

YHAA 2019 PRIORITY NEEDS TACTICAL PLANS

ALZHEIMER'S & DEMENTIA 2019 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.

Strategies for Addressing Goal I:

- *Collaborate with UCD Dementia Training program to implement pilot education program in Yolo Co. for primary care providers at Communicare, Winters Healthcare Foundation, Northern Valley Indian Health, Sutter-Davis, Dignity-Woodland and Kaiser-Davis.*
- *Work with local higher education and career educational institutions to include dementia and gerontology in their curricula.*
- *Facilitate intern opportunities for students with YHAA and the members of the YHAA Collaboration Committee.*

Objectives		Completion Date
I.1	Contact UCD Dementia Training program to schedule pilot training program in Yolo County. (UCD has not completed curriculum yet)	
I.2	Implement UCD Dementia Training program	
	Identify appropriate dementia curriculum for education	
I.3	Survey UCD School of Nursing, Master in Public Health and Medical School, CSUS School of Nursing and Gerontology and Woodland Community College Nursing Program to ascertain inclusion of dementia in their curriculum.	
I.4	Continue to include YHAA in UCD MPH and CSUS Gerontology internship outreach programs. Contact UCD and CSUS Schools of Nursing regarding availability of internship programs.	

Goal II: Increase educational and training opportunities for community-based providers and first responders in the care of persons with dementia.

Objectives		Completion Date
II.2	Contact Yolo County Public Authority to review their training schedule and assure that it includes dementia training. Provide community connections to dementia resources for trainings.	
II.3	All Yolo County law enforcement will have received web-based dementia training.	

Goal III: Increase education and training opportunities for informal and family caregivers.

Strategies for Addressing Goal III:

- *Coordinate with the Alzheimer's Association to provide public education and training opportunities, including interactive sensitivity training.*
- *Post resource and information links and educational materials including the state Alzheimer's Plan on YHAA website.*

Objectives		Completion Date
III.1	Review and update website materials and links related to dementia.	
III.2	Continue to co-sponsor educational events with Alzheimer's association rotating throughout Yolo County no less than quarterly and including at least one rural and one Spanish language presentation.	

Goal IV: 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		Completion Date
IV.1	Incorporate increasing community awareness of dementia resources in communication plan.	

Goal V: 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 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		Completion Date
V.1	Develop and implement a plan and strategy for advocacy leadership and community involvement opportunities for both the Woodland ADHC and Davis ADC.	
V.2	Create a Winters Senior Resource Guide and Rural Yolo Senior Resource Guide in English and Spanish that includes dementia care services.	

HOUSING 2019 TACTICAL PLAN

Yolo County needs additional, affordable housing options for older adults, including affordable 24-hour residential facilities.

Goal I: Increase the number of low- and moderate income older adult housing options (type and number).

Strategies for Addressing Goal :

- *Create criteria for YHAA support of affordable senior housing projects and support proposed developments and expansions that comply.*
- *Sponsor local housing summit focusing on new, innovative models of housing.*
- *Advocate to include an older adult focus in planning for affordable housing.*
- *Advocate for older adult to sit on Housing Commission for Yolo County Housing.*

Objectives		Completion Date
I.1	Develop preliminary housing development guidelines and interim YHAA policy position for adoption by the YHHA Board to use to improve and support proposed housing developments in Yolo County.	
I.2	Assess current opportunities to increase older adult representation on Housing Commission for Yolo County Housing.	
I.3	Engage Advocacy Committee and other partners in organizing a FALL 2019 housing options summit and developing outreach strategy to secure older adult participation in the Summit.	
I.4	Post information and resources on housing options on the YHAA website on an ongoing basis.	
I.5	Finalize YHAA housing development policy guidelines within two-months of 2019 Housing Summit.	

Goal II : Increase the number of homes that include universal design and are single story.

Strategies for Addressing Goal :

- *Advocate for ordinance changes and implementation of existing ordinances related to universal design.*
- *Advocate during planning phase of new housing developments to include single story and accessible housing options.*

Objectives		Completion Date
II.1	Use YHAA housing guidelines as an advocacy tool when new proposals are presented to governing bodies.	
II.2	Utilize Advocacy Committee to mobilize advocacy on proposed projects.	

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

Strategies for Addressing Goal :

- *Sponsor an annual Fall Prevention Program 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		Completion Date
III.1	Secure author and co-sponsors for CA Legislative Resolution declaring September 2019 “Fall Prevention Month”.	
III.2	Post information and Resources on Fall Prevention and Home Modification.	
III.3	Identify partners and plan Fall Prevention/Home Modification event.	
III.4	Conduct Fall Prevention Public Education Event	

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.

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.*
- *Partner with state pilot project for expanding waiver (see (Yolo Co. HHSA Adult and Aging Branch Director and draw distinction between state pilot and Assisted Living Waiver expansion into Yolo County).*
- *Advocate for increased number of quality assisted living, board and care, and SNF beds in Yolo County.*

Objectives		Completion Date
IV.1	Identify and begin to gather Yolo County specific data on need for beds and new facilities.	
IV.2	Meet with Yolo Co. HHSA Adult and Aging Branch Director to research most effective means of increasing access to residential care and increase available beds in Yolo County.	
IV.3	Seek additional partners in meeting increased residential facility beds effort.	
IV.4	Develop more detailed, multi-pronged strategy and timeline for achieving this goal.	

ADVANCE PLANNING & LONG-TERM CARE FINANCING 2019 TACTICAL PLAN

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

Goal I: Educate the public on the need and how to plan for later life and long-term care.		
Strategies for Addressing Goal : MODIFY TO INCLUDE WORK WITH THE COLLABORATIVE		
<ul style="list-style-type: none"> ➤ Collaborate with other organizations, e.g., Yolo Coalition to Honor Choices (YCHC), to conduct “Planning for Later Life” workshop series. ➤ 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		Completion Date
I.1	Meet with YCHC to partner to host educational events.	
I.2	Seek input on ways to achieve this goal from the Collaboration and Advocacy Committees.	
I.3	Post planning for long-term care information and resources on YHAA website.	
I.4	Develop or rebrand existing resource guide for distribution.	
I.5	Develop Speaker presentation template for YHAA Board members to make presentations to community groups.	
I.6	Offer YHAA as a speaker to various organizations on the importance of advance planning for long-term care.	
I.7	Work with YCHC and other partners to distribute information on advance planning through banks, financial institutions, service providers, and other channels, e.g., faith-based and service organizations.	
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 “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		Completion Date
II.1	Seek out and partner with organizations most engaged and up-to-date in federal long-term care policy and implementation.	
II.2	Seek out and begin maintaining contact with individuals and organizations most engaged and up-to-date in state long-term care policy and implementation.	
II.3	Engage Advocacy Committee members in advocating for accessible and affordable state Long-Term Care programs and financing.	
II.4	Use materials developed to meet Goal 1 to advocate for more attention on the issue of Long-Term Care Financing from elected officials representing Yolo County communities.	

ADULT DAY SERVICES

2019 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 with possible housing partnership.

Strategies for Addressing Goal :

- Advocate and support the plan for Yolo County, Dignity Health and other housing partners to create a new Adult Day Health Center in Woodland.
- 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.

Objectives		Completion Date
I.1	Take a major leadership role and create a plan of advocacy and community education action.	
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.	

Goal II: Provide support in the development of the Davis Adult Day program to assure that it opens in 2019.

Strategies for Addressing Goal :

- Remain/Become actively involved in the planning and implementation of the program.
- Promote and assist in connection other community-based services with the Adult Day Program.
- Assist in publicizing the opening and availability of the Adult Day Program.

Objectives		Completion Date
II.1	YHAA representatives will be active members of the ADP planning committee.	
II.2	Provide final report from YHAA surveys and interviews to ADP planning committee.	
II.3	Connect additional community-based services to ADP through the YHAA Collaboration Committee.	
II.4	Provide regular updates to YHAA Advocacy and Collaboration Committees on the status of the program through planned opening.	
II.5	Develop messages and send information to our listserv and on our website and social media regarding opening.	
II.6	Work with City of Davis or other transportation providers to establish transportation service to ADP.	

RURAL SERVICES & SUPPORTS 2019 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: Promote increased cultural competency among service providers.

Strategies for Addressing Goal :

- *Work with local higher education and career educational institutions preparing the health care, social services, and gerontology workforce to include cultural competency in their curricula.*
- *Support programs that provide discounted education and training for those committing to work in rural areas.*

Objectives		Completion Date
I.1	Research current efforts of the CA Employment Development Department, Community Colleges, UCs, State Universities, the California Future Health Workforce Commission, and others to determine best issues and areas of possible influence by YHAA.	
I.2	Develop a more detailed strategy for YHAA contribution to this effort at the state and regional level.	

Goal II: 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		Completion Date
II.1	Develop rural resources and services guide by December 30, 2018.	
II.2	Engage Advocacy and Collaboration Committees in discussion of needs, solutions, and distribution strategy for resource guide.	
II.3	Translate guide into Spanish.	

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		Completion Date
III.1	Develop rural resources and services outreach strategy.	
III.2	Engage Advocacy and Collaboration Committees in development of outreach strategy and activities to identify new partners serving rural communities and increase rural representation on the Board and in both Committees.	
III.3	Develop rural outreach strategy.	

ORGANIZATION SUSTAINABILITY 2019 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.

Strategies for Addressing Goal :

- *Develop list of skills sets to be represented on the Board of Directors including legal, fiscal management, fundraising, public policy, and advocacy.*
- *Increase diversity of the YHAA Board by increasing geographical, ethnic, and gender representation.*
- *Engage current Board Members in ongoing search and identification of potential Board Members.*
- *Explore Advocacy Committee, Collaboration Committee for potential Board Members.*
- *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.*

Objectives		Completion Date
I.1	Recruit new Board Member with fundraising experience to join the Board in 2019.	
I.2	Recruit new Board Member(s) that reflect the cultural and geographic diversity of Yolo County.	
I.3	Induct new Board Member(s).	

Goal II: Operationalize a systematic annual Strategic Plan development, review, and update process.

Strategies for Addressing Goal :

- *Maintain a permanent Strategic Plan Committee*
- *In November of each year conduct a systematic review of Strategic Plan Implementation by the full Board including:*
 - a) *Conduct Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis*
 - b) *Evaluate progress and outcomes in implementing Tactical Plans*
 - c) *Revise Priority Issues List as needed*
 - d) *Seek input from the Collaboration and Advocacy Committees*
 - e) *Develop appropriate revisions of Strategic and Tactical Plans, including goals and objectives as needed.*

Objectives		Completion Date
II.1	Conduct first annual review.	
II.2	Revise and adopt updated Strategic Plan.	

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		Completion Date
III.1	Conduct Collaboration Committee working session in October 2018. Develop follow-up survey to quantify findings.	
III.2	Conduct Advocacy Committee working session.	
III.3	Based on working sessions' results, develop strategies to implement positive changes in Advocacy and Collaboration Committees operations.	
III.4	On an ongoing basis, pro-actively engage Collaboration Committee and Advocacy Committee members in planning and implementing YHAA activities and events.	

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

Strategies for Addressing Goal :

- *Complete website upgrade and populate with information relevant to YHAA priority issues and activities (Phase 1).*
- *Publicize availability of upgraded website.*
- *Continually augment website with meaningful content on regular basis to promote repeat visits (Phase 2).*
- *Include website address in all communications and signature blocks.*

Objectives		Completion Date
IV.1	Complete YHAA website upgrade Phase 1.	
IV.2	Develop content for resources and information related to Priority Issues.	
IV.3	Add content to website on a bi-monthly basis (2x/month)	
IV.4	Increase traffic to website in 2019 by 25% over 2018 visits.	

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		Completion Date
V.1	Increase YHAA communications 2019 outputs over 2018.	
V.2	Increase YHAA media coverage in 2019 as compared to 2018.	