

A Five-Year Plan for Meeting the Needs of a Growing Senior Population in Placer County – Annual Update

Submitted by Placer County Health and Human Services February 2018

Background

The Five-Year Plan for Meeting the Needs of a Growing Senior Population in Placer County was received by the Placer County Board of Supervisors on January 10, 2017. The Recommendations and Implementation Plan follows the World Health Organization's eight domains of livability that influence the quality of life of older adults and is used as a framework in developing an age-friendly community. It is intended to be a dynamic document that will be updated as actions are completed and/or more information comes forward. Many of the recommendations to move Placer towards an age-friendly county require collaboration and efforts on the part of business and civic groups, community agencies, and city and county government beyond Health and Human Services (HHS). While these recommendations are identified in the implementation plan, many action steps and timelines beyond engaging the appropriate entities are yet to be determined. Creating more defined action steps is much of the work to be accomplished in year two.

Additionally, it is helpful to have a committee or commission to oversee the implementation processes. The recommendation is for HHS to support the Older Adult Advisory Commission (OAAC) in taking a more integrated and active role in community planning and advocacy. Commission members are asked to be the voice of Placer County older adults and can do so by taking a lead role in engaging in discussions to clarify what is possible in our communities, determine action steps, and set timelines for implementation. The OAAC will continue to have an active role in monitoring and supporting the progress of implementation.

Placer County 5-Year Plan for Meeting the Needs of a Growing Senior Population Recommendations and Implementation Plan – Annual Update

1 Communication and Information

HHS plans to attend Municipal Advisory Committee meetings and work with OAAC to conduct focused conversations in year two. In an effort to create a sustainable model for information related to older adults, HHS continued to investigate and review alternative models for comparison, such as the Aging and Disability Resource Center (ADRC) and 2-1-1. Both models would provide a sustainable verbal source of information, regarding available services and the eligibility requirements for each. This supports a No Wrong Door service delivery system. To increase technological skills and access to technology for older adults, HHS supports the implementation and development of an ADRC to fill gaps in services. The ADRC can streamline older adult's access to long-term services and supports, and provide technological assistance with electronic applications submitted via the internet.

In an effort to coordinate services for the rural Tahoe region, HHS continued to plan for a staff person to function as a point-of-contact for information and referral to County administered programs. This person will need to be knowledgeable in the various County resources available.

2 Transportation

To Increase awareness of existing transportation supports and options, HHS continued to investigate and review the use of a sustainable model for information, such as ADRC and 2-1-1. Additionally, HHS began research on various volunteer systems to expand access to public transportation from rural areas in the county. The goal is to have free, coordinated transportation services provided by volunteers to non-emergency medical appointments and other essential services in rural areas, such as the Tahoe region.

3 Housing

HHS in collaboration with OAAC continued to explore housing options to assist older adults. In an effort to increase housing options in the Tahoe region, HHS convened a meeting there in which housing for older adults and people with disabilities was discussed. HHS will continue to seek community partnership to increase affordable housing for older adults in the Tahoe Region.

To investigate innovative options for multi-generational and alternative living arrangements, HHS explored the idea of offering a landlord/tenant workshop for older adults. HHS contacted the Placer County Planning Services (PCPS) Division, who advised that they have assembled resources for the workshop and would like the input of the OAAC. PCPS also informed that they recruited an attorney from Legal Services of Northern California, who specializes in landlord/tenant law, to participate in the workshop. The OAAC will cosponsor the workshop and formed a subcommittee that will help create content for the workshop that is relevant to older adults. Potential topics for the workshop include becoming a landlord, a matching service for shared housing, and housing modifications to allow seniors to remain in their home.

The OAAC has a housing specific subcommittee and the Commission has continued to serve on several housing and homelessness related committees and consortiums, such as the Placer Consortium on Homelessness. The OAAC is a voice for older adults in addressing their housing needs. OAAC members participated in the homeless count, finding that 10% of those counted were over 60 years of age. The OAAC continued to hear reports on the needs of older adults specific to housing.

4 Community and Health Services

To improve availability of in-home care, HHS strived to increase recruitment, training and support for In-Home Supportive Services (IHSS) Public Authority Care Providers. IHSS focused on creative recruitment efforts, including posting flyers throughout the community, college job boards, and social media employment websites. IHSS plans to collaborate with the County's Public Information Specialist to launch an IHSS Care Provider recruitment campaign throughout the community.

In an effort to increase Care Provider support, HHS Public Authority implemented a Registration, Enrollment, Video and Appointment (REVA) website to streamline the Registry enrollment process for

IHSS Care Providers. REVA allows prospective Care Providers to begin the enrollment process on the internet, watch mandatory state training videos, and choose an appointment date/time to complete the enrollment process. REVA expedites the Public Authority’s ability to match Providers to IHSS Recipients in need of care.

To provide further support to Care Providers, HHS distributed a quarterly Public Authority newsletter called the Gazette, to all IHSS Registry Care Providers and Recipients that featured current, impactful, relevant information regarding the IHSS and Public Authority programs. The newsletter highlights different Care Providers and shares their comments about being an IHSS Registry Care Provider and the work they do. It also provides general Public Authority and IHSS program and contact information.

HHS increased awareness and capacity of the coordinated in-home program Senior Peer Counseling (SPC). SPC is a free, voluntary, confidential, peer support in-home program for Placer County residents aged 55 years or better, who are dealing with age-related adjustment issues. HHS collaborated with the county’s Public Information Specialist to market the SPC program throughout the community. A video was produced with testimony from both Senior Peer Counselors and their clients, which was shared widely on county newsletter and across social media. Additionally, HHS was invited on the local radio station program “A Time for Seniors” to discuss the SPC program. The SPC program was also featured in several other media outlets, including an article with the local newspaper “The Village Courier.”

5 Social Participation

HHS continued to explore ways to meet the need for a coordinated process for recruiting, training, and supporting older adult volunteers in social activities throughout the community. A centralized access point, such as the Aging and Disability Resource Center (ADRC) and 2-1-1 are being considered. Both models would provide a sustainable verbal source of information and referral to available community activities and volunteer opportunities. Having a centralized access point may increase the participation of rural and isolated seniors in volunteering and community activities as well.

6 Respect and Social Inclusion

While this domain is not considered an area of concern in Placer County, HHS continued to take action to reduce ageism and increase recognition of older adult’s contribution to the community through the Senior Peer Counseling (SPC) program. This program has successfully trained numerous older adult volunteers to become Senior Peer Counselors and matched them with seniors in the community for short-term support in areas such as family conflicts, loss of independence, caregiver stress, loneliness, depression, and access to community resources.

HHS Adult Protective Services (APS), in collaboration with the County’s elder abuse task force team, Placer PROTECT, continued to raise elder awareness to protect older adults from abuse. APS worked with the County’s Public Information Specialist (PIO) to promote the “Aging Safely” event in June 2017 at the Westfield Galleria Mall. This community event helped empower older adults, their family members and local providers with resources and information to combat elder abuse. Presenters included representatives from criminal justice, legal and mental health fields. To support the event,

HHS and the PIO launched a social media campaign around Elder Abuse Awareness Month. The campaign shared tips and promoted the Elder Abuse hotline using staged photographic images that were on display at the Westfield Galleria Mall.

7 Civic Participation and Employment

To increase civic participation and employment by older adults, HHS continued to explore a centralized, coordinated system or database. This system would match older adults interested in civic participation with an appropriate agency, as well as provide employment information and referral. A centralized access point, such as the Aging and Disability Resource Center (ADRC) and 2-1-1 are being considered to meet this need.

8 Outdoor Spaces and Buildings

Placer County communities generally have excellent outdoor spaces for older adults and HHS continued to advocate for consideration of their needs in this area. HHS also focused on older adult's safety in the community and in their homes. HHS implemented a pilot program called Safely Out, which provided approximately 3,000 kits to the county's IHSS clients that assists first responders with a quick notification if a vulnerable person needs help or has already been evacuated during a disaster. The kits were distributed throughout Placer County, including the rural Tahoe region, which was made a priority in light of the recent wildfires.