1/2024-6/30/2025	Admin	New

1.3 The ACOA Health Workgroup will support the implementation of the MPA Local Playbook to educate seniors about healthcare resources available in the community through distribution of collateral materials.	7/1/2024-6/30/2025	Admin	New
1.4 The ACOA Transportation Workgroup will support the implementation of the MPA Local Playbook strategy for establishing a county wide approach to accessible transportation.	7/1/2024-6/30/2025	Admin	New

Goal # 2

Goal:

The AAA will promote the development of age- and disability-friendly communities by advocating for an infrastructure that fully and meaningfully prioritizes the needs of older and disabled adults and those who care for them.

Rationale:

The continued growth of the older adult population, especially with the oldest of the baby boomers reaching advanced age of 85 years starting in 2031, calls attention to the need to prioritize and promote age- and disability-friendly Contra Costa communities. A strong infrastructure that includes diverse and reliable funding sources for programs and services and the inclusion and prioritization of older adults, persons with disabilities, and family caregivers in planning, building, and delivering services promote the development of age- and disability-friendly communities. Promoting neighborhood safety, improving the walkability of streets, protecting seniors from falling victims to scams and crime, and keeping essential services, such as housing, transportation, food, medical/dental care, etc., were among the needs mentioned by focus group participants to make communities age- and disability-friendly.

List Objective Number(s) _____ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)] (Priority Service if applicable)	Projected Start and End Dates	Type of Activity and Funding Source⁶	Update Status⁷
1.1 The ACOA will establish a Senior Nutrition Program taskforce to develop strategies to address the nutritional health of older adults and persons with	7/1/2024-6/30/2025	IIIB Program Development	New

disabilities in Contra Costa County.			
1.2 The ACOA Transportation Workgroup will advocate for older and disabled adults' transportation infrastructure needs by providing at least four informational presentations a year to the community and service providers.	7/1/2024-6/30/2025	Admin	New
1.3 The ACOA Health Workgroup will work with the AAA to produce and distribute a resource brochure for "Aging in Place" to be distributed to senior populations prioritized in the Older Americans Act.	7/1/2024-6/30/2025	IIIB Program Development	New

Goal # 3

Goal:

The AAA will improve access to information, assistance, and resources to promote equity and visibility of services among older adults, persons with disabilities, and family caregivers.

Rationale:

Knowledge, awareness, and ability to obtain the services and resources one needs are critical to supporting residents' ability to safely age in place and thrive in Contra Costa. Focus group participants established that for services to be accessible and effective, they must be affordable, available, coordinated, equitable, reliable, seamless, and visible. Hands-on support is also needed to navigate the service system and enroll in programs.

List Objective Number(s) _____ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)] (Priority Service if applicable)	Projected Start and End Dates	Type of Activity and Funding Source ⁶	Update Status ⁷
---	-------------------------------	--	----------------------------

<p>2.1 The ACOA and Planning Committee will assist the AAA's Information & Assistance Program in sponsoring and coordinating at least four events to reach populations prioritized in the Older Americans Act to inform older and disabled individuals and caregivers of available programs and services.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>
<p>2.2 The ACOA Planning Committee will work with the AAA's Information and Assistance Program in translating the County Senior Resource Directory into Simplified Chinese and helping in its distribution in the community.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>
<p>2.3 The AAA and ACOA Planning Committee will increase access to information about services by creating QR codes for the Senior Resource Directory and the County Guides to expand promotion and reach of these resources in the community.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>
<p>2.4 The ACOA Health Workgroup will schedule a minimum of four presentations at monthly meetings delivered by subject matter experts/professionals on topics specific to the MPA's "Health Reimagined" goal to increase awareness about community resources and supports for older adults.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>
<p>2.5 The ACOA Housing Workgroup will schedule a minimum of eight presentations by non-profit, government, and private organizations to foster partnerships and learn about housing related programs and policies.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>

<p>2.6 The ACOA Housing Workgroup will develop outreach materials, including a Power Point presentation, to inform the community about current housing challenges older adults face in Contra Costa County and resources available to help address their needs. The workgroup will conduct at least two educational presentations a year to seniors, service providers, and/or policy makers.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>
<p>2.7 The ACOA Technology Workgroup will schedule a minimum of four presentations at monthly meetings from County programs, including Public Health, Emergency Services, and Information & Assistance on topics specific to technology in order to increase awareness of community resources.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>
<p>2.8 The ACOA Technology Workgroup will produce at least two infographic documents describing important technology subjects including “Protecting Against Online Scams” and “Artificial Intelligence and Older Adults” and will leverage scheduled AAA outreach events to distribute the information.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>
<p>2.9 The ACOA Legislative Workgroup will track and report at least twice annually to the ACOA and advocate on relevant legislative proposals as they pertain to older adults.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>
<p>2.10 The AAA and ACOA Health Workgroup will facilitate at least four health related informational presentations including mental health at Contra Costa Senior/Community Centers.</p>	<p>7/1/2024-6/30/2025</p>	<p>Admin</p>	<p>New</p>

Goal # 4

Goal:

The AAA will review and update Programs and regulatory requirements to align with the changes in the Older Californians Act and the reauthorized Older Americans Act.

Rationale:

The AAA must prepare for and respond to changes resulting from the reauthorization of the Older Americans Act (OAA) and the modernization of the Older Californians Act (OCA). Program goals, objectives, and operational activities shall align and comply with the resultant changes in legislation and policy guidelines from the California Department of Aging.

List Objective Number(s) _____ and Objective(s) [Refer to CCR Article 3, Section 7300 (c)] (Priority Service if applicable)	Projected Start and End Dates	Type of Activity and Funding Source⁶	Update Status⁷
4.1 The ACOA and the Planning Committee will assist the AAA, as requested, in their monitoring process of service providers.	7/1/2024-6/30/2025	Admin	New
4.2 The ACOA Planning Committee will assist the AAA in reviewing amendments to the OAA, OCA, and other state requirements and support the AAA in ensuring that program policies and procedures are reflective of the changes and implemented by contractors.	7/1/2024-6/30/2025	Admin	New

⁶ Indicate if the objective is Administration (Admin,) Program Development (PD) or Coordination (C). If a PD objective is not completed in the timeline required and is continuing in the following year, provide an update with additional tasks. For program specific goals and objectives please identify service category where applicable.

⁷ Use for the Area Plan Updates to indicate if the objective is New, Continued, Revised, Completed, or Delete