

Section C: Issue Areas, Goals and Objectives

The Oregon State Unit on Aging (SUA) has identified the Issue Areas for our region's target population. Issue Areas address national and state concerns and priorities identified in the Older Americans Act (OAA), the OAA State Plan and the State Agency's strategic plan.

Goals & Objectives

Issue Area: Family Caregivers					
Goal #1: Increase enrollment and involvement of grandparents raising grandchildren in Lincoln County FCSP.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Provide additional outreach to seniors raising grandchildren	a. Outreach to these populations through local media including newspaper, magazines, and radio	FCSP Coordinators	Ongoing		
	b. Network with local organizations specializing in working with at risk children including: DHS, Self-Sufficiency, Child Welfare, local school districts, CASA, YMCA, the Boys and Girls Club, and other afterschool activity programs		Ongoing		
	c. Further educate 2-1-1 and the ADRC call specialists about the program to increase promotion and referral from these services		Ongoing		
2. Continued development of grandparents raising grandchildren support groups	a. Continue to market existing group in partnership with Old Mill Center to grandparents who are already on FCSP and encourage additional enrollment	FCSP Coordinators	Ongoing		

	b. Develop an additional group for grandparents raising grandchildren in east Linn or Lincoln County		Ongoing		
	C. Support partner agencies with funds for respite and supplies		Ongoing		
	e. Gather educational information and compile support group topics		Ongoing		
Goal #2: Provide recognition to caregivers.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Continue Community Caregiver Celebrations	a. Research and book educational and supportive presentations	FCSP Coordinators	Ongoing		
	b. Include relaxation techniques and practices into the celebration		Ongoing		
	c. Continue building relationships with community members to strengthen partnerships		Ongoing		
Goal #3: Increase involvement in the FCSP minority populations and LBGT community.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Outreach to Hispanic population	a. Partner with Centro De Ayuda	FCSP Coordinators	Ongoing		
	b. Partner with Self Sufficiency and DHS through regional meetings		Ongoing		
	c. Partner with local churches		Ongoing		
2. Outreach to the LBGT Community	a. Partner with Friendly House, a SAGE Affiliate in Multnomah County	FCSP Coordinators	Ongoing		
	b. Strengthen partnerships with LBGT Focus group initiated in 2016		Ongoing		

	c. Research and contact organizations working with our target population		Ongoing	
3. Increase community presentations to targeted populations	a. Attend local Latino Festivals in all three counties.	FCSP Coordinators	Ongoing	
	b. Attend local Pride events		Ongoing	
	c. Work with the Siletz Tribe to be visible at their community events		Ongoing	

Goals & Objectives

Issue Area: Information and Assistance Services and Aging and Disability Resource Connections (ADRC).					
Goal #1: Ensure a No Wrong Door experience for all consumers					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Ensure that once consumers contact any SDS staff, they will not have to call another number to get assistance	Develop internal referral process for all SDS staff	IA/IR supervisor	11/16	Ongoing	
	Provide training as needed to staff	Program Managers	11/16	Ongoing	
Goal #2: Ensure accurate database with 100% updating each year.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Maintain 100% ADRC consumer database annually	Task staff with updating database to ensure it is 100% updated each year	IA/IR supervisor	Ongoing		
Goal #3: Ensure that veterans in the Veterans Service Office of Benton County are included in ADRC internal referral process.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Increase number of veterans in Benton County VSO that receive referrals and service from SDS	a. Develop internal referral process for VSO staff	Program supervisors (IA/IR and VSO)	9/16	Ongoing	
	b. Provide training for VSO staff as needed	Program supervisors (IA/IR and VSO)	10/16	Ongoing	

Goals & Objectives

Issue Area: Elder Rights and Legal Assistance					
Goal #1: Ensure that investigations of abuse are completed in a timely manner.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Achieve a timely completed report rate of 90%	1. Provide sufficient staff and training	APS Supervisor	9/16	On-going	
	2. Track open investigations weekly		9/16	On-going	
Goal #2: Increase public education and awareness regarding older adult abuse, neglect and especially exploitation.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Develop strategies for the most cost-effective outreach	a. Research cost-effective means of outreach	OAA Program Manager	1/17	On-going	
	b. Expand ability to provide presentations in alternative languages	OAA Program Manager	1/17	On-going	
2. Implement outreach effort through local media	a. Secure contract with media, including possible public transits ads	Program Manager	1/17	On-going	

Goals & Objectives

Issue Area: Health Promotions					
Goal #1: Expand mental health services for older adults and people with disabilities.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Increase Evidence Based programs such as PEARLS and Powerful Tools	Increase PEARLS client load throughout region	Program Director and	1/17	On-going	
	Contract with county mental health to provide PEARLS to Medicaid recipients	Program Manager	1/17	6/17	
	Increase Powerful Tools classes in region		1/17	On-going	
Goal #2: Increase community engagement for older adults and people with disabilities.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Develop options for new programs that reduce isolation and loneliness	a. Research to identify EBPs that reduce isolation/loneliness	Program Director	6/13	12/13	
	b. Adopt EBPs that reduce isolation/loneliness		1/14	On-going	
Goal #3: Address service gap for dementia related diseases.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Increase understanding of impact dementia diseases are having on households and community	a. Provide for venues where information about dementia and its impact are explained	Program Director	1/17	On-going	
	b. Sponsor a Summit of dementia experts to develop information on the issue	Mental Health Services coordinator	1/17	5/17	
2. Advocate for better treatment for dementia disease in the region	a. Strengthen and expand the already existing informal support group	SSAC/DSAC	1/17	On-going	

Goals & Objectives

Issue Area: Native Americans					
Goal #1: Continue to build a strong relationship with the Confederated Tribes of Siletz for the benefit of our region's senior and disabled population.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Improve Communication and Outreach Services with Tribal Elders	a. Establish quarterly meetings with Tribal leaders	OAA Case Manager	On-going		
	b. Recruit local Tribal governing members to join OCWCOG Advisory Councils	Program Manager	1/13	On-going	
	c. Establish location for ADRC brochures to be distributed regularly	OAA Case Manager	On - going On - going		
2. Coordinate with local area Tribes to co-host semi-annual elder abuse forums	a. Work with Tribal staff to coordinate forums	Program Manager	On - going		
	b. Commit staff to participate in forums	OAA Case Manager	On going		
	c. Assist with promotion of forums	OAA Case Manager	On - going		

Goals & Objectives

Issue Area: Nutrition Services					
Goal #1: Maintain the MOW program at its current service level, with a high priority on home-delivered meals.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Develop the financial resources to maintain program at current service level	a. Increase individual donations by at least 75%	Program Manager and Program Director	9/16	On-going	
	b. Develop business sponsorships to at least \$30,000/yr.	Program Manager and Program Director	1/17	On-going	
	c. Increase local government contributions by at least 20%	Program Manager and Program Director	1/17	On-going	
	d. Secure private foundation grants for capacity building	Program Manager and Program Director	1/17	On-going	
2. Increase and stabilize volunteer base for the entire region	a. Develop written and video materials for volunteer recruitment	Program Manager	On-going		
	b. Implement media campaign targeted to potential volunteers	Program Manager	On-going		
	c. Secure community donors to support volunteer recognition events in each county	Program Manager	On-going		
	d. Provide volunteer coordination training for Meal Site mangers	Program Manager	On-going		

Goal #2: Enhance the dining program experience.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
Increase dining participation by 20%	a. Develop partnerships with other community programs to co-locate with meal sites	Program Supervisor	1/13	On-going	
	b. Provide more enrichment activities during meal time such as background music	Meal Site Managers	On-going	On-going	
Goal #3: Maintain regional pet program for home delivered participants companions.					
Measurable Objectives	Key Tasks	Lead Position and Entity	Timeframe		Update
			Start Date	End Date	
1. Engage local humane societies	a. Continue partnering with the local humane societies in Linn and Lincoln Counties	Program Supervisor	On-going		
	b. Make contact with the humane society in Benton County to attempt to partner with them		On-going		