

VERIFICATION OF INTENT

The Area Plan on Aging is hereby submitted for the Eastern (Hancock, Penobscot, Piscataquis and Washington counties) area for the period of July 1, 2008 through June 30, 2012. It includes all assurances and plans to be followed by the Eastern Area Agency on Aging.

Under provisions of the Older Americans Act, as amended during the period identified, the Area Agency identified will assume full authority to develop and administer the Area Plan on Aging in accordance with all requirements of the Act and related State policy. In accepting this authority the Area Agency assumes major responsibility to develop and administer the Area Plan for a comprehensive and coordinated system of services and to serve as the advocate and focal point for older people in the planning and service area.

The Area Plan on Aging has been develop in accordance with all rules and regulations specified under the Older Americans Act and is hereby submitted to the State Agency on Aging for approval.

(Date) (Signed) _____
(Area Agency Director)

The Area Agency Advisory Council on Aging has had the opportunity to review and comment on the Area Plan on Aging. Comments are attached.

(Date) (Signed) _____
(Chairperson of Area
Agency Advisory Council on
Aging)

The governing body of the Area Agency has reviewed and approved the Area Plan on Aging.

(Date) (Signed) _____
(President of Board of Directors)

INTRODUCTION

This is Eastern Area Agency on Aging's Area Plan. Area Plans describe on-going programs that have been in place for years and new programs that we propose to develop, which are based on the current needs of seniors and plan for the future. Goals included in this plan will include empowering consumers to make informed decisions about their own care; helping them stay in their own homes as long as possible and providing evidence-based prevention programs to help consumers reduce their risk of disease, disability and injury.

Eastern Area Agency on Aging (EAAA) was established in 1973, and serves Penobscot, Piscataquis, Hancock, and Washington counties. EAAA strives daily to carry out its mission, which is: "to be the best source of information, options, and services for people as they grow older. To listen carefully, respect individual choice, and value independence. To be responsive to the changing needs of older people, families and their communities."

The Area Plan addresses this mission, as we go forward into the next four years, ever mindful of the aforementioned "changing needs of older people."

The last four years have been eventful and exciting, with the addition of new programs and services.

The highlights of the last four years are:

- ◆ Information and Referral Staff provided elders and disabled adults with streamlined connections to services and other help to 17,509 persons from July 2004 until December 2007. It is estimated that the total number of consumers served by June 30, 2008 will be 23,000.
- ◆ Community Services staff and volunteers counseled 15,274 consumers about insurances and prescription coverage providing thousands of dollars in savings from June, 2004 until December, 2007. Estimated number of consumers served by June 30, 2008 is expected to be 17,074.
- ◆ Full marketing of EAAA's mission. Regular columns continue, for and about seniors, running in 5 weekly newspapers in the area. TV commercials and radio spots educate seniors and their families on the programs and services available to them. More seniors aware of where to find answers regarding the questions on aging.
- ◆ Community Education has developed and distributed many informational campaigns both on the television and radio:

- **Television:**

Legal Services for the Elderly subcontracted with EAAA for the last four years to promote Medicare part D and fraud prevention.

WABI TV 5 shows two news time segments with Eastern Area Agency on Aging a week. People reached: 29,000.

For the Medicare part D, there were four television commercials in the series that addressed how to sign up for Medicare part D and how people with low incomes have no deadline for sign-up. LSE also funded two statewide spots on Medicare fraud. These spots encouraged people to contact their local Area Agency on Aging if they suspected fraud. And lastly, LSE funded a spot on elder abuse. These spots ran statewide over the past three years and resulted in 2,661,900 viewings by persons over the age of 55, according to staff at WLBZ/Gannett.

- **Radio:**

“Senior Talk”, a half hour radio show on senior issues, began Sept. 04. A nominal charge is paid by Eastern Area Agency on Aging and the rest is sponsored by a variety of businesses including AARP, Miller Drug, Dirigo Pines, Premier Home Care and Avalon Village. The show runs twice on Saturdays. This program has a listener base of approximately 10,000 and has won an N4A National Achievement Award.

“Senior Moments” are a 60 second infomercial: .45 seconds of time, in which seniors are given health and wellness tips and a :15 second tag by the sponsor. EAAA provides the spots and sponsors including AARP and the DASH Network.

- **Newspapers:**

Regularly providing a senior education column to five area newspapers. Monthly circulation is 332,600.

- **Newsletters:**

The EAAA eight page newsletter, “Just for You,” reaches 3,400 homes monthly.

- ◆ Meals for ME, EAAA’s nutrition program, served 661,981 noontime meals to seniors between July 2004 and December 2007. The program expects to serve a total of 756,300 meals by June 30, 2008 and a total of 13,408 seniors. This includes home delivery and community dining rooms. Currently there are 45 dining rooms in the four county areas. Total of “all volunteer” dining rooms: 17.
- ◆ Freeses Assisted Living, in Bangor, and Stearns Assisted Living, in Millinocket, were successfully transitioned to Mainecare (Medicaid) which offered immediate improvement in occupancy, allowing for sustainability in the long term. Section 8 rental assistance was also introduced into the sites which help tenants pay for rent by basing the rental expense on income.

- ◆ The formulation of the DASH (Disabled and Aging Services Helpline) Coalition including 30 providers in Penobscot County region.
- ◆ Eastern Area Agency on Aging named the pilot site of the Aging and Disability Resource Center for Maine.
- ◆ Eastern Area Agency on Aging operating as fiduciary agent and for the TRIAD Coalition, a melding of law enforcement, senior citizens, providers of services for the elderly as well as providers.
- ◆ Provided reflective vests in the “Vest Dressed for Safety” program. Senior citizens were able request a reflective vest to wear for outdoor activity. Donations provided funding for the program. EAAA provided educational pieces about visibility when crossing roads for the newspaper or mail in rural areas. (This after a couple of fatalities in our area in just such circumstances) This program was a 2007 National Association of Area Agencies on Aging 2007 Aging Achievement Award winner.
- ◆ Maintained a fairly steady core of 800 plus volunteers. The hours of these dedicated individuals runs close to 173,865 hours for the four years. The estimated total of donated volunteer time for the full 4 year time span is expected to be just over 200,000 hours.
- ◆ Improved volunteer process by incorporating the recruitment, record keeping and retention activities into the Human Resources department after the departure of the Volunteer Coordinator. Background checks and drivers checks on all volunteers driving or entering homes for meal delivery. References required for all volunteers.
- ◆ Working as a part of the TRIAD Coalition, have placed county jail prisoner manufactured outdoor reflective signs on 3,679 senior citizens yards in Penobscot County. This has enabled emergency workers to find our cherished elders homes more quickly.
- ◆ A completely revamped EAAA.org website serving about 1,000 people per month. Add to that an editorial page (web log) where we are able to post informational commentary and viewers are able to comment. The Editorial Page was also a 2007 N4A Achievement winner.
- ◆ The SHIP program helps seniors and disabled people with Medicare understand their benefits. This service is of particular importance now because of the new Medicare drug discount cards and the ensuing confusion. Trained EAAA staff will take the guess work out of the cards and enable clients to make informed decisions about which card, if any, best suits their needs.
- ◆ The Just for You Newsletter goes glossy, using the bulk mail option to allow EAAA to provide newsletters to more of our elderly residents. The agency also developed a signup option at the main office front desk so that persons reading the newsletter while waiting for their appointment.

This is but a glimpse of the overall work done daily on behalf of seniors. Eastern Area Agency on Aging looks forward to the next four years with enthusiastic anticipation. It is now, as it began in 1973, the best option for older persons.

The Older Americans Act and the Eastern Area Agency on Aging

In 1965, the United States Congress enacted the Older Americans Act (OAA.) This was the first major legislation to organize and deliver community services to older persons. The Act was passed at a time when there was increasing social concern regarding the needs of the poor.

The enactment of the Older Americans Act marked the beginning of a variety of programs specifically designed to meet the social and human needs of the elderly. The OAA mission is very much the same today as it was 40 years ago: to foster maximum independence by providing a wide array of social and community services to those older persons in greatest social and economic need.

This is an important point: Older Americans Act federal funding is unique. It is one of the few remaining programs whose services are not based on an individual's income. All citizens age 60 and older are eligible for services, regardless of their willingness or ability to pay.

The key philosophy of the OAA is, as it always has been, to help maintain and support persons in their homes and communities and to avoid unnecessary or premature placement in a nursing home.

So, how does this lofty goal make its way to individual seniors? A multi level structure was developed to administer the OAA to make sure its purpose was carried out. This structure, as a whole, is often referred to as the Aging Network.

Here's how it works:

- ◆ Nationally – The Administration on Aging oversees the Aging Network.
- ◆ In Maine – A state unit on aging, currently the Maine Administration on Aging, a component of the Department of Human Services, evaluates regional Area Agencies on Aging and distributes OAA funds to them. There are five such agencies in Maine. All are non-profit.
- ◆ The Area Agencies on Aging submit their “Area Plan” to the MAOA for review. This plan of action is written by the agencies and is based on the seniors' needs. Each agency does a mix of surveys and forums before writing the plan so seniors are able to provide input as to what services will be offered.

Eastern Maine region - Eastern Area Agency on Aging works directly with seniors in Penobscot, Piscataquis, Hancock, and Washington counties. Eastern Area Agency on Aging provides community services to help older persons remain in their own homes and communities.

Eastern Area Agency on Aging covers a large geographic area. There is a community services consultant in each of the four counties. Each consultant provides assistance to seniors in that area. Home visits are made when necessary and seniors are “hooked up” with the appropriate services and programs, which best suit their individual needs. Many seniors are eligible for extra income and/or benefits through various government programs. Community Service Consultants enable seniors to access these funds.

Eastern Area Agency on Aging has a toll-free telephone number that seniors can call. Skilled and knowledgeable staff is trained to answer questions on everything including Medicare, Social Security, fuel

assistance, low-cost drug cards, senior housing and more. Eastern Agency is a clearinghouse on information and “one stop shopping” for answers. During regular work hours, a live person always answers the EAAA switchboard.

Eastern Area Agency on Aging’s program Meals for ME provides hot noontime meals to seniors either in one of 45 community dining rooms or through home delivery for elders who are housebound.

These meals are nutritionally balanced and offer a variety of foods. Diet menus are available. There is no charge for this program, but a contribution of \$3.00 is suggested.

As people live longer than ever before, adult children often find themselves providing varying levels of care to aging parents. Some individuals, actually seniors themselves, are in their 60s and 70s and are caring for parents in their 80s and 90s.

Eastern Area Agency on Aging has a Family Caregiver Program, which provides support and information to those caring for an older relative. Helping the caregiver remain in good mental and physical health goes a long way to keeping the aging parent independent and out of an institutional setting. EAAA also has staff serving family caregivers in all four counties.

At Eastern Area Agency on Aging, we offer seniors the opportunity to make choices that will allow them to live independently, to spend their senior years with dignity, comfort, and piece of mind. We also provide critical information and access to services that will allow our cherished elders to make behavioral changes that will reduce their risk of disease, disability and injury. This is what we do every day and what we do best.

Volunteer opportunities at Eastern Agency often help keep seniors vital via their contribution back to society. The recipients of these good works benefit as well, as they are often able to remain independent longer due to the help of the volunteers. Through a small demonstration project with the National Council on Aging, Eastern Area Agency on Aging is also recruiting retired professionals to mentor and actually manage aspects of operations that can benefit from a person with years of experience.

| Program | FY 05 | FY 06 | FY 07 | Projected FY08 |
|---|--------------|--------------|--------------|-----------------------|
| <u>Meals for ME</u> | | | | |
| # of people served | 3445 | 3397 | 3366 | 3200 |
| # of meals served | 193620 | 185461 | 188590 | 188620 |
| | | | | |
| <u>Elder/Outreach Services Program</u> | | | | |
| I&A Phone Calls and Visits | 3401 | 4629 | 4226 | 10506 |
| Phone calls I & A: staff only | 1813 | 2468 | 2231 | 5602 |
| Home Visits: field staff only | 1258 | 1712 | 1583 | 3886 |

| | | | | |
|---|--------------|--------------|--------------|--------------|
| Office Visits: walk-in only | 330 | 449 | 412 | 1000 |
| Health Insurance Counseling Contacts | 3,659 | 7,650 | 2,248 | 3,434 |
| Phone calls I & A: staff only | 1793 | 3749 | 1105 | 1685 |
| Home Visits: field staff only | 1098 | 2295 | 674 | 1030 |
| Office Visits: walk-in only | 768 | 1606 | 469 | 700 |
| <u>Volunteers:</u> | | | | |
| # of volunteers | 794 | 822 | 712 | 780 |
| # of volunteer hours | 58375 | 64197 | 51293 | 50000 |
| | | | | |
| <u>Assisted Living</u> | 106 | 120 | 112 | 115 |
| Independent housing with services | 7 | 6 | 0* | 0* |

*The Independent Housing with Services Program ended at EAAA

This table is a snapshot of Eastern Area Agency on Aging's programs and the numbers of elderly persons served in the last four years.

MISSION STATEMENT

It is the mission of Eastern Area Agency on Aging to be the best source of information, options, and services for people as they grow older. To listen carefully, respect individual choice, and value independence. To be responsive to the changing needs of older people, families, and their communities.

VALUES

Upholding the following values will be at the core of Eastern Area Agency on Aging's efforts as we work to meet the goals and objectives of this area plan:

◆ *Individual*

We value:

- independence, and efforts to preserve it throughout the aging process
- older persons as individuals and respect their rights to self-determination
- good physical, emotional, and mental health -- living well and aging well

- older persons right to choice

◆ *Community*

We value:

- older persons as a group, with an active voice and role in their communities
- collaboration among community members, individuals, and groups to fulfill our vision
- community spirit and strength through cooperation and communication
- partnerships with non profit and for profit members of the business communities

◆ *Workplace*

We value:

- Employees as individuals as well as part of a cohesive unit with a shared vision
- creativity and a working environment that fosters it
- productivity and employees with a strong work ethic
- integrity and accountability
- honesty and open communication
- responsiveness through accessibility, flexibility and the ability to listen.

CURRENT SERVICES AND CONTRACTS

July 1, 2008 - June 30, 2012

The Eastern Area Agency on Aging uses Older Americans Act and other funds to provide the following programs and services, directly or through sub-contract. Unless otherwise noted, all services below are provided by Eastern Area Agency on Aging.

ACCESS SERVICES

Helping older and disabled adults and/or family members to connect to needed services.

- ◆ **Information** about benefits and community programs.
- ◆ **Referral** to programs and services.
- ◆ **Outreach** services to link older persons to programs and benefits for which they may be eligible.
- ◆ **Personal Assistance** in applying for benefits, completing applications or contacting providers.
- ◆ **Transportation** to senior dining rooms, medical appointments, grocery shopping and other necessary errands
- ◆ **Toll-free Telephone Link** between all of Maine's area agencies on aging
- ◆ **Website** with current information on programs and services of our agency and links to other helpful websites
- ◆ **Educational** activities to help seniors become knowledgeable about current issues that could jeopardize their health and safety

IN-HOME & RESIDENTIAL SERVICES

Helping older adults to stay in their homes for as long as possible and providing a level of independence through service to those in assisted living facilities.

- ◆ **Home Delivered Meals** for the homebound.
- ◆ **Partners in Caring Alzheimer's Respite** services for family caregivers.
- ◆ **Assisted Living** for those in senior housing.
 - **Residential Services**
In partnership with Realty Resources
 - **Tenant Services Coordination**
 - **Transportation**

COMMUNITY-BASED SERVICES

Provided throughout Hancock, Penobscot, Piscataquis, and Washington counties.

- ◆ **Congregate Meals** at 45 senior dining rooms.
- ◆ **Legal Services**
- ◆ **Health Insurance Counseling**
- ◆ **Nutrition Education**
- ◆ **Health Promotion** education and activities.
- ◆ **Phone Friends Book Club**
- ◆ **Publications** providing information for older persons and the community at-large
 - *Annual Report to the Community*
 - *Just for You* monthly health-based newsletter.
- ◆ **Family Caregiver Support Program**
- ◆ **Volunteer Opportunities** to provide seniors with worthwhile, fulfilling activity
- ◆ **Triad** – prevention of fraud and other crimes against the elderly
- ◆ **George Hale/EAAA Picture of Active Aging Awards**
- ◆ **Vest Dressed for Safety**
- ◆ **Consumer Education**
 - Senior Medicare Education Partnership
 - Telemarketing/Postal Fraud

SUBCONTRACTS

◆ **Nutrition:**

Jeanie Marshal Foods (Bangor Airport Food Services)
 Bar Harbor Housing Authority
 M.S.A.D. 31 – Howland School Department

◆ **Congregate Meals:** Six NSIP sites:

Fickett Management: Narraguagus Estates;
 Housing Foundation: Parker Dining Room, Roe Village;
 Alton Methodist Church;

◆ **Legal Services:** Legal Services for the Elderly, Inc.

◆ **Family Caregiver Support Program:** Family Caregiver Grants are as follows:

Caregiver “Mini-grant” recipients:

Bucksport Bay Healthy Communities Coalition

Bucksport

United Cerebral Palsy

Penobscot County TRIAD Coalition

Island Connections (Faith In Action)

Bangor

Penobscot County

Bar Harbor

◆ Matter of Balance:

Phillips Strickland Elderly Housing

Bangor Region

Bucksport Bay Healthy Communities Coalition
Hammond Street Congregational Church
Sunbury Village

Hancock County
Bangor Region
Bangor Region

OLDER AMERICANS ACT FUNDING FOR
ONGOING PROGRAMS AND SERVICES
(FY '08)

| | |
|------------------------------------|-----------|
| Congregate Meals | \$385,953 |
| Home Delivered Meals | \$180,112 |
| Community Services | \$236,580 |
| Caregiver Programs | \$150,898 |
| Legal Services | \$31,526 |
| Communications/Community Education | \$63,994 |
| Health Insurance Counseling | \$38,094 |
| Health Promotion | \$56,247 |
| Volunteer Programs | \$21,838 |

TOTAL:
\$1,165,242

EASTERN AREA AGENCY ON AGING
2008-2012 AREA PLAN

NEEDS ASSESSMENT DATA
AND DEMOGRAPHICS

NEEDS ASSESSMENT SUMMARY

Eastern Area Agency on Aging strives to meet the unique and complex needs of older persons living in its four county service area with a mix of direct services as well as connecting people to services. The needs vary due to circumstances, such as living alone as opposed to living with a spouse or family member, or in a senior housing situation, being a caregiver or needing services as a disabled person. Different needs such as transportation crop up for seniors depending on whether they live in rural areas or in town. Income, health and help available from family and friends are factors when determining seniors' needs.

EAAA uses survey results for establishing service ideas and priorities. It was decided that for this area plan needs assessment the agency would use a variety of sources. Information from a region wide

assessment survey, public forums, Governor's Conference on Aging, and most frequently asked questions by callers and emails as well as most frequently visited EAAA web page sites to develop a broader needs picture.

The State of Maine held a Blaine House (Governors House) Conference on Aging in September of 2006. The event was the culmination of statewide forums developed to establish a grassroots baseline of elder needs and finding regional commonalities. The Eastern Area Agency on Aging hosted five forums, two in Penobscot County and one each in Hancock, Piscataquis and Washington counties. Approximately 115 residents attended. These five forums in EAAA's region attended by seniors, afford Eastern Area Agency on Aging a look inside the issues at hand.

NEEDS ASSESSMENT

The Blaine House Conference addressed six categories of need at these forums. Comments are as follows in order of priority chosen by the attendees:

- ◆ Transportation
 - More available transportation at times when even licensed drivers may be unable to drive such as after dark or after medical appointments
 - Greater variety of transportation routes including weekly trips to big box retailers
 - State funded use of vans could assist with transportation in rural areas – lots of medical needs but no public transportation
 - The State should partner with other transportation providers
 - Development of private transportation networks using donated cars and volunteers
 - Regular bus systems
 - Ride services should be available to all income level seniors
- ◆ Housing
 - Senior housing facilities should offer adult day care services to the community
 - There are senior housing needs for the middle class
 - Veterans need housing help
 - Rising taxes are driving seniors out of their homes
 - Cost of fuel is driving seniors out of their homes
 - Not enough senior housing for the number who need help
- ◆ Active Aging
 - The meal program needs more vegetables, fewer carbohydrates, better signage, better marketing and more activities
 - Need an expansion of the Farm Share program
 - Public shared garden spaces
 - Teach people to garden early (children)
 - Improve motivation for exercising; current advertising campaigns do not inspire seniors
 - Need a free place to exercise especially in the winter months
 - Better use of public schools for exercising
 - Town recreational departments need to consider senior activities in their planning

- ◆ Volunteering
 - Tax incentives for volunteering
 - Volunteer clearinghouse, not just on the internet. Real person answers the telephone
 - Americorp Vista Volunteer model for the state of Maine allowing participants a small stipend
 - More public recognition for volunteers to inspire others to volunteer
 - Need a slogan for volunteering for the elderly such as “No Senior Left Alone”
- ◆ Caregiving
 - More training programs for caregivers
 - More people trained as private pay caregivers
 - More access to information about safety features for the home
 - Higher pay for direct care workers
 - Fewer restrictions on eligibility for programs
- ◆ Elder Safety and Protection
 - More senior center locations with routine, regular social activities. It would be harder to hide abuse or neglect when people have others to share their lives with
 - Services to help those seniors isolated who live alone keep track of helpers who are coming into the home.
 - Training for home help on how to observe and report abuse and neglect, including self neglect
 - Mediator services for caregivers and those in their care when issues arise

Our Nutrition Program remains an integral component in helping older persons to remain in their own homes. We reviewed the data from the Annual Report of the DETERMINE Checklist. According to the DETERMINE study for the period 10/1006-9/30/07, 41.5% of all subjects surveyed are considered to be at HIGH nutritional risk. Further broken down 17.5% of Congregate diners and 48% of home delivery clients are considered to be high risk. Meals and nutrition information have all been proven to help older people stay healthier.

The risk scale is 1-10, and the average for all counties is 5.95. Broken down by county

| | |
|-------------|-----|
| Hancock | 5.0 |
| Penobscot | 4.9 |
| Piscataquis | 8.6 |
| Washington | 5.0 |

- 2 Low Risk
- 5 Moderate Risk
- > 6 High Risk

EAAA distributed 1,600 surveys to clients, Meals for ME sites, tenants in senior housing, advisory council forum attendees, AARP tax clients, meal site visitors, and volunteers. There was a broad geographic and program based cross section return. 545 surveys were returned.

Each survey had a section of 18 issue areas of importance to seniors (a copy of the survey is appended). Respondents were asked to choose the top five issues that were affecting their lives right now. Also asked were questions about Medicare D enrollment, caregiving and places people used to find out about services/opportunities for senior citizens. There were also several demographic sections asking age, county, income, ethnicity, home ownership and church involvement.

Summary of the Survey Results

- All four counties were well represented with the majority of responses coming from Penobscot County
- All age groups were represented with the majority being in the 70 – 79 category
- 56% were enrolled in Medicare D
- 92% who had not enrolled in Medicare D said it was because they had an equal or better prescription plan
- Approximately ¼ of the respondents were caregivers and the majority of them were over 60 caring for someone also over 60
- 99% of the respondents were white and 1% African American
- 57% had annual incomes less than \$15,000 and 25% had annual incomes greater than \$15,000 but less than \$25,000
- 59% of all respondents owned their own home and 35% reported that they were renters either in apartments or senior housing
- 41% belong or attend a church and 15% did not have any affiliation
- 28% thought that they could get help if they needed it from a church
- 12% thought they probably couldn't get help from a church
- The top 5 issues listed by respondents were:
 - Cost of Food – highest marked
 - Prescription Drugs
 - Cost of Utilities
 - Having enough money to live
 - Cost of Transportation
- The following five followed close behind
 - Affordable Dental Care
 - Availability of Transportation
 - Handyman Services
 - Help understanding Medicare and Social Security Benefits
 - Loneliness
- Those respondents needing transportation said that they needed transportation for the following top six out of ten reasons:
 - Grocery Shopping (topped the list)
 - Medical Appointments
 - Mall Shopping
 - Recreation
 - Trips to Senior Centers
 - To Work at their Volunteer job

- The majority of the respondents indicated that they looked to Eastern Area Agency on Aging for help
- Places rating highest as respondents choices to find out about services/opportunities for seniors are as follows:
 - Television was listed as the #1 source for information
 - Newspapers and meal sites were listed very closely as #2
 - Neighbors and Family members were #3
 - Newsletters and radio were also closely rated #4
 - Hospitals were listed as #5

For exact survey results, please see Appendix.

EAAA PERFORMANCE SURVEY RESULTS BY PROGRAM

Each year the Meals for ME, Community Services and Assisted Living programs poll program participants to gauge their satisfaction with the services they receive. The results of the 2008 surveys are below:

Meals for ME

Meals for ME distributed surveys at its 45 community dining rooms and home delivery participants.

- ◆94% said there was a healthy variety of foods
- ◆93% said contact with staff and volunteers were helpful to them.
- ◆96% said they liked the meals
- ◆94% said the meals were mostly the right temperature
- ◆93% said the portions were the right size
- ◆76% said they learned about other programs through meal site presentations

Assisted Living

Surveys were distributed to Freeses Assisted Living, in Bangor, Stearns Assisted Living, in Millinocket and Merry Gardens Estates, in Camden.

- ◆ 90% of residents rated the quality of meals, personal care, housekeeping, laundry, and help with medications at good to excellent.
- ◆ 99.3% of residents rated staff performance as excellent
- ◆ 100% of residents rated service coordination in their site as excellent
- ◆ 90% of residents rated the building maintenance and quality of their surroundings as favorable

Community Services

1,530 Surveys were sent to clients of the Community Services programs.

Elder Services/Outreach

- ◆ 98% said they felt that the information and assistance they received from EAAA helped them
- ◆ 99% felt that the information and/or assistance helped them remain independent
- ◆ 89% said that they were referred to another community agency and that entity was able to help them
- ◆ 99% think of EAAA as the place to get the information they need regarding services and programs available to seniors.
- ◆ 99% were satisfied with EAAA's overall service.
- ◆ 100% said the EAAA staff was courteous and friendly.

Partners in Caring Alzheimer's Respite and Family Caregiver Support Program

- ◆ 93% felt that they received the information and/or support they needed to help them in their caregiving role
- ◆ 93% felt that the information/support they received was helpful in taking care of their own needs as a caregiver as well as the needs of their loved one.
- ◆ 91% said they felt that the information and resources helped reduce the stress of being a caregiver.
- ◆ 88% said they now have the knowledge to find community resources and seek support for themselves in their roles as caregivers.

Priorities and Goals, Objectives and Strategies for 2008 -2012

Our proposed activities for the next four years are based on surveyed needs assessment data, demographic information, federal/state legislation and initiatives as well as priority areas identified by the 2006 Blaine House Conference on Aging. Key strategic principles align with the Federal Administration on Aging's Choices for Independence enacted as part of the Older American Act 2006 Amendments. Those principles and objectives taken into consideration and incorporated in the EAAA Goals, Objectives and Strategies will help empower consumers to make informed decisions about their care options, help older persons remain at home who wish to even though they are at high risk of nursing home placement and through the expansion of evidence based prevention programs will help reduce the risk of disease, disability and injury in older persons of our region.

EAAA will sponsor ongoing education and outreach activities related to new Medicare options now available such as Medicare D and Medicare Advantage Plans. (Please see Goal II, Objective 4 and Goal II, Objective 2, Strategy J) Approximately 8% of the 2008 needs assessment survey said they had not yet enrolled in Medicare D and needed help understanding the program. Considering that Prescription Drugs was one of the top issues for seniors, the agency believes that marketing, educating and linking seniors with money saving programs like Medicare D will require significant ongoing work.

Based on the needs assessment survey data, the cost of food has become one of the most important issues for seniors in our region. Eastern Area Agency on Aging is working with partners to identify more seniors who can qualify for food stamps as well as provide help in identifying other benefits to seniors in order to maximize their income for food and other critical purchases.

Cost of transportation was also a significant problem for seniors in our region exceeding transportation availability. Revisiting driving skills and learning cost effective ways to travel by car are components included in the AARP “Safe Driving” course. The agency is committed to continuing to work with AARP to provide the “Safe Driving” course as shown in Goal II, Objective 5, strategy C. The agency will also continue to participate in the Bangor area Transportation Collaborative as shown by Goal II, Objective 5, Strategy D.

The agency has also purchased a van with restricted endowment funds and is allowing use of it for other programs in a “fee for service” structure. This allows sustainability for the endowment to be able to continue to provide rides and benefits the state funding for volunteer medical rides because of the low cost of using an agency owned van. Drivers are able to provide door to door service. The needs assessment clearly indicated that rides were needed for medical appointments and grocery shopping. These issues are address in Goal II, Objective 5, Strategies A and B.

Over 50% of needs assessment respondents said they owned their own home and handyman services were of great importance. Goal II, Objective 6, Strategy A plans for an expansion of the volunteer staffed successful EAA-Z Fix Program to all four counties.

Affordable dental and medical care was also listed as very important issues. Eastern Area Agency on Aging will continue to link seniors with the Federally Qualified Health Centers that offer affordable medical and dental care to older persons as shown in Goal V.

According to a Pew Internet and American Life Project report, the number of Americans older than 65 using the internet rose more than 160 percent since 2000. EAAA has worked to acquire computers for housing and dining sites and will continue to help link clients to the internet options that can help them help themselves. Web sites that offer free prescriptions like “Needy Meds” and AARP’s online driver safety program are part of the agency’s referral options. Since 2005, EAAA has helped consumers sign up for Medicare D through the Medicare website.

The needs assessment clearly validated the use of television, newspapers, meal sites, radio and word of mouth between family and friends as the common methods older persons used to find information and find help. The agency has done an excellent job in the last four years getting the word out so that when queried about whom you call for help on senior issues, 90 out of 100 seniors report “EAAA”. The agency will continue to use the media as described in Goal II, Objective 1.

Lastly, as noted in Goal VII, Eastern Area Agency on Aging will retain a strong connection with the grassroots as well as state legislative bodies. The agency will work tirelessly to educate state and local officials about the importance of elder planning and policy development.

EASTERN AREA AGENCY ON AGING

AREA PLAN 2008-2012

GOALS, OBJECTIVES AND INITIATIVES

GOAL I: Make it easier for older and disabled adult Maine residents to access an integrated array of state and aging services.

OBJECTIVE 1: Serve as a highly visible and trusted place where people can turn for the full range of long term support options.

| Initiatives | Scheduled | Status | Comment |
|--|------------------|---------------|----------------|
| A. Work with United Way, state legislators, agencies and other liaisons to improve the statewide resource database system – 211 Maine. | Ongoing | | |

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|---|-----------|--|--|
| B. Through work with the DASH coalition, actively promote public awareness of both public and private long-term support options, as well as awareness of the Aging and Disability Resource Center especially among underserved and hard-to-reach populations. | Ongoing | | |
| C. Working with state officials and the other Aging and Disability Resource Centers in Maine, develop all the necessary protocols and procedures to facilitate access (intake, eligibility, assessment) to public programs that is so closely coordinated that the process is seamless for consumers. | July 2010 | | |
| D. Handicapped access to main office building in Bangor. | July 2008 | | |

GOAL I: Make it easier for older and disabled adult Maine residents to access an integrated array of state and aging services.

OBJECTIVE 2: Increase public awareness and professional knowledge about client issues and services provided by the Eastern Area Agency on Aging by creating a comprehensive outreach campaign

| Initiatives | Scheduled | Status | Comments |
|--|------------------|---------------|-----------------|
| A. Working with the other Aging and Disability Centers in Maine to develop a statewide marketing campaign | January 2009 | | |
| B. Working with the other Aging and Disability Connections providers in Maine, develop statewide website with down-loadable Forms | December 2009 | | |
| C. Hold the annual DASH (Disability and Aging Services Helpline) Informational Fair . | Annual Event | | |
| D. Incorporate state tagline on all DASH marketing materials. Brand all programs with EAAA logo and eliminate separate logos unless required by program rules. | June 2009 | | |
| E. Hold “ <i>Chamber After Hours</i> ” event at EAAA Bangor Office | Fall 2009 | | |
| F. Produce a new phone hold informational recording talking about services and programs and listing frequently asked questions and answers. | June 2009 | | |

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| G. Increase circulation of “ <i>Just for You</i> ” to 4,500. | July 2012 | | |
| H. TV commercial on “ <i>What is EAAA?</i> ” to run on an annually scheduled basis. | June 2010 | | |
| I. Identify at-risk groups and conduct outreach activities to reach these consumers who fall through the cracks of publicly funded programs. Examples may include but are not limited to the following: veterans, frail, rural older persons, very low income, intellectually and/or developmentally challenged persons, women, gay, lesbian, bisexual, transgender | March 2009 On-going | | |

GOAL II: Increase the ability of older adults to remain active, healthy and living independently in their communities

OBJECTIVE 1: Continue and expand evidence based marketing techniques to improve general public knowledge and understanding of region wide programs and services

| Initiatives | Scheduled | Status | Comments |
|--|----------------|--------|----------|
| A. Production of comprehensive EAAA DVD or downloadable video about all agency services | Spring 2010 | | |
| B. Maintain EAAA an updated website | Ongoing | | |
| C. Continue weekly radio program | Ongoing | | |
| D. Continue twice weekly news spots on Channel 5 | Ongoing | | |
| E. Continue weekly local “ <i>Senior Beat</i> ” newspaper articles | Ongoing | | |
| F. Offer internet based EAAA produced educational downloads | September 2009 | | |
| G. Incorporate into EAAA website RSS feeds technology | July 2010 | | |
| H. Develop a schedule of municipal involvement in delivering meals to home bound elderly residents. | December 2008 | | |
| I. Provide EAAA mealsites with Disposable cameras to allow for regular Photography of events for use in Advocacy, fundraising and marketing. | June 2010 | | |
| J. Expand to 12 pages the “ <i>Just for You</i> ” N monthly newsletter. | July 2009 | | |

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|--|-----------|--|--|
| K. Produce mini videos for clients to watch in the waiting room and at health fairs. | July 2009 | | |
| L. Complete all program branding with new EAAA logo. | June 2010 | | |
| M. Create a new adaptable information health fair kiosk. | June 2009 | | |
| N. Use the closed circuit cable stations to reach seniors | July 2009 | | |

GOAL II: Increase the ability of older adults to remain active, healthy and living independently in their communities
OBJECTIVE 2: Expand and improve opportunities for older adults to meet their nutritional, fitness, educational and socialization needs

| Initiatives | Scheduled | Status | Comments |
|--|---------------------|---------------|-----------------|
| A. Develop and market Millinocket Stearns “ <i>Healthy Housing Community</i> ” | Summer 2008 | | |
| B. Develop and market Bucksport Gardner Commons “ <i>Healthy Housing Community</i> ” | December 2009 | | |
| C. Develop and market Machias Site “ <i>Healthy Housing Community</i> ”. | Summer 2010 | | |
| D. Develop and market Penquis Region Site “ <i>Healthy Housing Community</i> ”. | Spring 2011 | | |
| E. Produce Annual Schedule for all mealsite activities. | December 2009- 2012 | | |
| F. Provide low cost reflective vests and bands and sustain “ <i>Vest Dressed</i> ” program with donations. | Ongoing | | |
| G. Expand the number of “ <i>Matter of Balance</i> ” coaches to enable classes in all four counties. | June 2012 | | |
| H. Train staff and volunteers in the evidence based “ <i>Living Well</i> ” programs. | July 2008 | | |
| I. To find ways to increase consumer input into program development for healthy aging community based initiatives by partnering with municipal recreation centers and Y centers. | July 2009 | | |
| J. Provide access to informational materials that help link older persons with the new Medicare Preventive Health options. | September 2008 | | |

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|---|----------------------|--|--|
| K. Market the George Hale/Silver Frame Awards to Canoeing, Running and other Active regional clubs. | January 2009 | | |
| L. Continue to develop the “ <i>Furry Friends</i> ” pet food to home delivery clients working Walmart and Petco, etc. to retrieve surplus pet food and distribute to consumers with pets. | June 2009 Ongoing | | |
| M. Identify and help link older persons to food banks, food stamps, farm share, coupon programs and other resources to help reduce the cost of food. | Ongoing | | |

GOAL II: Increase the ability of older adults to remain active, healthy and living independently in their communities

OBJECTIVE 3: Identify underserved areas in the EAAA coverage area in need of aging services

| Initiatives | Scheduled | Status | Comments |
|---|----------------------------------|--------|----------|
| A. Expand the reach of the EAAA Advisory Council forum/meetings to communities that do not currently meal sites or other types of senior centers. | January 2009 And then ongoing | | |
| B. Solicit input from agencies and develop a methodology to provide support to organizations currently serving older homeless and cognitively impaired persons. | June 2011 | | |

GOAL II: Increase the ability of older adults to remain active, healthy and living independently in their communities

OBJECTIVE 4: Minimize the impact of prescription drug costs for older persons

| Initiatives | Scheduled | Status | Comments |
|--|-----------|--------|----------|
| A. Develop media and other presentations that inform about prescription drug programs. | Ongoing | | |
| B. Recruit and train a volunteer force capable of helping older persons navigate prescription drug programs. | Ongoing | | |

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|---|---------------|--|--|
| C. Utilize EAAA staff and SHIP volunteers to provide community education, information and consultation on Medicare . | Ongoing | | |
| D. Deliver community education and provide individual consultation about federal, state, and private programs that reduce the cost of prescription drugs | Ongoing | | |
| E. Respond to increased volume of calls and visits by expanding hours, reassigning staff, increasing recruitment of volunteers and finding new ways of helping consumers help themselves. | November 2008 | | |

GOAL II: Increase the ability of older adults to remain active, healthy and living independently in their communities

OBJECTIVE 5: Improve and expand transportation options

| Initiatives | Scheduled | Status | Comments |
|---|------------------|---------------|-----------------|
| A. Expand service area and days of the Bangor based “Rides for ME” which provides rides to the grocery store and social events as well as medical rides. | July 2009 | | |
| B. Expand service area and days for the Elizabeth West Endowment medical transportation program. | December 2009 | | |
| C. Quarelyly sponsor AARP’s “Safe Driving Course”. | Ongoing | | |
| D. Active participation in the Transportation Collaborative effort documenting regional transportation options for disabled and elderly consumers and developing new transportation options for seniors and people with disabilities. | Ongoing | | |
| E. Identify and analyze successful national transportation models that work well in geographically vast rural areas like the EAAA coverage area. | Ongoing | | |
| F. Provide rides to the Adult Day Centers in Bangor using the Elizabeth West Van. | December 2008 | | |

GOAL II: Increase the ability of older adults to remain active, healthy and living independently in their communities

OBJECTIVE 6: Expand housing options and resources for homeowners and renters

| Initiatives | Scheduled | Status | Comments |
|---|---------------|--------|----------|
| A. Expand the EAA-Z Fix Program to all four counties | December 2009 | | |
| B. Develop and market tenant services coordination program for senior housing in Eastern Maine | 2009 | | |
| C. Explore housing development partnerships with Volunteers of America | 2010 | | |
| D. Explore development of another HUD housing project in an underserved region. | 2012 | | |
| E. Develop proposal for providing elder Housing activities and services coordination for the town of Bucksport. | July 2008 | | |

GOAL II: Increase the ability of older adults to remain active, healthy and living independently in their communities

OBJECTIVE 7: Maintain the congregate and home delivered meal programs to ensure continued services that provide nutrition, nutrition education and reduce isolation

| Initiatives | Scheduled | Status | Comments |
|--|----------------------------|--------|----------|
| A. Work with the Maine Association of Area Agencies on Aging to develop a Statewide purchasing plan to reduce the cost of meals and/or food. | September 2008 On-going | | |
| B. Establish another meal site in the Dover Foxcroft region. | June 2009 | | |
| C. Produce an exciting schedule of activities for each meal site annually incorporating other agency program staff and volunteers. | December 2009 | | |
| D. Improve customer service satisfaction survey and provide follow-up where relevant. | February 2009 | | |
| E. Leverage the DASH (ADRC) network to connect meal site attendees to a variety of services in the community. | June 2009 | | |
| F. Educate all program diners about the cost of the meals in order that they are encouraged to contribute to the program if they are able. | Ongoing | | |
| G. Implement meal restaurant voucher system to add choices in products. | June 2011 | | |

GOAL II: Increase the ability of older adults to remain active, healthy and living independently in their communities

OBJECTIVE 8: Assist individuals in determining their financial, health and long-term care options

| Initiatives | Scheduled | Status | Comments |
|--|------------------|---------------|-----------------|
| A. Deliver community education programs and provide individual consultation about the availability of health insurance programs. | Ongoing | | |
| B Help older persons make informed decisions regarding best options for health insurance through dissemination of information. | Ongoing | | |
| C. Train staff on existing and new programs in order to stay current with regulation, benefits and application processes. | Ongoing | | |
| D. Through the SHIP program staff and volunteers, provide information, consultation and education about Medicare. | Ongoing | | |
| E. Partner with two local banks to develop presentations about and access to reverse mortgages. | June 2009 | | |
| F. Produce comprehensive presentations for baby boomer retirement planning. | Ongoing | | |
| G. Participate in Orono Senior College Program on Personal Finance for Seniors | Fall 2008 | | |

GOAL III: Increase the safety and well-being of older residents of Eastern Maine

OBJECTIVE 1: Coordinate with local governmental and private agencies on the implementation of intervention strategies for disasters and seasonal hardships.

| Initiatives | Scheduled | Status | Comments |
|---|------------------|---------------|-----------------|
| A. Develop a comprehensive database for vulnerable clients served by the EAAA who would be affected by disasters. | June 2009 | | |
| B Obtain certification as an emergency first responder. | June 2010 | | |
| C. Coordinate certification training for the EAAA provider network. | June 2010 | | |

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|---|-----------|--|--|
| D. Develop a comprehensive emergency response plan. | June 2008 | | |
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GOAL III: Increase the safety and well-being of older residents of Eastern Maine
OBJECTIVE 2: Collaborate with community organizations to address elder abuse and late life domestic violence, and improve victim services

| Initiatives | Scheduled | Status | Comments |
|---|-----------|--------|----------|
| A. Provide staff with training on the dynamics of late-life domestic violence annually | Ongoing | | |
| B. Develop and present educational programming with the Penobscot TRIAD/Elder Abuse Coalition | Ongoing | | |
| C. Provide fiduciary assistance to the TRIAD/EAC in producing the annual TRIAD/Elder Abuse Conference | Ongoing | | |
| D. Articles published in EAAA's monthly Newsletter " <i>Just for You</i> " educating seniors and their caregivers about financial, physical and mental elder abuse. | Ongoing | | |
| E. Collaboration and regular interaction with Adult Protective Services. | Ongoing | | |

GOAL III: Increase the safety and well-being of older residents of Eastern Maine
OBJECTIVE 3: Collaborate directly with municipalities, utility companies and law enforcement to find ways to help keep older persons living in rural areas safe

| Initiatives | Scheduled | Status | Comments |
|--|----------------|--------|----------|
| A. Provide infrastructure to TRIAD in order to allow distribution of the 911 street signs manufactured by the inmates at the county jail to older residents of the EAAA region | Ongoing | | |
| B. Regularly market the " <i>Vest Dressed for Safety</i> " Program prior to time change and winter. | September 2008 | | |
| C. Provide training on senior indicator alerts to meter readers and municipal staff | Ongoing | | |

GOAL IV: Assist caregivers of older persons by providing information, education, respite, access to direct services and other supports
OBJECTIVE 1: Expand educational opportunities for caregivers, including stress and anger management.

| Initiatives | Scheduled | Status | Comments |
|--|------------------|---------------|-----------------|
| A. Expand caregiver resource zones by adding 5 more stations at large businesses in the EAAA region. | June 2010 | | |
| B Provide more caregiver resources on the EAAA website | June 2009 | | |
| C. Using the EAAA website, provide more informational sessions for caregivers including the use of facilitated online discussions, pod casting and online video. | June 2010 | | |

GOAL IV: Assist caregivers of older persons by providing information, education, respite, access to direct services and other supports

OBJECTIVE 2: Develop strategies to identify and serve the family caregivers more effectively

| Initiatives | Scheduled | Status | Comments |
|---|------------------|---------------|-----------------|
| A. Work with employers, small businesses, labor unions and human resource managers to prepare informational programs addressing caregiving in the workplace issues for delivery at job sites and in employee publications. | July 2010 | | |
| B Expand the Phone Friends program to include caregiver-to-caregiver support calls; telephone visits by a volunteer and/or other family caregiver, and offering a “helpline” using trained former caregivers as volunteers. | July 2010 | | |
| C. Continue to support and/or organize support groups for caregivers. | Ongoing | | |
| D. Increase funds earmarked for mini-grants for innovative programs which respond to caregiver needs and are replicable in other communities. | January 2009 | | |
| E. Continue to find ways to provide support to people caring for patients with dementia either through staffing or collaborations. | Ongoing | | |

GOAL V: The EAAA will sponsor, promote and expand community and staff programs that encourage and enhance healthy aging.

OBJECTIVE 1: Develop and expand wellness activities

| Initiatives | Scheduled | Status | Comments |
|---|----------------------------|--------|----------|
| A. Collaborate with local agencies to share information, resources, develop staff training and community outreach related to AIDS, elder abuse and mental health. | June 2009 | | |
| B. Celebrate Older Americans month in May by annually offering the George Hale /Eastern Area Agency on Aging Silver Frame Awards for Active Aging | Ongoing on an Annual Basis | | |
| C. Increase the regions number of "Matter of Balance" trainers and sites | June 2011 | | |
| D. Explore possible wellness programs to offer at the new gambling site in Bangor | June 2011 | | |
| E. Collaborate with community agencies To sponsor wellness-related activities such as dental health, flu clinics and wellness checks, including hearing and sight. | Ongoing | | |
| F. Work with Collette Tours to be able to offer a travel program in 2010 and 2012 | July 2009 | | |
| G. Allow 15 minutes per day to be Added to staff lunches or breaks if they use it for physical fitness. | Ongoing | | |

GOAL V: The EAAA will sponsor, promote and expand community programs that encourage and enhance healthy aging.

OBJECTIVE 2: Inform older persons, service providers, and the public about medication management issues to prevent incorrect medication usage, adverse drug reactions and environmentally unsound disposal of medications.

| Initiatives | Scheduled | Status | Comments |
|--|-----------|--------|----------|
| A. Promote medication management, screening and education through regularly scheduled news articles, agency publications and/or media interviews | Ongoing | | |

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|--|---------|--|--|
| B. Collaborating with the University of Maine Center on Aging and the TRIAD Coalition, provide venues for proper disposal of medications | Ongoing | | |
| C. Provide education on the risks of falling due to medications. | Ongoing | | |

GOAL VI: Provide efficient, cost-effective, quality services
OBJECTIVE 1: Monitor performance of and consumer satisfaction with programs and services

| Initiatives | Scheduled | Status | Comments |
|---|-----------------------|--------|----------|
| A. Review performance standards with the Program and Policy review committee for all programs; modify when necessary | Quarterly and Ongoing | | |
| B. Monitor consumer satisfaction through “mystery caller” provided by the DASH network, formal and informal consumer feedback from surveys, emails, EAAA weblog (Editorial Page), and letters | Ongoing | | |
| C. Provide feedback and solicit input from all agency staff at quarterly executive director meetings | Quarterly and Ongoing | | |

GOAL VI: Provide efficient, cost-effective, quality services
OBJECTIVE 2: Meet national standards for Information and Assistance service delivery

| Initiatives | Scheduled | Status | Comments |
|---|-----------|--------|----------|
| A. Provide training to Information and Referral staff and DASH staff on the best practices established by the Alliance of Information and Referral Systems (AIRS), National Aging Information and Referral Support Center (NASUA), and the Maine Administration on Aging. | June 2010 | | |

GOAL VI: Provide efficient, cost-effective, quality services
OBJECTIVE 3: Reduce costs/improve efficiency without affecting quality of services

| Initiatives | Scheduled | Status | Comments |
|---|-----------|--------|----------|
| A. Explore possible consolidation of purchases through the Maine Association of Area Agencies on Aging. | June 2012 | | |

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|---|-----------|--|--|
| B. Expand the secure online employee access to benefits and personal paycheck information to all staff. | July 2010 | | |
| C. Using new grant funds and procurement of retired rehabilitated computers, train Nutrition staff on electronic menu planning, timecards and other paperwork. | July 2010 | | |
| D. Collaborating with community leaders, work to re-negotiate contracts on meal site locations in order to eliminate rent and other charges. | July 2011 | | |
| E. Safeguard low workers comp insurance rates through supervisory training, reinforcement of safe work practices and developing light duty programs when possible encouraging early return to work. | Ongoing | | |
| F. Annual training with Risk Management services to reduce the cost of professional liability insurance. | Ongoing | | |

GOAL VI: Provide efficient, cost-effective, quality services
OBJECTIVE 4: Transition to environmentally conscientious programming

| Initiatives | Scheduled | Status | Comments |
|---|------------------|---------------|-----------------|
| A. Replace use of paper and plastic Plates and utensils at all nutrition meal Sites. | June 2012 | | |
| B. Reduce retained paperwork by 50% | June 2012 | | |
| C. Provide staff with “ <i>lunch and learn</i> ” sessions on the value of reducing waste. | September 2008 | | |
| D. Scan and store all documents required to be retained, but allowed to be produced in non-original form. | June 2012 | | |
| E. Coordinate staff and volunteer car pooling where possible. | Ongoing | | |
| F. Explore passive means of reducing power consumption in the main office building. | August 2008 | | |

GOAL VII: EAAA will ensure that the interest of older persons and their families are protected and that their individual and collective concerns are recognized

OBJECTIVE 1: Support activities that protect the independence, income, assets and rights of older persons

| Initiatives | Scheduled | Status | Comments |
|---|-----------|--------|----------|
| A. Work with Adult Protective Services and Legal Services for the Elderly to develop quick responses to reports of elder abuse. | Ongoing | | |
| B. Provide administrative support and technical assistance to the Penobscot TRIAD coalition. | Ongoing | | |
| C. Produce regular media programs that help seniors understand and identify financial, physical and psychological abuse. | June 2011 | | |

GOAL VII: EAAA will ensure that the interest of older persons and their families are protected and that their individual and collective concerns are recognized

OBJECTIVE 2: Enable older persons, caregivers, volunteers and service providers to become effective advocates

| Initiatives | Scheduled | Status | Comments |
|--|--------------|--------|----------|
| A. Schedule five annual regional forums that incorporate the EAAA Advisory Council business work with assessing regional needs. | Ongoing | | |
| B. Disseminate legislative and policy information to Board and Advisory Council members, volunteers, service providers and program participants; | Ongoing | | |
| C. Sponsor training event for Board and Advisory Council members in effective advocacy techniques | January 2009 | | |
| D Prepare advocacy alerts as necessary and notify the aging community of legislation and issues affecting older adults. | August 2008 | | |
| E. Provide technical assistance to Agency, staff, partners and providers as issues arise that effect target populations. | Ongoing | | |

GOAL VII: EAAA will ensure that the interest of older persons and their families are protected and that their individual and collective concerns are recognized

OBJECTIVE 3: Monitor, evaluate and comment on changes in laws, policies, or programs which impact on older persons in Maine and nationally

| Initiatives | Scheduled | Status | Comments |
|---|------------------|---------------|-----------------|
| A. Publicly recognize municipalities who have incorporated elder planning into their community comprehensive plans with an Annual awards program. | October 2009 | | |
| B. The EAAA Board of Directors and Advisory Council will identify, discuss and take positions on issues with significant local, statewide or national impact on older persons. | Ongoing | | |
| C. Maintain regular contact with local and state officials, legislators and the congressional delegation | Ongoing | | |
| D. Advocate and testify at the Legislature as needed. | Ongoing | | |
| E. Combine efforts with other non-profit advocacy organizations such as the Maine Association of Area Agencies on Aging, Maine Alzheimer's Association and other Agencies serving the elderly and disabled. | Ongoing | | |