

MAY 2009

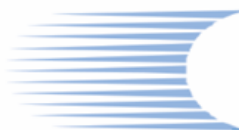
Center for Excellence in Aging and Geriatric Health

**The Williamsburg Community Action Plan On Aging:
2010-2020
COMMUNITY ACTION PLAN:
AWARENESS OF AND ACCESS TO RESOURCES**



A Report to the Senior Services Coalition

Williamsburg, Virginia



**THE CENTER FOR EXCELLENCE
IN AGING AND GERIATRIC HEALTH™**

COMMUNITY ACTION PLAN

Senior Services Coalition Mission Statement:

To promote the independence of seniors, Coalition members will collaborate to build, integrate, sustain, and support a comprehensive senior services system in James City County, Williamsburg, and York County.

In the spirit of the mission of the SSC, where a key goal is to support area seniors via a coordinated system of care, the Coalition is well-suited to provide oversight for the implementation of this Plan. In this section of the CAPOA, goals, objectives, action steps, time frames, potential partners, and potential funding sources for the four priority issues are outlined. It is important to note that the information that follows simply provides a framework for implementation. Inherent in this framework is flexibility to accomplish the goals as other means for achieving success in the four priority areas may arise as the implementation proceeds.

Each goal is stated such that it is a broad, overarching aim for the community to address.¹ It should be noted that the action steps, written in the form of strategies, include specific activities and steps that can be initiated toward realizing the respective goal. Some activities may already be in progress (e.g., linking seniors with volunteer opportunities) and it is important that the strategies include a mechanism for monitoring the impact of these activities while expanding them, where necessary. The metrics are simply a form of measurement to assess progress in determining the goal's effectiveness. It is suggested that all data collected as a result of addressing the CAPOA strategies be stored at the Senior Services Coalition office and be the primary responsibility of the implementation team. The time frames involve target dates for completion and will be dependent upon the commitment of the partners and funders.

A number of individuals representing a variety of agencies and organizations have expressed interest in the CAPOA and its implementation. Some of the organizations identified within the goals are members of the Senior Services Coalition and thus, have a vested interest in the CAPOA. Others include prominent organizations in aging that should be invited to future discussions as the implementation phase is initiated. Appendix F provides documentation on many of the contacts that were made by the planning team as part of the development of the CAPOA. The list includes contact with representatives of local agencies and organizations as well as regional and state planning efforts. The list of potential partners and potential funders outlined in the next few pages is not exhaustive but rather serves as a guide from which to execute the

¹ The idea is to have the goals be expansive and not restrictive.

CAPOA. It is anticipated that some funding may be made available through agencies contributing staff time and skills.

ISSUE 1: AWARENESS OF AND ACCESS TO RESOURCES

While this issue is not unique to the Williamsburg community, it is apparent that residents continue to experience challenges in determining which resources are available to them and how then to access those resources. Previous community needs assessments have documented these ongoing challenges. Some of the responsibilities rest within community leaders and directors of programs to plainly communicate about available resources. Clearly, personal responsibility to explore and ask about services can be encouraged among all community residents. Initiatives such as the No Wrong Door project are linking seniors and their families with appropriate resources. Internet resources, including SeniorNavigator.org and PADRN.org are now available to assist with the search process. The Williamsburg community is experiencing much growth in the area of information technology in communicating to residents about available services and resources. While not all residents will be able to utilize this vehicle for gathering information, it is one important step in educating residents and service providers about available services.

GOAL 1: Increase the capacity of seniors to live independently by promoting coordinated and accessible resources for healthcare and support services.

1.1: Promote SeniorNavigator.org, PADRN.org, Virginiaseniorservices.com, and similar Internet-based search tools.

STRATEGY: Offer education and outreach activities about these sites to seniors and providers who serve seniors.

METRIC: Assess the number of visits to these sites on a quarterly basis.

TIME FRAME: 2 years

POTENTIAL PARTNERS: United Way; SHARP of Peninsula Agency on Aging; SeniorNavigator.org; PADRN.org; Virginiaseniorservices.com

POTENTIAL FUNDERS: Robert Wood Johnson Foundation; Virginia Department for the Aging; Williamsburg Community Health Foundation

1.2: Facilitate the use of electronic health records and similar electronic forms of recording health history and medical information.

STRATEGY: Increase the number of seniors and their families with access to an electronic form of their medical record.

METRIC: Annually assess the number of seniors utilizing an electronic medical record.

TIME FRAME: 5 years

POTENTIAL PARTNERS: Virginia Health Information; Riverside Health System; Sentara Healthcare; American Health Information Management Association; elder law attorneys

POTENTIAL FUNDERS: elder law attorneys; Riverside Health System; Sentara Healthcare; Commonwealth Health Research Board; Williamsburg Community Health Foundation

1.3: Explore and support appropriate senior service provider community networking projects.

STRATEGY: Evaluate the contribution of senior health fairs, conferences, and forums to the attendees and the providers.

METRIC: Conduct a cost-benefit analysis of current outreach efforts, such as the health fairs, by determining cost (e.g., time and expense) to exhibitors and number of persons attending.

TIME FRAME: 2 years

STRATEGY: Maintain a listing of the active coalitions that support seniors and facilitate their interaction with one another.

METRIC: Determine the number of members who are involved in multiple coalitions.

TIME FRAME: 2 years

POTENTIAL PARTNERS: geriatric care managers; Senior Services Coalition; Peninsula Task Force on Aging; Peninsula Aging Network; Center for Excellence in Aging and Geriatric Health; AARP; Historic Triangle Senior Center

POTENTIAL FUNDERS: Williamsburg Community Health Foundation; Riverside Health System; Sentara Healthcare

1.4: Promote geriatric care management as a means for connecting seniors and their families with services.

STRATEGY: Maintain a list of universities and colleges that prepare care managers and provide mentors for potential care managers.

METRIC: Annually identify the number of individuals who currently are and who become certified as geriatric care managers.

TIME FRAME: 3 years

POTENTIAL PARTNERS: geriatric care managers; Catholic Charities of Eastern Virginia; SHARP of Peninsula Agency on Aging; Center for Excellence in Aging and Geriatric Health; Virginia Center on Aging; National Association of Professional Geriatric Care Managers

POTENTIAL FUNDERS: Virginia Center on Aging; National Association of Professional Geriatric Care Managers; Williamsburg Community Health Foundation