

**The Williamsburg Community Action Plan On Aging:
2010-2020
RECOMMENDATIONS**



A Report to the Senior Services Coalition

Williamsburg, Virginia

RECOMMENDATIONS FOR IMPLEMENTATION

The SSC is uniquely qualified to assume responsibility for and implement the CAPOA because it represents the service providers. The recommended actions that will be the result of this Plan can only take place with the commitment of service providers. Therefore, a coordinating agency such as the SSC is in a unique and key position to provide a forum for evaluation of the recommended actions and hold the providers and community mutually accountable for putting the actions into practice. Seven recommendations are outlined for moving the CAPOA into the implementation phase.

Elder-Friendly Community Vision

The first step in the implementation of the CAPOA is to encourage all members of the Greater Williamsburg Area to accept and instill the “elder-friendly community” vision among all residents. An “elder-friendly community” simply means one that is dedicated to providing for the needs of its older residents and to fostering a sense of safety, belonging, and motivation to engage. Generally, there are four steps involved in building an elder-friendly community: organization, assessment, planning, and implementation.¹ Currently, the Williamsburg community is in the midst of Step 3 (planning) and is preparing to move to Step 4 (implementation). One of the lessons learned from evaluating other community plans (see Table 10) is that all generations benefit from a community vision that is “elder-friendly.” Working towards this community vision is a critical element in the framework for a model community for older adults.

Continuum of Care

One essential step in the planning process is to reach consensus and adopt a specific approach that clearly addresses the issues that arose in the community forums. It is recommended that the approach utilize a “Continuum of Care.” Evashwick defines a Continuum of Care as “more than a collection of services: it is an integrated system of care in which the services are linked together by integrating mechanisms. A Continuum of Care is client-oriented, takes a holistic approach, and emphasizes wellness rather than illness. A continuum addresses all levels of care – from acute, high-technology interventions, to ongoing support services, such as housekeeping. The goal is to facilitate access to the appropriate services quickly and efficiently.”² Table 11 identifies the functions of a continuum to support long-term care needs.

¹ Guide to Elder-Friendly Community Building, 2004.
http://www.michigan.gov/documents/Guide_to_EFC_Building1_156733_7.doc.pdf

² Evashwick, C. (2005). *The continuum of long-term care*. Thomson: U.S, pgs. 4-5.

Table 11. The functions of a continuum of care.

| Functions of a Continuum |
|---|
| Matches resources to the client's condition, avoiding duplication of services and use of inappropriate services |
| Takes a multifaceted approach to the client's and family's situation |
| Monitors the client's condition and modifies services as needs change |
| Coordinates the care of many professionals and disciplines |
| Integrates care provided in a range of settings |
| Streamlines client flow and facilitates easy access to services needed |
| Maintains a comprehensive record incorporating clinical, financial, and utilization data across settings |
| Pools and negotiates comprehensive financing |

Source: Evashwick, C. (2005). The continuum of long-term care. Thomson: U.S.

Connection with Other Planning Efforts

As the SSC moves forward with implementing the CAPOA, it is important to coordinate these efforts with organizations that have identified aging as a priority (e.g., United Way, Williamsburg Community Health Foundation). Likewise, it will be important to keep the three jurisdictions' leaders and stakeholders engaged in this process and to connect the CAPOA with the respective Comprehensive Plans.

Partnership with Jefferson Area Board on Aging

In 2003, the Jefferson Area Board for Aging (JABA) established their plan known as the "2020 Community Plan on Aging: Making Our Community a Great Place to Age." Since then, this Plan has served as a model for communities throughout the U.S., and has been the recipient of the "Livable Communities for All Ages Award" sponsored by the Administration on Aging. Staff members at JABA have indicated their willingness to assist other communities in working towards executing their own plans.³ It is recommended that the SSC explore and consider entering into a consultative partnership with JABA in order to implement and sustain the CAPOA.⁴

Staff Person to Implement Plan

While it is clear that the SSC is aptly qualified to lead the implementation of the CAPOA, the coalition is comprised of service providers and community leaders who individually cannot assume responsibility for all elements of the CAPOA. Therefore, one

³ Per conversation with Gordon Walker, CEO, Jefferson Area Board for Aging, February 2009.

⁴ Members of the SSC participated in a fact-finding mission to the Jefferson Area Board for Aging in the Fall of 2007.

individual must be employed and charged with the responsibility of acting on the identified goals and action steps. Based on the evaluation of many other community plans, it is critical that a full-time staff person be hired to lead the implementation of the CAPOA. Ideally, this person would represent SSC and would report to a governing body overseeing the implementation of the Plan, which may be the SSC Steering Committee, or another Task Force appointed by the SSC.⁵ The implementation team, including the full-time staff person, will need to determine their course of action to address the four priority areas. A recommended first step would be to establish committees, comprised of potential partners (identified earlier in this report), for each of the four priority areas. The progress of these committees will be dependent upon a number of factors including the number and type of goals to be addressed in each area and financial and staff resources. It is likely that the committees will work simultaneously, but not necessarily at the same pace, to focus on the goals and implement the strategies. Committee members should incorporate the elder-friendly community vision and continuum of care approach into their efforts.

Communication Plan

The SSC and the staff person in charge of the implementation should develop a communication plan for reporting progress on the CAPOA. It is recommended that reports occur at least semi-annually over the ten-year period and that the reports be widely disseminated.

Community Performance Report

It is important that an annual review process be instituted for measuring performance on the CAPOA as determined by the implementation team. This process will utilize the metrics identified in the CAPOA as well as other indicators deemed appropriate by the SSC and the committees. It will be critical that the performance report acknowledge accomplishments and identify areas for improvement.

⁵ Funding for this staff person may be supported through the three jurisdictions as well as through other funding sources.