



Community Action Plan On Aging






Enhancing Quality of Life for Seniors

*A Program of the
Senior Services Coalition of Greater Williamsburg*

Purpose

- *TO: Draft a 10-year plan that identifies goals, strategies, and action steps that can be implemented by the SSC, the three jurisdictions, and the community to assure the Greater Williamsburg Area is a “more livable community for seniors.”*
- Initiated by: The Senior Services Coalition (August 2008)
- Funded by: The Williamsburg Community Health Foundation
- Drafted by: The Center for Excellence in Aging and Geriatric Health (submitted May 2009)

Elements of an Effective Community Plan

- Commit to making community aging-friendly 
- Identify and reach consensus on needs of older residents 
- Delineate clear goals and timeline 
 - 2010-2020
- Develop strategies or action steps to address each goal 
- Evaluate and monitor action steps (metrics) 
- Obtain funding from variety of sources
- Determine sustainability

How the CAPOA Benefits the 3 Jurisdictions

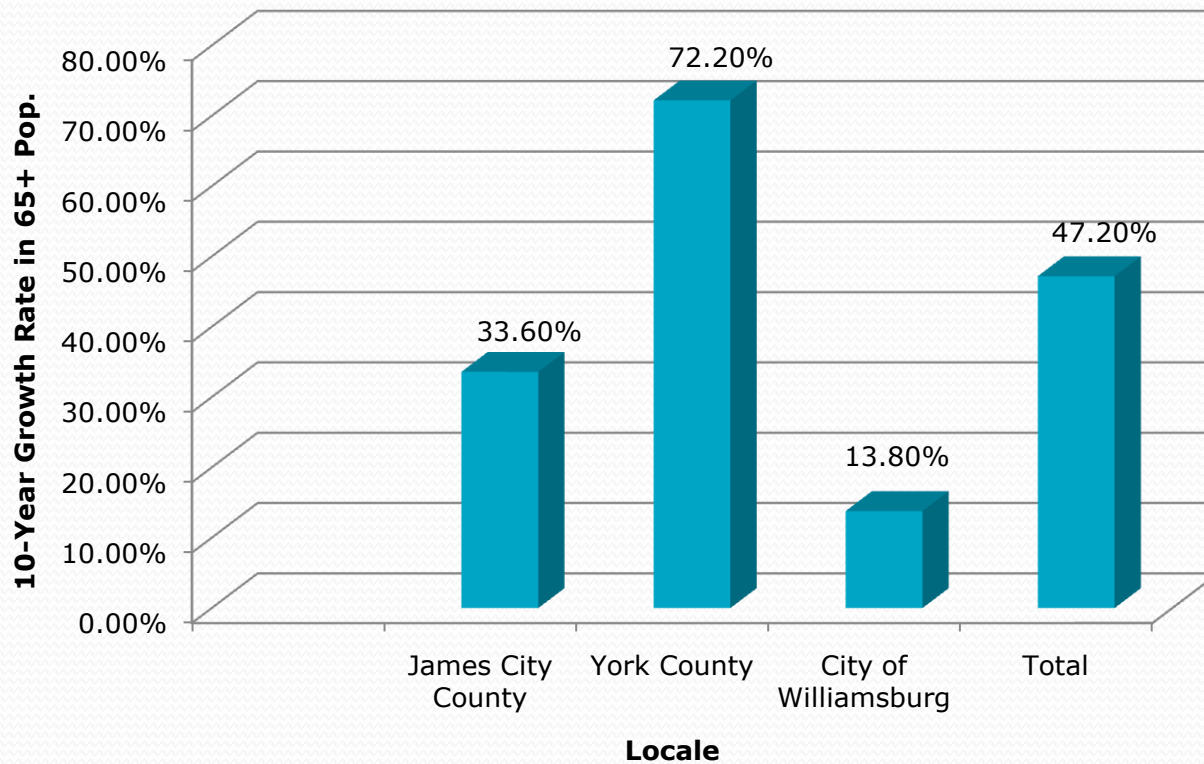
- Addresses needs of older adults
- Serves as a Call to Collaborative Action for All Stakeholders: provides specific strategies and identifies potential partners and funders
- Complements Comprehensive Plans
- Supports state level planning efforts (No Wrong Door, Older Dominion Partnership)

Planning Process

- Goal: Create plan based on the Elements of Effective Community Plans
- Gathered Demographic Data Regarding Aging Trends
- Reviewed Community Needs Assessment
- Identified Model State and Community Plans
- Compiled Database of Senior Services
- Held 4 Community Forums
- Identified Priority Areas
- Incorporated Recommendations from Forums

Table 1. 10-year projected growth rate in residents 65 years of age and older in Historic Triangle

10-Year Growth Rate: 2010-2020

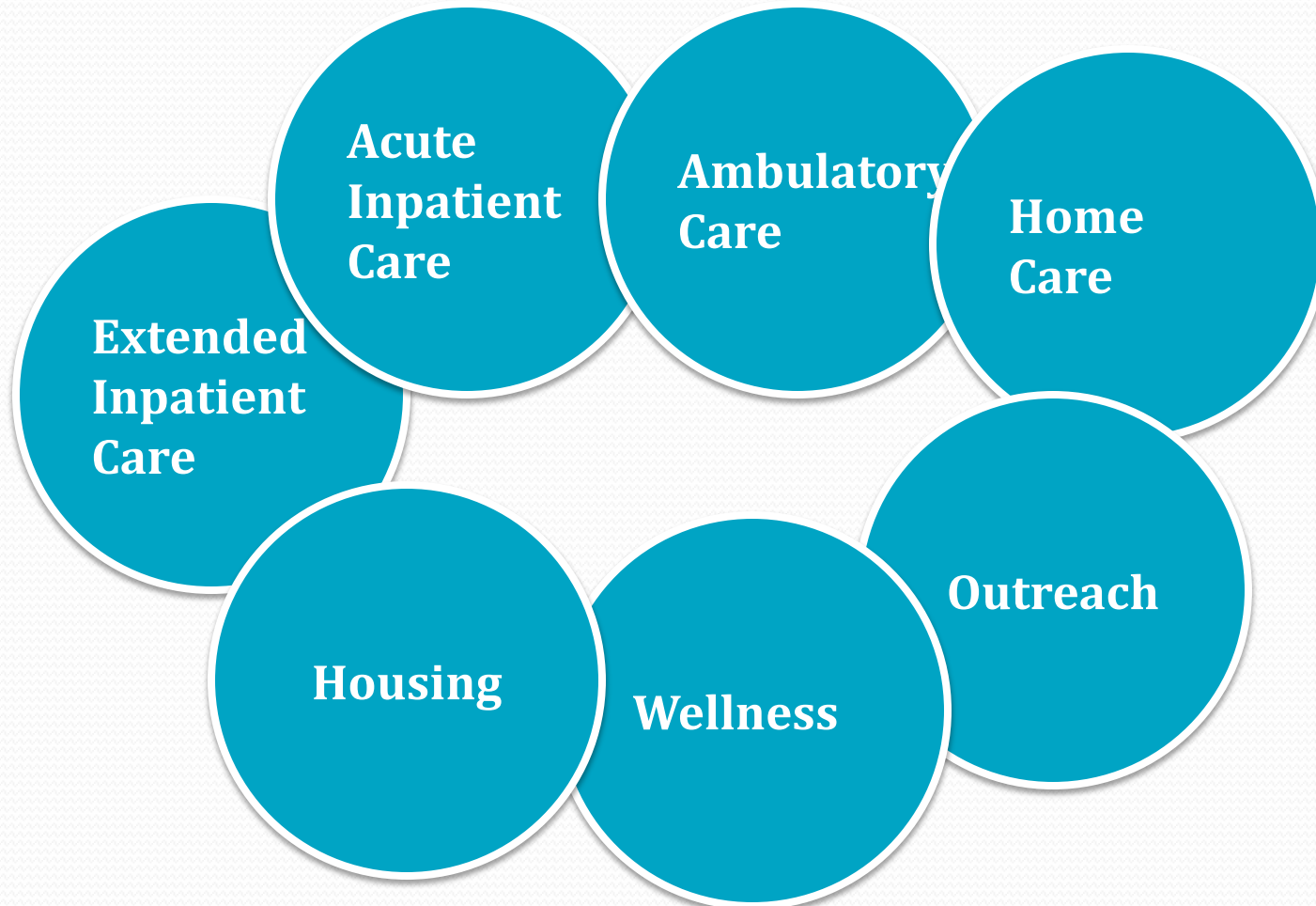


Planning at the State Level and Among Our Neighbors

- Older Dominion Partnership
 - Charlottesville
 - “2020 Community Plan on Aging: Making Our Community a Great Place to Age”
 - Fairfax
 - “Anticipating the Future Fairfax 50+: Action Plan 2007”
 - Rappahannock-Rapidan Region (Culpeper)
 - “Aging Together: Five Communities Creating Choices” (2006)
 - Newport News
 - “Task Force on Aging Action Plan” (2007)

Williamsburg and the Continuum of Long-Term Care

Perceived Gaps in the Seven Categories *(Evashwick, 2007)*



CAPOA Identifies 4 Priority Areas

- Awareness of and Access to Resources
- Vulnerable Seniors
- Housing
- Seniors as a Resource

Progress to Date

- Implementation and Priority Issue Committees Established
- Initiated a CAPOA Communication Plan
- Hired a part-time Project Director
- Published the First Annual Report to the Community highlighting accomplishments

Priority Area 1:

Awareness of and Access to Resources

- Helping seniors and caregivers navigate resources
- Promote PADRN.org, SeniorNavigator.org, and similar Internet-based search tools
- Promote the use of electronic health records
- Explore and support appropriate senior service provider community networking projects



Accomplishments:

- An upgrade of the Peninsula Aging & Disability Resource Network, www.padrn.org, was released. This is a simple and user-friendly website of local resources.
- Over 1,750 local visitors used the PADRN website from April to December 2010.
- The Client Assistance Referral Exchange System (CARES), a secure web-based tool developed by PADRN members was launched. CARES provides clients with accurate and credible referrals and records referral outcomes to the providers exchanging the referral information.

Priority Issue 2: Vulnerable Seniors

- Connect low-income seniors with resources
 - Establish a PACE-like model to address continuum of care
 - Supporting those above poverty threshold
- Enhance the support of services to meet the needs of vulnerable seniors and their caregivers
 - Utilize the resources and outreach efforts of religious organizations, e.g., parish nurses
 - Reinforce initiatives that support informal caregivers
 - Address growing substance abuse issues among seniors.

Vulnerable Seniors (cont.)

Accomplishments:

- Developing family caregiver training program
 - In partnership with Thomas Nelson Community College
 - Provide family members with the skills they need so that they can safely assist their older loved ones. The training will cover:
 - Moving/transferring
 - Preventing falls
 - Bathing
 - Initial course offering expected in Fall 2011

Priority Issue 3:

Housing and Neighborhood Support

- Provide a variety of quality affordable and accessible living options integrated within the community
 - Designing/retrofitting neighborhoods and homes to be age-friendly
- Support neighborhoods in maintaining or establishing outreach efforts
 - Work with neighborhood associations to establish neighborhood networks to allow seniors to age in place

Housing and Neighborhood Support (cont.)

Accomplishments:

- Increased awareness of the Village Model and Neighbor to Neighbor Programs, grassroots efforts to create neighborhood networks that allow seniors to remain in their own homes as long as possible.
 - Offered two workshops:
 - One highlighted local examples of successful Neighbor to Neighbor models; the other national examples of Village Models
 - Twenty-four local neighborhoods requested more information about Neighbor to Neighbor Programs and how to implement such a program in their community.

Priority Issue 4:

Seniors as a Resource

- Expand opportunities for seniors to remain connected and contribute their skills and abilities to the community
 - e.g., employment and volunteer opportunities
 - Increase awareness among employers about seniors as highly qualified employees
- Promote health literacy by encouraging life-long planning, including legal and financial planning, and utilization of community resources

Seniors as a Resource (cont.)

Accomplishments:

- Partnered with the VEC-Williamsburg Workforce Center and the United Way of Greater Williamsburg (UWGW) to hold the first Senior-focused Employment Event held in the Williamsburg Area
- Convened a lunch panel discussion to highlight the benefits that senior employees offer a business' bottom line
 - Panel was comprised of national and local speakers
- Partnered with VolunteerWilliamsburg and the UWGW to promote volunteer opportunities for seniors

What Can I Do?

- Join an Issues Committee
 - Contact Senior Services Coalition to inquire
- Tell others about the Community Action Plan on Aging and let them know about ways they can become involved
- Support the agencies, organizations and individuals who are implementing the CAPOA



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*For more information or to download the full CAPOA report,
contact the Senior Services Coalition at
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