

**The Williamsburg Community Action Plan On Aging:
2010-2020
COMMUNITY ACTION PLAN:
SENIORS AS A RESOURCE**



A Report to the Senior Services Coalition

Williamsburg, Virginia

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 4: SENIORS AS A RESOURCE

One element associated with becoming a model community for older adults is recognizing the value of all citizens, but particularly so the wisdom, skills, and experiences of older residents. Much discussion occurred at the forums with respect to ways to both recognize and tap into the knowledge and expertise of area retirees, as well as their expressed desire to give back to their community. In addition, it will be important for our community to support older adults who wish to remain in the workforce or who need to find ways to secure employment.

GOAL 1: Expand opportunities for seniors to remain connected and contribute their skills and abilities to the community.

1.1: Match seniors' skills with the appropriate type of agency in need of those skills.

STRATEGY: Increase number of seniors enrolled as volunteers with various agencies, including VolunteerWilliamsburg.org and Network Williamsburg.

METRIC: Annually measure the number of seniors enrolled in RSVP; Network Williamsburg; United Way of Williamsburg; and VolunteerWilliamsburg.org.

TIME FRAME: 2 years

POTENTIAL PARTNERS: Historic Triangle Senior Center; Rita Welsh Adult Literacy Program; Christopher Wren Association; Retired Senior Volunteer Program; United Way of Greater Williamsburg; Greater Williamsburg Association for Volunteer Administration

POTENTIAL FUNDERS: Christopher Wren Association; Retired Senior Volunteer Program; United Way of Greater Williamsburg

1.2: Promote opportunities for seniors to continue working and increase awareness among employers about seniors as suitable employees.

STRATEGY: Hold a senior career fair²

METRIC: Determine number of seniors and employers who participate, Determine the number of seniors who are able to secure employment within one year of attending the career fair.

TIME FRAME: 3 years

POTENTIAL PARTNERS: Greater Williamsburg Chamber and Tourism Alliance; Virginia Employment Commission; Senior Services Coalition; Historic Triangle Senior Center

POTENTIAL FUNDERS: Greater Williamsburg Chamber and Tourism Alliance; Virginia Employment Commission; U.S. Department of Labor (Title V of the Older Americans Act)

GOAL 2: Promote health literacy by encouraging life-long planning, including legal and financial planning, and utilization of community resources.

2.1: Support current education and outreach efforts on health literacy and facilitate additional efforts, as needed.

STRATEGY: Evaluate education and outreach programs to verify the programs meet the needs and expectations of older residents.

METRIC: Annually assess number of attendees at outreach programs and measure request for such programs.

TIME FRAME: 3 years

POTENTIAL PARTNERS: Virginia Health Information; Riverside Health System; Sentara Healthcare; American Health Information Management Association; Rita Welsh Adult Literacy Program; elder law attorneys; financial planners

POTENTIAL FUNDERS: elder law attorneys; financial planners; Riverside Health System; Sentara Healthcare; Williamsburg Community Health Foundation

² The senior career fair is part of the SSC senior employment initiative.