

YHAA 2020-21 PRIORITY NEEDS TACTICAL PLANS
ALZHEIMER'S & DEMENTIA
DRAFT-9/17/20
2020-21 TACTICAL PLAN

The growth of the aging population has increased the need for dementia related public education, providers with appropriate training, and local community-based resources.

Goal I: Increase the number of knowledgeable clinicians trained in the diagnosis and treatment of dementia.		
<u>Strategies for Addressing Goal I:</u>		
<ul style="list-style-type: none"> ➤ <i>Collaborate with UCD Dementia Training program to implement pilot education program in Yolo Co. for primary care providers at Winters Healthcare Foundation, Northern Valley Indian Health, Sutter-Davis, Dignity-Woodland and Kaiser-Davis.</i> ➤ <i>Facilitate intern opportunities for students with YHAA and the members of the YHAA Collaboration Committee.</i> 		
Objectives		Lead/Partner /Follow
I.1	Complete UCD Dementia Training program for primary care providers in Yolo County via Zoom.	Lead
I.2	Continue to include YHAA in UC-Davis MPH and CSUS Gerontology and Public Health internship outreach programs. Contact UCD and CSUS Schools of Nursing regarding availability of internship programs. Interns will assist with regular updates of resources-website, resource guide. (Kaiser grant)	Lead

Goal II: Increase education & training opportunities - informal/family caregivers.		
<u>Strategies for Addressing Goal III:</u>		
<ul style="list-style-type: none"> ➤ <i>Coordinate with the Alzheimer's Association to provide public education and training opportunities, including interactive sensitivity training.</i> ➤ <i>Post resource and information links and educational materials including the state Alzheimer's Plan on YHAA website.</i> 		
Objectives		Lead/ Partner /Follow
III.1	Review and update website materials and links related to dementia, including COVID education and supports.	Lead with interns
III.2	Continue to co-sponsor educational events with Alzheimer's Association including at least one Spanish language presentation. During COVID timeframe: assist getting the word out about online education as in person not feasible.	Partner with Alzheimer's Association

Goal III: Increase public and community awareness of dementia resources.

Strategies for Addressing Goal IV:

- *Partner with Alzheimer's Association, UC Davis School of Nursing, and other appropriate organizations to develop a public health education campaign and expand the number of local information sources (e.g., doctor's offices, DMV and Social Security offices).*
- *Work with community volunteer organizations, such as Meals on Wheels, Community Care Car; local transit operators; and banking and credit union associations to educate employees to recognize and assist those afflicted with Alzheimer's and dementia.*
- *Educate emergency department staff, first responders, discharge planners, and other aging service providers on where to direct patients for care and support.*
- *Produce/distribute public service announcements.*

Objectives		Lead/ Partner /Follow
IV.1	Incorporate increasing community awareness of dementia resources in communication plan.	Lead
IV.2	Educate emergency departments and care managers on YHAA resource list.	Lead
IV.3	Enhance Alzheimer's information on YHAA website and connect to other resources.	Partner Alzheimer's Assoc.

Goal IV: Identify and address gaps in services and increase community-based dementia care. (see Adult Day Services Tactical Plan)

Strategies for Addressing Goal V:

- *Expand Adult Day Health Care and Adult Day Care programming to eliminate waitlists and expand geographic coverage.*
- *Advocate for additional funds for community-based programs.*
- *Assess need for and opportunities to provide services in rural communities.*

Objectives		Lead/ Partner /Follow
V.1	Develop and implement a plan and strategy for advocacy leadership and community involvement opportunities for expansion of Yolo Adult Day Health Care (Dignity Grant).	Lead
V.2	Assist with planning for opening of Davis Adult Day Program, Galileo Place, a program of Yolo Hospice.	Follow with Yolo Hospice

AGE FRIENDLY COMMUNITIES 2020 TACTICAL PLAN

Yolo County will benefit from each jurisdiction addressing the eight age friendly domains.

Goal I: Advocate for an increase the number of low- and moderate- income older adult housing options (both type and number).		
Strategies for Addressing Goal :		
<ul style="list-style-type: none"> ➤ <i>Sponsor local housing summit focusing on new, innovative models of housing.</i> ➤ <i>Increased funding for persons receiving SSI and residing in RCFEs.</i> 		
Objectives		Lead/ Partner /Follow
I.1	Utilize housing development guidelines and YHAA policy position to improve and support proposed housing developments in Yolo County.	Lead
I.2	Post information and resources on housing options on the YHAA website on an ongoing basis.	Lead
I.3	Request and support legislation and budget requests that will increase SSI reimbursement for board and cares.	Partner
Goal II : Advocate for an increase the number of homes that include universal design and are single story.		
Strategies for Addressing Goal :		
<ul style="list-style-type: none"> ➤ <i>Advocate for ordinance changes and implementation of existing ordinances related to universal design.</i> ➤ <i>Advocate during planning phase of new housing developments to include single story and accessible housing options.</i> 		
Objectives		Lead/ Partner /Follow
II.1	Use YHAA housing guidelines as an advocacy tool when new proposals are presented to governing bodies.	Lead
II.2	Utilize Advocacy Committee to follow and mobilize advocacy on proposed projects.	Lead

Goal III: Increase public awareness of home modifications and assistive technologies that make homes safer and facilitate aging in place.

Strategies for Addressing Goal :

- *Identify partners to continue Fall Prevention Programs to inform the public about home safety and personal fitness strategies to prevent falls.*
- *Identify funding sources for home modification.*
- *Partner with organizations to educate the public and caregivers on home modification and assistive technology.*
- *Create YHAA website content on home modification and assistive technology with links to information and funding resources and post to our website.*

Objectives		Lead/ Partner /Follow
III.1	Post information and resources on fall prevention and home modification on YHAA website.	Lead
III.2	Identify partners to plan and implement a Fall Prevention/Home Modification event.	Partner
III.3	Advocate for resources and programs for home modification.	Lead-RIL Partner
III.4	Address local digital divide with enhanced technology access, especially during COVID shelter in place.	Partner with RIL

Goal IV: Educate the public and government representatives on the need for 24-hour residential facilities; advocate to expand the number of beds and facilities in Yolo County including the number and quality of skilled nursing facility (SNF) and assisted living beds (all types of RCFEs).

Strategies for Addressing Goal :

- *Gather data to assess need for all types of residential care beds in Yolo County (e.g., research wait lists, SSI recipients, enrollees at-maximum IHSS hours, compare Yolo County population age and income data with residential facility population.*
- *Join with appropriate partners for expansion of Assisted Living Waiver into Yolo County.*
- *Advocate for more streamlined process to expedite licensing.*
- *Advocate for increased number of quality assisted living, board and care, and SNF beds in Yolo County.*

Objectives		Lead/ Partner /Follow
IV.1	Identify and begin to gather Yolo County specific data on need for beds and new facilities. Partner with Ombudsman to identify quality and safety issues.	Partner-possible data work by interns
IV.2	Utilize YHAA Advocacy Committee to identify state and federal funding opportunities and advocate for budgetary support of the full range of long term care.	Lead- YHAA Advocacy Committee

LONG-TERM CARE PLANNING AND FINANCING 2020 TACTICAL PLAN

Older adults in Yolo County need to plan ahead for long-term care services and supports, financing, and end of life choices. More long-term care financing options are needed.

Goal I: Educate the public on the need and planning for later life & long-term care.		
Strategies for Addressing Goal :		
<ul style="list-style-type: none"> ➤ .Work with California Collaborative for Long Term Services and Supports to advocate for long term care planning and financing. ➤ Post long-term care planning materials and links to resources on the YHAA website. ➤ Use listserv to distribute information to the public and providers on a regular basis. 		
Objectives		Lead/ Partner /Follow
I.1	Through representation on CCLTSS and Advocacy Committee carefully follow Master Plan process and implementation.	Follow
I.2	Organize Town Hall meetings after release of Master Plan (The SCAN Foundation grant)	Lead
I.3	Post planning for long-term care information and resources on YHAA website. (SCAN Foundation Grant)	Lead
I.4	Include Advance Planning and Long Term Care Financing in Yolo Healthy Aging Alliance Resource Guide.	Lead
I.7	Work with Collaboration Committee partners to distribute information on advance planning through banks, financial institutions, service providers, and other channels, e.g., faith-based and service organizations.	Partner-Follow
Goal II: Advocate for more affordable, appropriate long-term care and support services in Yolo County.		
Strategies for Addressing Goal:		
<ul style="list-style-type: none"> ➤ Stay abreast of developing options in long-term care financing including CA Master Plan for Aging and “Medicare 2020” (which proposes to include supplemental services benefits such as Adult Day Health Care) and long-term care insurance benefit requirements. ➤ Advocate for more long-term care financing options. 		
Objectives		Lead/ Partner /Follow
II.1	Seek out and partner with organizations most engaged and up-to-date in federal long-term care policy and implementation.	Follow-HICAP, Justice in Aging
II.2	Engage in work with state policy, CCLTSS and CA Master Plan for Aging	Assist
II.3	Engage Advocacy Committee members in advocating for accessible and affordable state Long-Term Care programs and financing.	Lead

ADULT DAY SERVICES

2020 TACTICAL PLAN

Adult Day Programs benefit individuals by allowing them to socialize with their peers, remain in their homes, and avoid unnecessary hospitalizations and/or premature institutionalization. Family caregivers benefit from respite and the ability to remain in their jobs. More adult day programs are needed in Yolo County.

Goal I: Promote and support expansion of Yolo Adult Day Health Center.		
Strategies for Addressing Goal :		
<ul style="list-style-type: none"> ➤ <i>Advocate and support the plan for Yolo County, Dignity Health and other housing partners to create a new Adult Day Health Center in Woodland.</i> ➤ <i>Assure that this issue is a part of the Board of Supervisors public agenda and engage new community partners in the discussion to assure the timely expansion of the Adult Day Health Center.</i> 		
Objectives		Lead/ Partner /Follow
I.1	Take a major leadership role and create a plan of advocacy and community education action (Dignity ADHC grant)	Lead
I.2	Work collaboratively with Yolo County Commission on Aging and Adult Services to assure that Yolo County Board of Supervisor receive a specific facility and program plan.	Partner
Goal II: Provide support in the development of the Davis Adult Day Program (ADP) to assure that it opens in 2021.		
Strategies for Addressing Goal :		
<ul style="list-style-type: none"> ➤ <i>Remain actively involved in the planning and implementation of the program.</i> ➤ <i>Promote and assist in connection other community-based services with the Adult Day Program.</i> ➤ <i>Assist in publicizing the opening and availability of the Adult Day Program.</i> 		
Objectives		Lead/ Partner /Follow
II.1	YHAA representatives will be active members of the ADP planning committee.	Assist
II.2	Connect additional community-based services to ADP through the YHAA Collaboration Committee.	Lead
II.3	Provide regular updates to YHAA Advocacy and Collaboration Committees on the status of the program through planned opening.	Lead
II.4	Develop messages and send information to our listserv and on our website and social media regarding opening.	Lead
II.5	Work with City of Davis or other transportation providers to establish transportation service to ADP.	Assist

RURAL SERVICES & SUPPORTS 2020 TATICAL PLAN

Rural communities have historically had limited access to health, social, and long-term care services and supports as well as to affordable transportation options. Not only are more services needed, but also, cultural competency among service providers must be increased.

Goal I: Document the availability of aging and long-term care services and supports in Yolo County rural communities.

Strategies for Addressing Goal :

- *Identify health and social services providers and resources.*
- *Identify non-profits organizations providing outreach and services to the various rural communities.*
- *Translate rural services and supports resource guide into Spanish.*
- *Identify greatest needs and deficiencies in rural services and supports, e.g., RCF beds, transportation.*
- *Engage Collaboration and Advocacy Committees in discussing needs and solutions to limited access to services and supports in rural communities.*

Objectives		Lead/Partner/Follow
II.1	Annually update rural resources and services guide (Interns)	Lead-Partner
II.2	Provide multiple language translation of YHAA website and assure ADA compliance.	Lead

Goal III: Increase outreach to and education and training opportunities for rural community aging populations, their families, and their caregivers.

Strategies for Addressing Goal :

- *Identify best channels of communication for outreach to rural communities.*
- *Partner with rural service providers, non-profits, elected officials, and tribal alliances to bring YHAA educational events and programs to rural communities.*
- *Use partnerships and communication channels to increase public and community awareness of aging and long-term care resources.*
- *Seek increased rural community representation on the YHAA Board of Directors.*
- *Seek increased rural community representation on the Collaboration Committee.*

Objectives		Lead/Partner/Follow
III.1	Define rural area and population of Yolo. (Seek grants)	Lead
III.2	Identify new partners serving rural communities and increase rural representation on the Board and in YHAA Committees.	Partner
III.3	Resource outreach in rural Yolo, including census and health benefits of nature education-Healthy Parks-Healthy People Project (Yolo Comm. Found./Dignity grants)	Lead

ORGANIZATION SUSTAINABILITY

2020 TACTICAL PLAN

To become a sustainable organization, YHAA requires a working board that represents the diversity of Yolo County and brings relevant skills to bear in advancing the YHAA mission. Members should commit to implementing a strategic plan with realistic goals and objectives that are subject to meaningful and systematic review, evaluation of progress and achievements, and updates and revisions as appropriate.

Goal I: Maintain a Board of Directors with relevant knowledge and skills, interest, and time to commit to advancing the YHAA mission.		
<u>Strategies for Addressing Goal :</u>		
<ul style="list-style-type: none"> ➤ <i>Develop list of skills sets to be represented on the Board of Directors including legal, fiscal management, fundraising, public policy, and advocacy.</i> ➤ <i>Increase diversity of the YHAA Board by increasing geographical, ethnic, and gender representation.</i> ➤ <i>Engage current Board Members in ongoing search and identification of potential Board Members.</i> ➤ <i>Explore Advocacy Committee, Collaboration Committee for potential Board Members.</i> ➤ <i>Assign Board Members with specialized expertise or interest as “Issue Captains or Co-Captains” with lead responsibility for advancing various YHAA goals or priority issues.</i> 		
Objectives		Lead/Partner/Follow
I.2	Recruit new Board Member(s) that reflect the cultural and geographic diversity of Yolo County.	Lead
I.3	Orient and involve new Board Member(s).	Lead
Goal II: Operationalize a systematic annual Strategic Plan development, review, and update process.		
<u>Strategies for Addressing Goal :</u>		
<ul style="list-style-type: none"> ➤ <i>Maintain a permanent Strategic Plan Committee</i> ➤ <i>In November of each year conduct a systematic review of Strategic Plan Implementation by the full Board including:</i> <ul style="list-style-type: none"> a) <i>Conduct Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis</i> b) <i>Evaluate progress and outcomes in implementing Tactical Plans</i> c) <i>Revise Priority Issues List as needed</i> d) <i>Seek input from the Collaboration and Advocacy Committees</i> e) <i>Develop appropriate revisions of Strategic and Tactical Plans, including goals and objectives as needed.</i> 		
Objectives		Lead/Partner/Follow
II.1	Conduct annual review.	Lead
II.2	Revise and adopt updated Strategic Plan.	Lead

Goal III: Increase benefits of participation in the Collaboration and Advocacy Committees and engage members in pro-active implementation of the YHAA mission and Strategic Plan.

Strategies for Addressing Goal :

- *Conduct Collaboration Committee working session to discuss motivations, expectations, and benefits of participation and ways in which benefits of participation and positive outcomes of collaboration could be increased.*
- *Conduct Advocacy Committee working session to discuss motivations, expectations, and benefits of participation and ways in which benefits of participation and effectiveness of advocacy efforts could be increased.*

Objectives		Lead/Partner/Follow
III.1	On an ongoing basis, pro-actively engage Collaboration Committee and Advocacy Committee members in planning and implementing YHAA activities and events.	Lead
III.2	Identify and award Senior Superstar Awards to recognize outstanding work in the community and bring more attention to aging issues.	Lead
III.3	Survey members of YHAA Collaboration Committee on their experiences on the committee and obtain testimonials.	Lead

Goal IV: Upgrade YHAA website to be a primary source of healthy aging and long-term care information.

Strategies for Addressing Goal :

- *Continually assess and update website and populate with information relevant to YHAA priority issues and activities.*
- *Publicize availability of website.*
- *Include website address in all communications and signature blocks.*

Objectives		Lead/Partner/Follow
IV.1	Develop content for resources and information related to Priority Issues. (Kaiser grant)	Lead
IV.3	Add content to website, including COVID, on a bi-monthly basis (2x/month)	Lead
IV.4	Increase traffic to website year over year by 25%.	Lead
IV.5	Take responsibility for updating, printing and posting the Yolo Senior Resource Guide. (Kaiser grant-additional funds needed)	Lead
IV.6	Investigate feasibility of creating and funding an information and referral hub in collaboration with Yolo ADRC partners. (ADRC grant)	Lead

Goal V: Implement a pro-active communications strategy using traditional and social media.

Strategies for Addressing Goal :

- *Adopt detailed communications strategy*
- *Capitalize on popular calendar events garnering media cover e.g., Mothers' Day, Alzheimer's Awareness Month, Fall Prevention Week, Veterans Day, to promote YHAA via Press Release and Op-Eds. Facebook posts and Twitter.*
- *Track coverage and re-post as appropriate to Facebook, Twitter, and website.*

Objectives		Lead/Partner/Follow
V.1	Increase YHAA communications year over year.	Lead
V.2	Increase YHAA media coverage year over year.	Lead

Goal VI: Become the reliable source for information and referral to older adults services in Yolo County.

Strategies for Addressing Goal :

- Utilize Collaboration Committee and community connections to continuously update website and expand Collaboration Committee membership.
- Visit, investigate models of whole person information and referral.
- Actively engage in the Yolo Aging and Disability Resource Connection development.
- Explore costs, funding opportunities to expand information and assistance work.
- Explore other information and connection to services opportunities.

Objectives		Lead/Partner/Follow
VI.1	Create a report to the board on feasibility of expanding direct connection to service models.	Lead
VI.2	Attend and actively engage in the Yolo ADRC development with movement from “emerging” to “recognized” ADRC (Emerging ADRC and CARES grant)	Lead

Goal VII: Become fiscally sustainable.

Strategies for Addressing Goal :

- Implement an annual large spring fundraiser.
- Implement fall fundraiser.
- Identify ongoing donation opportunities such as Amazon Smile, Network for Good, Big Day of Giving.
- Identify, write and receive grants that are within our strategic plan priorities.
- Identify new donors and reach out to previous donors

Objectives		Lead/Partner/Follow
I.2	Annual fundraiser will exceed 2019 fundraising level	Lead
I.3	Baseline funding for organization is achieved throughout the year.	Lead
I.4	Increase individual and corporate donors by 25%	Lead
I.5	Successfully write and receive funding for at least 3 grants.	Lead
I.6	Create comprehensive list of previous donors and identify new donors.	Lead