

2024-2027 FOUR-YEAR AREA PLAN *Program Module*



ElderSource
Planning and Service Area 4
September 15, 2023



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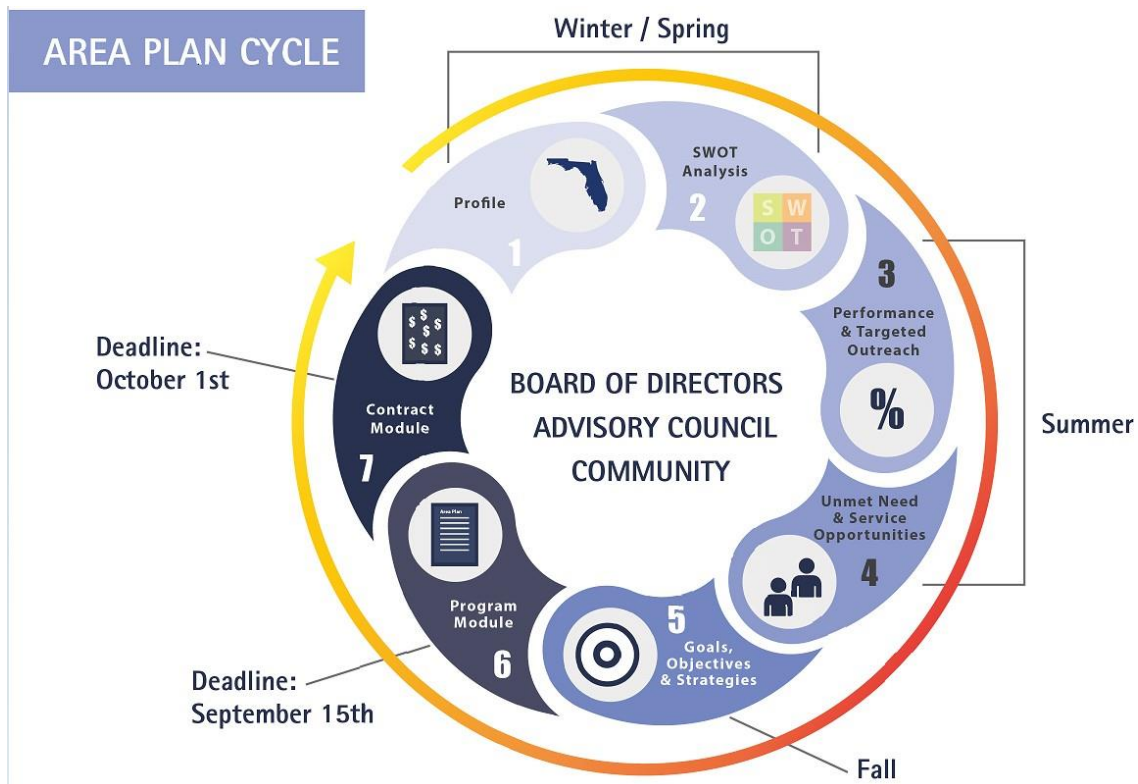
Introduction to the Area Plan

The Area Plan describes in detail the specific services to be provided to the population of older adults residing in each Planning and Service Area (PSA). The plan is developed from an assessment of the needs of the PSA as determined by public input that involves public hearings, the solicited participation of those affected and their caregivers, and service providers. The plan also states the goals and objectives that the Area Agency on Aging (AAA) and its staff and volunteers plan to accomplish during the planning period. This four-year cycle is for the period of January 1, 2024, through December 31, 2027.

The Area Plan is divided into two parts, the Program Module and the Contract Module. The Program Module includes a profile of the PSA; a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis; an analysis of performance and unmet needs; the service plan including goals, objectives, and strategies; assurances; and other elements relating to the provision of services.

The Contract Module includes the elements of the plan relating to funding sources and allocations, as well as other administrative/contractual requirements, and otherwise substantiates the means through which planned activities will be accomplished.

In planning to produce the Area Plan, AAAs should consider the following Area Plan development cycle.



This recommended planning cycle features the development of the PSA Profile, followed by the completion of the comprehensive SWOT analysis during the winter and spring of the Area Plan submission year. The summer should feature the development of the Performance and Targeted Outreach and Unmet Need and Services opportunities components of the Area Plan. With the completion of these components, the AAA will be prepared to address the Goals, Objectives, and Strategies component of the Area Plan.

With the completion of each stage in development of the Area Plan, the AAA is required to submit the respective components to Department of Elder Affairs (DOEA) through their contract manager for review and feedback.

By the spring of each year, the Department of Elder Affairs will directly email Area Agencies on Aging executive directors. This email will include the Area Plan Program Module Template, Instructions, Area Plan Contract Module Template, and a table of due dates for submission of the Area Plan Cycle components.

Program and Contract Module Certification

AREA AGENCY ON AGING (AAA) INFORMATION:

Legal Name of Agency: Northeast Florida Area Agency on Aging dba ElderSource

Mailing Address: 10688 Old St. Augustine Road, Jacksonville, FL 32258

Telephone: (904) 391-6600 FEDERAL ID NUMBER: 59-1569867

CERTIFICATION BY BOARD PRESIDENT, ADVISORY COUNCIL CHAIR, AAA DIRECTOR:

I hereby certify that the attached documents:

- Reflect input from a cross section of service providers, consumers, and caregivers who are representative of all areas and culturally diverse populations of the Planning and Service Area (PSA).
- Incorporate the comments and recommendations of the Area Agency's Advisory Council.
- Have been reviewed and approved by the Board of Directors of the Area Agency on Aging.

Additionally:

Signatures below indicate that both the Program Module and the Contract Module have been reviewed and approved by the respective governing bodies.

I further certify that the contents are true, accurate, and complete statements. I acknowledge that intentional misrepresentation or falsification may result in the termination of financial assistance. I have reviewed and approved this 2024-2027 Area Plan.

President, Board of Directors

Name: Dr. Sandy L. Robinson

Signature: _____

Date: _____

Advisory Council Chair

Name: Cheryl Jefferson

Signature: _____

Date: _____

Area Agency on

Name: Linda J. Levin

Signature: Linda J. Levin

Date: 9-17-2023

Signing this form verifies that the Board of Directors and the Advisory Council and AAA Executive Director understand that they are responsible for the development and implementation of the plan and for ensuring compliance with the Older Americans Act Section 306.

AAA Board of Directors

Membership Composition:

Members must be residents of or principally employed in the county they represent. The membership of the Corporation is made up of a minimum of fifteen members consisting of one member elected from each of the seven counties of PSA 4, with the remaining members elected based on the Board's needs regardless of county, plus the chair of the Advisory Council.

The Governance Committee of the Board of Directors oversees the recruitment, review and recommendation of new members of the Board. All Board members and executive staff will recommend prospective members to the Governance Committee for consideration. A profile of Board members is maintained by the committee and is used by them to determine Board needs and assist in the recruitment of new members. Upon the receipt of a completed application, the committee will meet to review the submission. If it is endorsed by them, the committee will submit the application to the members of the Board of Directors for final approval at the next meeting of the full Board of Directors.

Frequency of Meetings:

The Board of Directors meets on the third Wednesday of every other month, beginning in January. Anticipated meeting dates are:

2024: January 17, March 20, May 15, July 17, September 18, November 20

2025: January 15, March 19, May 21, July 16, September 17, November 19

2026: January 21, March 18, May 20, July 15, September 16, November 18

2027: January 20, March 17, May 19, July 21, September 15, November 17

Officer Selection Schedule:

Officers of the Board of Directors are elected at the annual meeting of the Corporation (the third Wednesday of November) from a slate presented by the Governance Committee and nominations from the floor. Officers are elected for a two-year term and

may be re-elected for a second consecutive term, after which time they are ineligible to serve in such elected position for a minimum of one year. Vacancies in officer positions shall be filled by a majority vote of all Corporation members present at any meeting at which a quorum is present.

Anticipated officer selection schedule: November 20, 2024, November 19, 2025, November 18, 2026, and November 17, 2027.

AAA Board Officers:

Title	Name	Term
Chair	Dr. Sandy L. Robinson	07/22 07/24
Vice Chair	Walette Stanford	11/21 11/23
Treasurer	Ed Salek	11/21 11/23
Secretary	Melissa Gilreath	09/21 09/23
Other: (At Large)	Grady H. Williams Jr.	11/22 11/24
Other: (At Large)	Catherine Whitworth	11/21 11/23

AAA Board of Directors Membership:

Name	Occupation / Affiliation	County of Residence or Primary Work	Member Since	Current Term of Office
Dr. Sandy L. Robinson	Manager – Ops – Education, Mayo Clinic School of Health Sciences, Mayo Clinic School of Medicine	Duval County	07/16	07/22 07/24

Walette Stanford	Director, Emerging Workforce Strategies, Jacksonville Electric Authority	Duval County	11/17	11/21 11/23
Ed Salek	Partner (CPA, CVA), DHS (Dixon Hughes Goodman)	Duval County	07/18	11/21 11/23
Melissa Gilreath	Executive Director, Elderly Housing Management Corp.	St. Johns County	09/17	09/21 09/23
Grady H. Williams, Jr.	Elder Law Attorney President/Managing Attorney at Grady Williams, Jr., LL.M Attorneys at Law P.A.	Clay County	11/20	11/22 11/24
Catherine Whitworth	Vice President, Professional Services Business Consultants, Black Knight Financial	St. Johns County	11/19	11/21 11/23
Pamela Sanders	Retired	Baker County	09/22	09/22 09/24
Amanda Smith	Victims Advocacy Coordinator, center for independent Living Jacksonville	Clay County	03/21	03/23 03/25
Brenda B. Ezell	Esquire, Ezell Law Firm	Duval County	01/18	01/22 01/24
Vivile R. Dietrich	Glazier, Glazier & Dietrich, P.A.	Duval County	05/21	05/23 05/25

Cynthia Griffin	Vice President Government Pharmacy Programs, Florida Blue	Duval County	03/23	03/23 03/25
Barbara Ann Greene	Registered Nurse, Assured Home Care LLC	Flagler County	03/21	03/23 03/25
Shelley Hirsch	Founder, Business and Operational Support Services, LLC	Nassau County	09/22	09/22 09/24
Juliet Williams	Relationship Manager, Bank of America	Volusia County	01/22	01/22 01/24
Cheryl Jefferson	Advisory Council Representative	Duval County	05/19	05/23 05/25

Honorary Life Membership on the Board may be granted to former Board members who have retired from active membership. Honorary Life membership is granted to honor and provide ongoing recognition to members who have donated extensive, meritorious service to the Corporation and, hence, to the older adults of Northeast Florida. Honorary Life Members may attend all meetings and special events but shall be non-voting participants.

AAA Advisory Council

Council Composition:

Members must be residents of or principally employed in the county they represent. The membership of the Advisory Council shall consist of a minimum of two persons, not to exceed four persons, from each of the seven counties in Planning and Service Area 4 (PSA 4). More than fifty percent of Advisory Council members must be older persons. Of that fifty percent, participants must include persons with the greatest social and economic need and persons who participate in or who are eligible to participate in programs. Representatives of the Advisory Council are selected by the Nominating/Membership Committee through recommendations submitted by ElderSource's Volunteer Coordinator, local persons, governmental agencies, aging advocacy organizations and current members. Upon the receipt of a completed application, the Nominating/Membership Committee will meet to review the application. If it is endorsed by them, the committee will submit the application to the members of the Advisory Council for final approval at their next full meeting.

Frequency of Meetings:

The Advisory Council meets on the third Thursday of every other month, beginning in February, with the exception of their December meeting. December meetings are held on the first Thursday of that month. Anticipated meeting dates are:

2024: February 15, April 18, June 20, August 15, October 17, December 5

2025: February 20, April 17, June 19, August 21, October 16, December 4

2026: February 19, April 16, June 18, August 18, October 21, December 3

2027: February 18, April 15, June 17, August 17, October 19, December 2

Member Selection Schedule:

The selection of members takes place as needed.

Service Term(s):

Advisory Council members may serve for three two-year terms and may be reappointed for up to two additional two-year terms upon the approval of the Chief Executive Officer and the Chairperson of the Advisory Council. Following the completion of five two-year terms, a person may not be reappointed until one year has elapsed.

AAA Advisory Council Members:

Name	Occupation / Affiliation	County of Residence or Primary Work	Member Since	Current Term of Office	60+ (yes/no)	Race	Ethnicity
Albert Abbatiello	Retired Realtor	St. Johns County	06/15	06/23 06/25	yes	White	Non-Hispanic
Chernice Benjamin	Insurance Agent Associate	Nassau County	08/22	08/22 08/24	yes	African-American	Non-Hispanic
Latonja Best		St. Johns County	08/21	08/23 08/25	no	African-American	Non-Hispanic
Frances Chew	Retired	Volusia County	04/19	04/23 04/25	yes	Hispanic	Hispanic
Carol DeMarco		St. Johns County	08/21	08/23 08/25	yes	White	Non-Hispanic
Diane Eckert	Retired	Clay County	10/17	10/21 10/23	yes	White	Non-Hispanic
Bernie Fitzgerald	Senior Helpers of Palm Coast and St. Augustine	Flagler County	04/19	04/23 04/25	yes	White	Non-Hispanic
Christy Fitzgerald	Non-Profit Management	Clay County	06/23	06/23 06/25	yes	White	Non-Hispanic
Hortense Geter	Retired Bell South Manager	Volusia County	04/19	04/21 04/23	yes	African-American	Non-Hispanic

Christine Hackney	RN; Health Coach	Nassau County	06/23	06/23 06/25	yes	White	Non-Hispanic
Joanne Hinkel	Retired from Flagler County Senior Services	Flagler County	04/23	04/23 04/25	yes	White	Non-Hispanic
Cheryl Jefferson	Retired, was Project Administrator, Everbank	Duval County	05/19	05/23 05/25	yes	African-American	Hispanic
Ashley Jennings, Ed. D	Assistant Professor Aging Studies	Volusia County	10/19	10/21 10/23	no	African-American	Non-Hispanic
Ingrid Montgomery	Retired Educator	Duval County	05/19	05/23 05/25	yes	African-American	Non-Hispanic
Steven Sherman	Attorney	Nassau County	06/23	06/23 06/25	yes	White	Non-Hispanic
Barbara Solomon	Retired	Flagler County	04/19	04/23 04/25	yes	African-American	Non-Hispanic
Stevie Taylor, Sr.	Membership Growth Consultant	Clay County	04/19	04/23 04/25	no	African-American	Non-Hispanic
Valerie Thomas	Retired	Duval County	02/22	02/22 02/24	yes	African-American	Non-Hispanic

Funds Administered and Bid Cycles

The following funds are administered by Northeast Florida Area Agency on Aging dba ElderSource for PSA 4 The current and anticipated Bid Cycles are provided for those programs that are administered through competitively procured subcontracts.

Funds Administered			Current Bid Cycle		Anticipated Bid Cycle	
			Published	Current Year of Cycle	Ant. Pub.	Ant. Award
Older Americans Act (OAA)	III B	<input checked="" type="checkbox"/>	05/18	5	05/24	01/25
	III C.I	<input checked="" type="checkbox"/>	05/18	5	05/24	01/25
	III C.II	<input checked="" type="checkbox"/>	05/18	5	05/24	01/25
	III D	<input checked="" type="checkbox"/>	05/18	5	05/24	01/25
	III E	<input checked="" type="checkbox"/>	05/18	5	05/24	01/25
	VII*	<input checked="" type="checkbox"/>	-			
General Revenue	ADI	<input checked="" type="checkbox"/>	03/22	2	03/28	05/28
	CCE	<input checked="" type="checkbox"/>	03/22	2	03/28	05/28
	HCE	<input checked="" type="checkbox"/>	03/22	2	03/28	05/28
Other	ADRC*	<input checked="" type="checkbox"/>				
	AoA Grants	<input type="checkbox"/>				
	FACE*	<input type="checkbox"/>				
	LSP*	<input checked="" type="checkbox"/>				
	EHEAP	<input checked="" type="checkbox"/>				
	NSIP*	<input checked="" type="checkbox"/>				
	RELIEF*	<input checked="" type="checkbox"/>				
	SHINE*	<input checked="" type="checkbox"/>				
	USDA*	<input type="checkbox"/>				

* This fund does not have an associated Bid Cycle.

Resources Used

[Advancing States](#)

[American Community Survey](#)

[AoA Special Tabulation Data 60+](#)

[Behavioral Risk Factor Surveillance System](#)

[Bureau of Economic and Business Research \(BEBR\)](#)

[Explore Census Data](#)

[Economic and Demographic Research \(EDR\)](#)

[FLHealthCHARTS](#)

[eCIRTS and Legacy CIRTS](#)

[National Aging Program Information System \(NAPIS\) / The Older Americans Performance System \(OAAPS\) reports](#)

[Florida County Profiles](#)

[Elder Needs Index Maps](#)

[Targeting Data and Dashboard](#)

[Targeting Performance Maps](#)

[ElderSource 2022 Northeast Florida Aging Population Needs Assessment](#)

<https://myeldersource.org/wp-content/uploads/2023/01/2022-APNA-for-ElderSource-FINAL.pdf>

[Data USA](#) (<https://datusa.io/profile/geo/>)

[Wikipedia](#) (<https://en.wikipedia.org/wiki/>)

[The Shimberg Center for Housing Studies](#) (<http://www.shimberg.ufl.edu/>)

[US Department of Agriculture](#) (www.ers.gov)

[US Department of Justice, Office of Victims Services](#)

[FBI Report, 2021](#)

[Google Earth Pro](#) (<https://earth.google.com/>)

[AARP Public Policy institute](#) (<https://www.aarp.org/ppi/>)

[Old City](#) (<https://www.oldcity.com/>)

[Niche](#) (www.niche.com)

[AARP](#) (<https://www.aarp.org/>)

2024-2027 Four-Year Area Plan Program Module

Executive Summary

This section describes the role of ElderSource as a AAA and includes major highlights, key initiatives, and how the significant needs of the PSA will be addressed. **The suggested limit for the narrative response to this section is three pages.**

ElderSource's 2024-2027 Area Plan provides strategic direction for the work and activities of the agency over the next four years.

Highlights - About ElderSource- Role as an AAA

ElderSource, the Area Agency on Aging (AAA) and Aging and Disability Resource Center (ADRC) for Northeast Florida administers federal, state and local funds for programs for seniors and their caregivers in Planning and Service Area 4 (PSA 4). The seven counties included in PSA 4 are Baker, Clay, Duval, Flagler, Nassau, St. Johns and Volusia counties. The Agency is a private, not for profit, independent agency that is part of a nationwide network of Area Agencies on Aging. Governed by a local volunteer Board of Directors and advised by an Advisory Council, the activities of ElderSource are funded by federal and state funding, local grants, private donations and endowments.

Within its seven-county service area, ElderSource, as the Area Agency on Aging, provides funding for a variety of services. Some of the programs funded by ElderSource include Community Care for the Elderly (CCE); Alzheimer's Disease Initiative (ADI); Home Care for the Elderly (HCE); Serving Health Insurance Needs of Elders (SHINE); Older American's Act (OAA); Respite for Elders Living in Everyday Families (RELIEF); and Emergency Home Energy Assistance for Elders Program (EHEAP).

In 2007, ElderSource transitioned to an Aging Resource Center (ARC), allowing the agency to streamline access to information and referral services and the elder services delivery system. In 2011, ElderSource was officially designated as an Aging and Disability Resource Center (ADRC). As an ADRC, ElderSource helps to facilitate access to services for older adults and adults aged 18 and older with a disability seeking long-term care information or support. Additionally, ElderSource provides support to caregivers of older adults and adults with disabilities.

As an ADRC, ElderSource operates the ADRC Helpline for Northeast Florida. The ADRC Helpline is available to the entire community to answer questions, triage for services, assist with Statewide Medicaid Managed Care Long Term Care (SMMCLTCC)

and Food Stamp applications, eligibility determination or make referrals for services as needed.

ElderSource's Role in Addressing Significant Needs

ElderSource serves as the focal point to which older adults, adults with disabilities, their caregivers and the general public can turn to for information, referral, assistance and answers relating to aging issues.

ElderSource's main responsibilities are to:

- Identify the needs of older adults and caregivers in our service area
- Develop plans to address these needs
- Contract with local agencies to deliver services using state and federal grants
- Provide oversight of contracts, ensuring good stewardship of funds
- Advocate on behalf of older adults, adults with disabilities and their caregivers

Through public hearings, needs assessments, surveys and other forms of data collection, ElderSource strives to identify the needs of its diverse older adult and adult with disabilities community, and is involved with allocating and managing funding to local agencies that can provide services that address the needs. Through its local contacts, ElderSource promotes the independence of these populations and by ensuring that options exist to assist people to remain in their homes safely and with dignity.

We strive to raise awareness of the needs of older adults, adults with disabilities and their caregivers in the broader community and to increase public awareness of ElderSource as the ADRC in order to get needs met.

Key Initiatives

ElderSource has taken a leadership role in the development and ongoing coordination of several interagency collaborative efforts and initiatives to help enhance the community service system for the aging network and to help improve the lives of older adults, adults with disabilities and caregivers in PSA 4. Key initiatives are as follows:

- LGBT Initiative
- Benefits Enrollment Center
- Caregiver Coalition of Northeast Florida
- Senior to Senior Fund
- Senior Round Table
- Assistive Eating Device Fund
- Dementia Care and Cure Initiative
- Caring Connections (telephone reassurance program)

- Virtual Caregiver Support Group
- Veterans Directed Home and Community Based Services
- Age Friendly Communities

Significant Needs

ElderSource, through public hearings, CIRTS data, client satisfaction surveys, ADRC Helpline data, needs assessments and SWOT analysis, has identified the following top six problem areas/issues faced by older adults within our seven-county service area:

- Limited finances/economic stability, including affordability of housing, as well as issues related to home maintenance/accessibility
- Social isolation and loneliness, as well as mental health issues; caregiver burnout and limited supports for caregivers
- Health care concerns, including medical care costs, as well as access to and acceptance of insurance for both primary and local specialist care
- Limited transportation options and other transportation-related issues
- A gap in knowledge of available services or resources focused on assisting older adults, adults living with disabilities and their caregivers
- The need for additional efforts and support related to community emergency-disaster preparedness, response, and recovery.

ElderSource staff, Board of Directors and Advisory Council will continue to concentrate efforts and strategies to address the aforementioned needs. As a result of ElderSource's 2022 strategic planning process, these strategic goals are included, but not limited to: increase awareness of services; pursue housing solutions; and pursue transportation solutions.

Summary

ElderSource recognizes the need for partnerships and collaboration in order to achieve the goals and objectives outlined in the 2024-2027 Area Plan. AAA staff and leadership strive for continuous improvement and work to improve access to services for older adults in order to help them age with independence and dignity.

Mission and Vision Statements

The Mission Statement defines the purpose and primary objectives of the AAA. The Vision Statement describes what the AAA intends to accomplish or achieve in the future.

Mission:

ElderSource empowers people to live and age with independence and dignity in their homes and community.

Vision:

Older adults and adults with disabilities are valued and have the resources they need to live with dignity and security in an age and ability friendly community.

Inclusion Statement:

ElderSource values all people – including, but not limited to, all nationalities, socio-economic backgrounds, abilities, races, genders, religious perspectives, sexual orientation and gender identities – in everything we do. We welcome the unique perspectives of all people in our quest to fulfill our mission.

Guiding Principles:

We value:

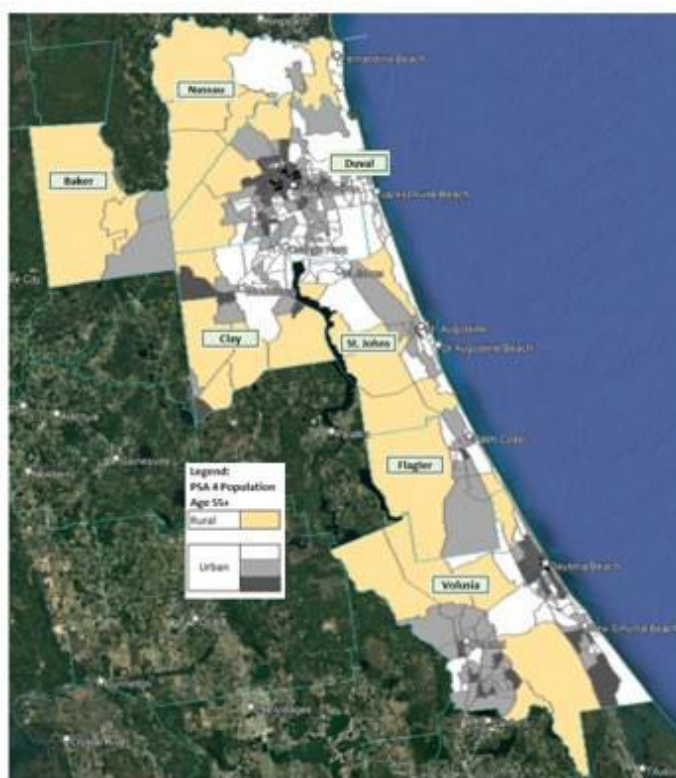
- Those we serve
- Diversity equity and inclusion
- Excellent and responsive service
- Honesty, integrity, respect and professional behavior
- Results and accountability
- Proactive, innovative and visionary efforts
- Community collaboration
- The knowledge, loyalty, commitment and unselfish team spirit of staff, volunteers and providers
- Our role as the leader in the aging network.
- Our role as an instrument of positive change

Profile

This section provides an overview of the social, economic, and demographic characteristics of the PSA. The focus of this overview includes consideration of those geographic areas and population groups within the PSA of older individuals with greatest economic need, greatest social need, or disabilities, with particular attention to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas. Maps and graphics can be added to enhance your narrative descriptions. **Responses for each section should be limited to two pages of narrative.**

Identification of Counties:

ElderSource, the Area Agency on Aging (AAA) and Aging and Disability Resource Center (ADRC) for Northeast Florida, administers federal and state programs for seniors and their caregivers in a seven-county Planning and Service Area (PSA). The seven counties included in PSA 4 are: Baker, Clay, Duval, Flagler, Nassau, St. Johns and Volusia counties. As mandated by the Older Americans Act, Area Agencies on Aging (AAA) have the responsibility for planning, development, funding and monitoring of aging services in their respective Planning and Service Area. The following are maps showing PSA 4 in relation to the entire state, and its' rural and urban areas:



The following is a brief description identifying each of the counties of PSA 4:

Baker County is located in the northwest corner of PSA 4. It was formed in 1861 and currently occupies a total area of 586 square miles (less than 1 square mile being water), with an estimated total population of 28,259 (U.S. Decennial Census, 2020)¹. Baker County is one of five counties included within the Jacksonville Metropolitan Statistical Area (MSA). The county seat is Macclenny. Baker County is the most rural PSA 4 county and is the least populated county in PSA 4. Baker County comprises approximately one percent of the PSA 4's age 60 and over older adult population (6,011)².



Clay County is located to the southwest of Duval County and the southeast of Baker County. Its eastern border is the St. Johns River. It was created in 1858 when a part of Duval County was carved out to become Clay County. Clay County currently occupies approximately 644 square miles, 604 square miles being land and 39 square miles (6.1%) being water, including Kingsley Lake. It is one of five counties included within the Jacksonville Metropolitan Statistical Area (MSA). Green Cove Springs is the county seat. Clay County has an estimated total population of 218,245¹. Clay County comprises approximately 8.3 percent of the PSA's age 60 and older adult population (50,549)².



Duval County is located south of Nassau County and north of Clay and St. Johns Counties. Its eastern border is the Atlantic Ocean, which also serves as the eastern border of PSA 4, and the St. Johns River runs north-south through the middle of the county. In 1822, It was created from a part of St. Johns County. The City of Jacksonville and Duval County became a consolidated government in 1968 making it the largest city in Florida. Duval County is approximately 918 square miles and consists of a total estimated population of 995,567¹. Of the 918 square miles, some 762 square miles forms land and 156 square miles water. It is comprised of an urbanized land development pattern and is one of five counties included within the Jacksonville Metropolitan Statistical Area (MSA), and Jacksonville is the county seat. Duval County comprises approximately 35.4 percent of the PSA 4 age 60 and older adult population (214,632)².



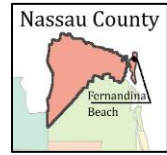
Flagler County is located in the southern portion of PSA 4 above Volusia County and below St. Johns County. Flagler County was established in 1917, from the southern section of St. Johns County and the norther section of Volusia County. County consists of 571 square miles (485 land, and 85 square miles is water). Flagler County is included within the Deltona-Daytona Beach-Ormond Beach MSA. Bunnell is the county seat. Flagler County has a total estimated population of 115,378¹. Flagler County comprises approximately 7.1 percent of the PSA 4 age 60 and older adult population (42,884)².



¹ 2020 Decennial Census- www.data.census.gov/

² DOEA 2022 Profile of Older Floridians

Nassau County is the northern-most county in PSA 4. The eastern boundary of Nassau County is the Atlantic Ocean, and the northern border is the Georgia state line. The eastern side is mostly rural, and the western side is more urban. The Timucuan Indians originally settled in Nassau County before European settlers arrived. In 1821, Nassau County was a part of Duval County, then in 1824 Nassau County broke away and became its own county. Nassau County is also included as one of the five counties within the Jacksonville MSA, and Fernandina Beach is the county seat. Nassau County is currently approximately 726 square miles with a total population estimate of 90,352¹. It comprises approximately 4.8 percent of the PSA's age 60 and older adult population (29,194)².



St. Johns County is centrally located within PSA 4, located to the south of Duval County and to the north of Flagler County. The St. Johns River provides the western boundary of the county, and the Atlantic Ocean is the eastern boundary. St. Augustine is known as the oldest city; it was founded 42 years before Jamestown, Virginia and 55 years before the Pilgrims landed on Plymouth Rock. In 1821, Major General Andrew Jackson established St. Johns County (oldcity.com). It was named for the St. Johns River. It is included as one of the five counties within the Jacksonville MSA, and St. Augustine is the county seat. St. Johns County is approximately 821 square miles with a total estimated population of 273,425¹. Of the 821 square miles, 601 square miles is land, while 220 square miles is water. St. Johns County comprises approximately 12.2 percent of the PSA's age 60 and older adult population (73,770)².



Volusia County is the southernmost county in PSA 4, located south of Flagler County. It is bordered by the St. Johns River to the west and south and the Atlantic Ocean to the east. Volusia County was established in 1854. Volusia County is approximately 1,101 square miles with a total population estimate of 553,543¹. Volusia is the second-largest county in PSA 4 and, similar to Duval County, it is comprised of an urbanized land development pattern. Volusia County is included within the Deltona-Daytona Beach-Ormond Beach MSA, and Deland is the county seat. It comprises approximately 31.2 percent of the PSA's age 60 and older adult population (188,849)².



Identification of Major Communities:

This section includes a narrative describing the communities within each of the PSA counties. *Mappings of the various communities within each of the counties can be located in Appendix I, beginning on page 153.*

¹ 2020 Decennial Census- www.data.census.gov/

² DOEA 2022 Profile of Older Floridians

Baker County has a higher percentage of individuals in rural areas (55%) than those in urban areas (45%). Its' urban communities are primarily centered in and around its' largest and most populated city, Macclenny. Baker County also includes one small township, called Glen St. Mary, and 9 unincorporated communities (e.g., Olustee, Sanderson, and Taylor). There are also several local, regional, state, and federal prisons in the western part of the county. ^{1,2}

Clay County is a largely suburban county, with the majority of its' population located in the northeastern region. Orange Park, Middleburg, and the surrounding area specifically have the majority of the population. Green Cove Springs area has the lower population spread west and south, along with the small city of Keystone Heights, which lies at the southwestern end of the county. Although the population is relatively high, the majority of the county is still rural and consists of many farms connected by county roads. Clay County also includes multiple other census-designated communities (Asbury Lake, Bellair-Meadowbrook Terrace, Fleming Island, Lakeside and Oakleaf Plantation); and other unincorporated communities (e.g., Clay Hill, Doctors Inlet, and Lake Geneva). Clay County is home to Camp Blanding, a 73,000-acre training base for groups such as the Florida National Guard, the Florida Army National Guard and other U.S. Armed Forces. ^{1,3}

Duval County consolidated with the City of Jacksonville in 1968, which is the largest city in the contiguous United States by area. There are over 500 neighborhoods within the Jacksonville area. There are both urban neighborhoods within its' core city limits, as well as further-out suburban and rural communities. The five major areas, or grouping of neighborhoods within Jacksonville are: Downtown, Arlington, Southside, Westside, Northside and Beaches. There are also four municipality communities within Duval County that are outside of Jacksonville's city limits: Baldwin, Atlantic Beach, Neptune Beach, and Jacksonville Beach. The latter three, all located on a coastal barrier island, form part of the area known as the Jacksonville Beaches, together with Mayport, which is within Jacksonville's city limits. Duval County is home to the Naval Air Station Jacksonville and Naval Station Mayport, and has a large population of active military personnel, as well as retirees. ^{1,4}

Flagler County has a mixture of rural and urban/suburban communities. Cities include Bunnell (largest land-wise), Flagler Beach, and Palm Coast (largest population); and towns include Beverly Beach, and Marineland. There are also over 14 unincorporated communities. Coastal neighborhood areas within Flagler County are often considered as quaint seaside, and fishing villages, and include saltwater and freshwater canals. Flagler County is also known for its' various golf club communities, and is known as a retirement area, particularly for many military retirees.⁵

Nassau County has both rural and urban/suburban communities. The western side of

1. Data USA- <https://datausa.io/profile/geo/>
2. Wikipedia- https://en.wikipedia.org/wiki/Baker_County,_Florida
3. https://en.wikipedia.org/wiki/Clay_County,_Florida
4. https://en.wikipedia.org/wiki/Duval_County,_Florida
5. https://en.wikipedia.org/wiki/Flagler_County,_Florida

the county primarily contains rural communities and includes the towns of Callahan and Hilliard. Hilliard is home to a Federal Aviation Administration (FAA) Air Traffic Control Center and there are many retired FAA employees who live in Nassau County. Near the middle of the county is the ever-growing, census designated communities of Yulee (large land area) and Wildlight. On the eastern side (towards the beaches) are the cities of Fernandina Beach, Amelia City, and American Beach. Fernandina Beach is on Amelia Island, and nearby has two upscale resort communities: the Ritz-Carlton Hotel and Amelia Island Plantation. These eastern communities are known for “snow-bird” residents, that are only in the area seasonally. Nassau County is also a popular choice of residence for military personnel stationed on bases in neighboring Duval County, Florida (Naval Air Station Jacksonville, Naval Station Mayport) and Camden County, Georgia (Naval Submarine Base Kings Bay). There are over 2 dozen other small unincorporated communities scattered throughout Nassau County.^{1,2}

St. Johns County has both rural and urban/suburban communities. The city of St. Augustine is known as the oldest city and has many cultural influences from it being a Spanish colony to British rule, evidenced by its’ historical sites and the architecture of the buildings. The northern portion of the county includes the unincorporated areas of Sawgrass and Palm Valley. The northern coastal communities from Ponte Vedra Beach down to Vilano Beach predominantly reflect wealthy areas with minimal housing units spread across a larger census tract. One of the newest communities in the county is Nocatee, which is one of the best-selling master-planned communities in America and has been ranked as the number one for “Best Places to Raise A Family in Florida” by Niche.⁵ St. Augustine is home to the state-supported, tuition-free Florida School for the Deaf and Blind. Southern coastal communities include St. Augustine Beach and Butler Beach. The communities of World Golf Village, Switzerland, Fruit Cove and St. Johns are more inland within St. Johns County.^{1, 3}

Volusia County is the second-largest county in PSA 4 and, similar to Duval County, it is comprised mainly of an urbanized land development pattern, although there are also several rural areas. Deltona is the largest city in Volusia County. There are three major regions, or groupings of communities within Volusia County. East Volusia, also known as the greater Daytona Beach area, or the Halifax area, includes the cities of Daytona Beach, Daytona Beach Shores, Holly Hill, Ormond Beach, Ponce Inlet, Port Orange, and South Daytona. Southeast Volusia, also known as the greater New Smyrna Beach area, includes the cities of New Smyrna Beach, Edgewater, and Oak Hill. West Volusia, also called St. Johns River country, includes the cities of Barberville, DeBary, DeLand, DeLeon Springs, Deltona, Glenwood, Enterprise, Lake Helen, Orange City, Pierson, and Seville. Deltona is the largest city in Volusia County. There are over seventy other census-designated places and unincorporated communities scattered throughout Volusia County.^{1, 4}

1. Data USA- <https://datausa.io/profile/geo/>

2. Wikipedia- https://en.wikipedia.org/wiki/Nassau_County,_Florida

3. https://en.wikipedia.org/wiki/Baker_County,_Florida

4. https://en.wikipedia.org/wiki/St._Johns_County,_Florida

5. Niche- www.niche.com

Socio-Demographic and Economic Factors:

(Charts/graphs and maps in Appendix II, starting on page 155 contain more detailed information, including county-specific data - as available.)

Population Growth of Older Adults:

The older adult population is one of the fastest growing populations. In 2030, all baby boomers will be older than 65, and one in five Americans is expected to be at retirement age.¹ People are also living longer² and for Florida, there are increasing numbers of retirees choosing to move here.³

The population age 65 and older (65+) in the U.S. increased by 38.6% from the 2010 U.S. census (40.3 million) to the 2020 census (55.8 million).¹ The U.S. population age 65+ is expected to increase to 94.7 million and the population age 85+ is expected to more than double to 19 million in 2060.² From 2017 to 2021, the age 60+ population in PSA 4 saw a 16% growth and the age 85+ population saw an overall 5% increase.⁴ As of 2022, out of the total PSA 4 population (all ages), 27% are age 60+ and 2% are age 85 and over.⁵

Older Adults with Low-Incomes and Minority Older Adults with Low-Incomes:

The likelihood of older adults being poor increases with age, and they are often dependent on a fixed income and have limited earning ability. A single adult living alone with an income of \$13,590 or less is living at the 2021 Federal Poverty Level (FPL). If living in a two-person household the FPL is \$16,988. According to DOEA's 2022 Profile of Older Floridians, on average 8% of the age 60+ population in PSA 4 live at or below the poverty level. There are also 48,140 adults age 60+ living in poverty and 71,490 are considered as "near poor" (125% poverty level). Of those older adults living in poverty (48,140), 33.4% (16,084) are minorities.⁵

Older adults (age 65+) living in PSA 4, have an average cost of living of \$20,045, for a single renter of a 1 bedroom, and for couple renting a one bedroom it is \$34,875. The average cost of living for single adults and couples aged 65+ that are homeowners can be even higher (\$30,552 to \$41,607), depending on if they have a mortgage or not.^{1,5} Thirteen percent (13%) of older adults reside in a household with a high-cost burden in PSA 4.^{5,6} Limited income and higher housing costs have a high impact on the quality of life for older adults in PSA 4. Older adults are often faced with spending a disproportionate share of their income on housing and utilities, which reduces what they can spend on food, medicine, health care, transportation, etc. Rising costs are leaving them at risk of poverty and homelessness.

1 U.S. Census- <https://www.census.gov/>

2. Administration for Community Living (ACL) & ACL 2020 Profile of Older Americans- <https://acl.gov>

3. AARP- <https://www.aarp.org/retirement/planning-for-retirement/info-2023/most-popular-relocation-states.html>

4. Florida Health Charts- <https://www.flhealthcharts.gov/>

5. DOEA 2022 Profiles of Older Floridians

6. The Shimberg Center for Housing Studies, 2020- <http://www.shimberg.ufl.edu/>

Socially Isolated Older Adults:

Living situation is a key component of successfully aging in place. Seniors living with a spouse have a higher chance of remaining in the community, and spouses contribute to better mental health. Nationally, in 2020 approximately 27% of all non-institutionalized older persons aged 65 and older lived alone (5 million men, 9.7 million women). They represented 33% of older women and 20% of older men. The proportion of those living alone increases with advanced age. Among women aged 75 and older, 42% lived alone in 2020.¹ Statewide data reflects that 22% of Florida's adults age 60+ are living alone, and PSA 4 data reflects that 21% of adults age 60+ are living alone. Of those age 60+ that are living alone in PSA 4, there is a higher percentage of them that are females (60%) compared to males (40%).²

Minority and Culturally Diverse Older Adults:

As our older adult population grows, it is also becoming more diverse. Older adults are the most diverse segment of our population, with preferences, needs and assets shaped by lifetimes of experience. Nationally, racial and ethnic minority populations increased from 19% of the age 65+ adult population in 2006 to 24% of adults age 65+ in 2019.¹ By 2040, racial and ethnic older adult populations are expected to grow 115% compared to 29% of the white (non-Hispanic) population.³ By 2028, the foreign-born share of the U.S. population is projected to be higher than at any time since 1850.⁴ Statewide data reflects that 30% of Florida's adults age 60+ are of a minority.⁵ In PSA 4, 22% of the age 60+ population are of a minority.² Another way of gaining insight into the cultural diversity of our PSA 4 populations is to take a look at the data regarding Limited English Proficiency (LEP). In PSA 4, two percent (2%) of the age 60+ population (10,945 people) have limited English proficiency (a limited ability in reading, writing, speaking, or understanding English).²

Older Adults in Urban and Rural areas

PSA 4 has a unique blend of urban and rural communities. While all seven of its' counties are designated as urban overall (www.ers.usda.gov), three of the seven counties (Baker, Flagler and Nassau) have sizable rural areas. Duval County is the least rural county within PSA 4. Older adults living in the rural areas of PSA 4 may experience barriers to receiving necessary services due to limited transportation options, lack of local health resources accepting specific types of insurance, lack of local specialists and lack of awareness regarding available services.⁶

1 Administration for Community Living (ACL) & ACL 2020 Profile of Older Americans- <https://acl.gov>

2. DOEA 2022 Profiles of Older Floridians

3. AARP Public Policy Institute- <https://www.aarp.org/ppi/>

4. U.S. Census- <https://www.census.gov/>

5. BEBR 2022- <https://bebr.ufl.edu/>

6. ElderSource - 2022 Northeast Florida Aging Population Needs Assessment

Economic and Social Resources:

ElderSource utilizes community partnerships, in-kind resources, and referrals to local resources in order to enhance the services for people aged 60 and older. PSA 4 also contains many attractions, universities and colleges, and natural resources which impact the quality of life of residents.

Partnerships, and Additional Funding

Community partnerships play a key role in raising awareness of aging services and providing support for increasing the availability of services to older adults in PSA 4. ElderSource partnerships are generated from a collective interest and action and help to build equity within the communities served.

PSA 4 partnerships that involve funding/financial support (non-DOEA) include those that: assist seniors in resolving a crisis situation (e.g., Florida's First Coast Relief Fund, the Delores Barr Weaver Fund through the Community Foundation and the Jim Moran Family Foundation) and those that provide assistance to clients on the waiting list (e.g., United Way/Baldwin Foundation). Other partners: promote coordination of efforts (e.g., Northeast Florida Regional Council, local health departments and health systems); promote awareness and provide services (e.g., Northeast Florida Community Action Agency, Seniors on a Mission, BEAM); strengthen relationships (e.g., Nonprofit Center of Northeast Florida); and advocate (e.g., Elder Abuse Fatality Review Team, CIL Jacksonville, Arc Jacksonville). *A list, along with descriptions, of some of the partnerships (both funded and non-funded) that ElderSource is involved with, can be found in Attachment III A on page 167.*

In-Kind Resources

In-kind resources are vital to enhancing and promoting awareness of aging services in Northeast Florida. ElderSource and its providers are supported by a team of volunteers that allow for the expansion of social and economic resources. ElderSource uses interns from colleges and universities (e.g., University of North Florida and Bethune Cookman University). Additionally, donations of furniture and other office equipment from local businesses and/or other community organizations enable more to be spent on other service needs.

ElderSource's Board of Directors and Advisory Council members volunteer their time, knowledge, contacts and leadership skills. SHINE volunteers provide general information about Medicare or help a client pick the right supplemental insurance plan, assist with billing issues, or help find prescription assistance. Telephone reassurance volunteers provide supports to older adults who are homebound. Volunteers in PSA 4

provide senior companionship, and some provide respite services to caregivers. Other volunteers provide additional supports to providers' programs, like volunteering at adult day care, senior center recreational activities, and congregate and home-delivered meals. *A list, along with descriptions, of some of the in-kind resources used by ElderSource and its' providers, can be found in Attachment III B on page 169.*

Referrals to Local Community Resources and Resource Development

Community organizations also play a role in providing the social resources that are necessary to support the seniors in Northeast Florida. Some of the community resources provide financial or other emergency assistance (e.g., Hartfelt Ministries, Red Cross). Others provide medical, health or rehabilitation assistance (e.g., Brooks Rehabilitation, Baptist AgeWell Center for Senior Center). Resources may have a focus on a specific need or issue (e.g., the Alzheimer's Association). Some provide information and/or advocacy (e.g., AARP). ElderSource's ADRC Helpline maintains and updates a database of community resources. ElderSource continually explores new social and economic resources within PSA 4. Resource development is completed through several avenues including participation from the Board of Directors and Advisory Council. In addition, ElderSource's ADRC convenes a Local Coalition Work Group (LCWG) to advise in planning and assisting with resource Development. The LCWG consists of representatives from multiple agencies. A list, along with descriptions, of some of the community resources used by ElderSource and its' providers, can be found in *Attachment III C on page 171.*

Attractions, Recreational, Educational and Art/Cultural Opportunities

PSA 4 overall has a wide range of attractions, recreational venues and parks, colleges and universities, and vibrant arts communities, as well as having cultural opportunities, that can impact that quality of life for older adults. Social connections are essential for health and well-being at all ages and may be especially important for promoting health in later life. Older adults with an active lifestyle are less likely to develop certain diseases. Participating in hobbies, educational and other social activities may lower the risk for developing some health problems.

Through the efforts of the Jacksonville Dementia Care and Cure initiative (DCCI), and the Alzheimer's Association, Jacksonville's Cummer Museum staff received DCCI/Dementia Sensitivity training in February 2022, and in November had an dementia-friendly event at the museum in November for National Family Caregiver Awareness Month

A list of some of the many resources for these resource opportunities area can be found in Attachment III D on page 173.

Factors that Impact Resources

Economic and community/social resources vary across counties and communities within of PSA, depending on their size, how much of the area is rural, knowledge of available resources and residents' comfort level in accepting assistance. Smaller rural communities are at times more challenged in providing housing, transportation, and mental health counseling. In contrast, the larger urban communities already have a more developed resource network and can more easily expand existing services when funding resources are made available. Some community residents prefer local agencies that are based primarily in their county. For example, many in Baker County (PSA 4's smallest and most rural county) prefer going directly to the Council on Aging for information.

Factors such as tourism and seasonal population shifts impact PSA 4 communities. Seasonal tourism has impacted the beaches communities, including areas of Duval, Flagler, Nassau, St. Johns and Volusia counties. Nassau County is known for having a larger "snowbird" population than other PSA 4 counties.

Description of Service System:

ElderSource not only works with a seven-county Northeast Florida community, but it works at the county and municipal level, coordinating and collaborating with a multitude of agencies and organizations on the shared goal of addressing the needs of older adults and individuals with disabilities, as well as their caregivers. Funding provided by the Older Americans Act (OAA) and the State General Revenue Programs serve as the foundation by which ElderSource is able to deliver needed services to populations it serves within PSA 4. Funding for other public and private sector services comes from a variety of grants and other non-DOEA funding sources.

Within its seven-county service area, ElderSource, as the Area Agency on Aging, provides funding for a variety of services. ElderSource primarily uses the funding it receives for these major areas of service:

- Access to Services, including: outreach, information and assistance regarding benefits; case management; and transportation.
- Nutrition, including: Congregate and home-delivered meals; and nutrition counseling and education.
- Home and Community-based LTSS (Long-Term Services and Supports), such as: home care; chore/enhanced chore; personal care; adult day care; home repair/modification.

- Disease Prevention and Health Promotion, such as: evidence-based health promotion; health risk assessments; routine health screening; and physical fitness programs, among others.
- Family Caregiver Support, such as: counseling; access and information and assistance; support groups and caregiver training; and respite care.
- Legal Assistance/ Vulnerable Elder Rights Protection, such as: prevention of elder abuse, neglect and exploitation.

ElderSource primarily serves these categories of populations within PSA 4:

- Adults age 60 or older, or adults age 18 or older with a functional impairment/disability
- Caregivers of adults age 60 or older, or adults age 18 or older with a functional impairment/disability
- Caregivers of adults age 18 and older who have been diagnosed as having probable Alzheimer's disease or other related memory disorders where mental changes appear and interfere with the activities of daily living.

For a more detailed and descriptive overview of the various programs and services (including registered and non-registered services) provided via ElderSource within its' seven-county service area, please refer to Attachment IV on page 176.

Through public hearings, needs assessments, surveys, the Advisory Council and other forms of data collection, ElderSource strives to discover the needs of its diverse elder community, and is involved with allocating and managing funding to local agencies that can provide those services. Through its local contracts, ElderSource promotes independence of the senior community by ensuring that options exist to assist people to remain in their homes, safely and with dignity.

ElderSource has one lead agency designated in each county. In addition, ElderSource has contracts with the City of Jacksonville in Duval County (for senior centers and congregate meals) and two contracts with legal service providers to provide coverage for each of the seven counties. The majority of the evidence-based health and wellness programs are administered through a contract with Northeast Florida Area Health Education Centers (AHEC). Additionally, EHEAP is managed by the County of Volusia.

Clients Served in PSA 4 and Frequency of Services

In 2022, ElderSource, through its network of provider agencies served 10,999 older adults through an array of 19 registered services. Services are offered Monday through Friday. The exact frequency of services is determined for each client based upon the results of their assessment and prioritized ranking.

The table below details the number of unduplicated clients served per county for PSA 4 in 2022:

County	# of Clients
Baker	347
Clay	728
Duval	7,200
Flagler	322
Nassau	406
St. Johns	823
Volusia	1,173
PSA 4 Total	10,999

Role in Interagency Collaborative Efforts:

One of ElderSource's key roles is to build relationships, collaborate and advocate on issues important to older adults and adults with disabilities, and their caregivers. Relationship building is important in developing ideas for community-based solutions, by making it a shared vision and value, increasing our community's capacity to shape outcomes, and fostering multi-sector collaboration. Community partnerships also help advance health equity and help reach populations that may be difficult to reach.

ElderSource has taken a leadership role in the development and ongoing coordination of several interagency collaborative efforts and initiatives. One example of ElderSource being in the leadership role of a collaborative effort is the Caregiver Coalition of Northeast Florida, which provides support and education to caregivers. ElderSource is the fiscal agent for the coalition, which is now under the umbrella of ElderSource services. The Coalition operates in partnership with a variety of local organizations, including hospitals/health/medical groups, social service agencies and advocates. ElderSource also coordinates and supports the Senior Roundtable. Its' members understand the need to collaborate and partner, maximizing resources and reducing duplication of effort to better serve the elders and caregivers.

ElderSource has played an active role as a co-chair of some initiatives. ElderSource is the co-chair with Mayo Clinic of the Dementia Care and Cure Initiative (DCCI) Task Force, an initiative of the DOEA to make Florida friendly for persons with dementia and their caregivers. Another example is our involvement with the Elder Abuse Fatality Review Team (EAFRT). ElderSource's CEO Linda Levin is a co-chair along with Honorable Judge Gary P. Flower (Administrative County Court Judge). EAFRT is comprised of 22 active members, representing 14 separate agencies, organizations, or industries.

Some collaborations are formed with the purpose of educating our older adult populations and/or older adult service professionals. One example is ElderSource's involvement with the Florida Department of Transportation's Safe Mobility for Life Coalition. The coalition's efforts are focused on working to keep Florida's aging road

users safe, mobile, and connected to their communities. The ElderSource Institute developed the Foundation to Aging Certificate Program (with the University of North Florida Brooks College of Health Center for Aging Research). It includes a selection of online courses designed to offer professionals greater knowledge and understanding of working in and supporting our aging population. ElderSource also shares information about state-wide initiatives, like the “Become an ALZSTAR!” campaign. The Alzheimer's Association Florida Chapters and the Florida Department of Elder Affairs have partnered to provide this no cost, online public health initiative to educate Floridians about Alzheimer's disease and the resources available.

ElderSource's relationship with CIL (Center for Independent Living) Jacksonville and Disability Solutions for Independent Living (CIL covering Flagler and Volusia Counties) provides opportunities to connect, collaborate, leverage resources, and serve more people. Recent and future common efforts include, but are not limited to vaccine awareness, outreaches, and inclusion of both CIL's services in ElderSource's ADRC resource database. In 2022, ElderSource began a relationship with the Florida Alliance for Assistive Services and Technology (FAAST). The mission of FAAST is to improve the quality of life for Floridians with disabilities by increasing access to assistive technology through empowerment and collaboration. FAAST provides assistive technology awareness, device demonstrations, short-term device loans, and has an alternative financing program that gives individuals who have disabilities the option to purchase assistive technology devices and services through low-interest rate financial loans. ElderSource CEO is on the Arc Jacksonville SAS Advisory Committee for their initiative to serve caregivers for people with IDD and at risk or in the early stages of dementia.

Some collaborative efforts are partnerships that result in funds being received to initiate or continue a service. One example is that ElderSource, through a partnership with the Florida Blue Foundation, received a grant in 2021 to start its' evidence-based “Tailored Caregiver Assessment and Referral System Program” (TCARE). The Florida Blue Foundation will continue to fund TCARE through 1/14/2025. TCARE is a successful evidence-based program that helps in preventing caregiver burnout. Additional funding from Humana Foundation is allowing ElderSource to expand these services as well as provide respite for caregivers.

Volunteer-based, collaborative efforts, service organizations and coalitions, can all play a key role in filling gaps in the service delivery system and can act as a venue for interagency informational exchange.

ElderSource participates in a multitude of coalitions and task forces within PSA 4, that focus on specific issues or need areas, including, but not limited to:

- Transportation – e.g. Transportation Disadvantaged Local Coordinating Boards.
- Housing/Homelessness – e.g. Changing Homelessness, St. Johns County CoC, and CIL Jacksonville's Affordable & Accessible Housing Task Force.
- Disaster resiliency/recovery – e.g., Volusia Interfaiths/Agencies Networking In

Disaster (VIND), and various Community Organizations Active in Disasters (COADs) and Long Term Recovery Organizations (LTROs) in PSA 4.

- Health – e.g. Region 3 Healthcare Coalition Alliance, Clay County Opioid Task Force, the “Healthy Brain Road Map” Advisory Council and initiative of the Department of Health in Nassau County.
- Health Equity/Diversity, Equity and Inclusion (DEI) – e.g. the Health Equity Coalition of the Department of Health Clay County.
- Mental Health – e.g. Clay County CHIP (Community Health Improvement Plan) Behavioral Health workgroup.

ElderSource also participates on and supports councils, boards, and committees to advocate on behalf of elders and to help improve effectiveness of services and quality of life, including these as examples:

- National level groups – NCOA, USAging.
- Regional level - Southeastern Association of Area Agencies on Aging (SE4A).
- State level – Florida Council on Aging, F4A ADRC Workgroup, and the Florida Hospital Association Coalition.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

Responses for each section should be limited to one page of narrative.

SWOT Development Process Description:

The Strengths, Weakness, Opportunities and Threats (SWOT) development process for ElderSource included gathering information from public hearings, ElderSource's 2022 Aging Population Needs Assessment (APNA), and ElderSource's own strategic planning process. ElderSource's Area Planner also gathered information for this SWOT from various community, staff and Advisory Council/Board committee meetings. ElderSource held eight public hearings in 2022, and two public hearings in 2023. Participants in all of these activities included older adults, adults with disabilities, family members, caregivers, local community members, ElderSource volunteers, PSA 4 provider staff, ElderSource Advisory Council and Board of Directors, as well as other senior-related organizations and community partners.

The key issues in ElderSource's 2022 Aging Population Needs Assessment (APNA) were grouped into the five social determinant of health: Economic Stability, Education Access and Quality, Healthcare Access and Quality, Neighborhood and Built Environment, and Social and Community Context. Information was gleaned from a community survey, focus groups, interviews, and reliable secondary data sources.

ElderSource's public hearings were held in each of the seven PSA 4 counties, with three in Duval and Volusia counties (due to the size of those two counties). The respective PSA 4 providers and the respective ElderSource Advisory Council members were involved in or contacted regarding the hearings. ElderSource provided an overview of programs and services, and participants shared openly about both the positive and the negative aspects of aging in their communities.

An overview of the significant findings from this SWOT analysis are highlighted below. *For some key/highlighted county-specific information on each of the below four SWOT categories, see Attachment V, starting on page 184.*

Strengths:

- Serving as the Area Agency on Aging, ElderSource has long established strong working relationships with their provider agencies and advocacy within the

Department of Elder Affairs. These strengths are key factors to each of its represented counties and agencies.

- Coordinated communication between ElderSource and local service providers is a huge strength.
- ElderSource is part of a strong network of non-profits, and even more collaboration would be great.
- ElderSource has a wide and deep compassion for our older adults and their caregivers, with staff that are of diverse backgrounds, skilled, dedicated, and knowledgeable about the people they serve.
- ElderSource has a dedicated, active, committed, and resilient Board of Directors, Advisory Council and Leadership Team.
- ElderSource is committed at all levels to its' Diversity, Equity, Inclusion and Belonging (DEIB) efforts (Board of Directors, Advisory Council, Leadership Team, staff, and in relationships with contracted providers). Examples of ElderSource's DEIB efforts: bilingual staff, website translation and ADA compliance (myeldersource.org), translated materials in multiple languages including braille, etc.
- ElderSource offers a valuable and diverse array of impactful services.
- ElderSource's Aging and Disability Resource Center (ADRC) and Helpline are considered as trustworthy experts in the provision of information and referrals to resources in our communities to assist older adults, adults with disabilities, and their caregivers.
- ElderSource has a strong, passionate, dedicated and well-educated volunteer base.
- An overall theme throughout PSA 4 is the valuable role that the PSA's senior citizen/ community centers play in providing an encouraging and sharing atmosphere. The centers keep seniors from being isolated, providing opportunities to socialize, discover resources, and connect with others going through similar situations. They provide healthy nutritious meals and activities to help keep them physically active, and games to keep their minds active.
- While the COVID-19 pandemic had many negative effects on the populations that ElderSource serves, it has drawn attention to the needs of older adults, adults with disabilities and caregivers, resulting in increased public awareness, as well as some increased and new funding opportunities.
- ElderSource's use of a new developing technology including Intranet, Cloud Server, and secure VPN connections allow staff to efficiently work and communicate.
- In 2023, ElderSource received a new grant through USAging to do vaccine outreach and to provide vaccines (COVID, flu, pneumonia and shingles).

Weaknesses:

- With the rapid growth of our older adult populations there comes a lack of sufficient funding to meet the needs of all clients and potential clients.
- Lack of awareness/knowledge of resources makes it difficult for our diverse older adult and caregiver populations to find out what services are available. There are too many rules, and it is difficult to navigate through social service systems.
- Limited outreach efforts, and access to long-term care services for elders residing in the more rural areas of our counties, and areas of higher minority concentrated older adults impact the ability to effectively serve some of our populations in most need.
- Housing and home-life issues:
 - Lack of affordable housing, lack of accessible housing, housing insecurity
 - Long waiting lists to get housing assistance / public housing
 - At times having to choose between paying rent/mortgage and getting food and/or medications.
 - Lack of sufficient resources to assist older adults with routine house cleaning and yard maintenance; not being able to get reliable and affordable home repair and home rehabilitation
 - Not always feeling safe at home- safety within the home, and in their neighborhood environment, and fear of being exploited.
- Health and mental health care issues:
 - Inability to afford uncovered costs of medical care
 - Not enough specialists within their communities/having to go far to get to care
 - Health being impacted by a lack of access to healthy fresh food and/or living in a food desert
 - The increasing number of adults with Alzheimer's and dementia related illnesses
 - The increasing number of older adults that struggle with mental health; the increased number that struggle with substance abuse issues.
- Feeling socially isolated, including lack of social stimulation, and lack of trust in asking for assistance / pride.
- Senior caregiving issues, including insufficient support and respite for caregivers, and seniors struggling to care for other seniors, and/or grandchildren.
- Transportation related issues that are common in most PSA 4 counties:
 - Lack of consistent transportation that is affordable, accessible and reliable
 - Affordable/free transportation for non-medical trips (to go to church, to socialize/ to be less socially isolated on the weekends)
 - Limitations on what riders can buy and carry from grocery stores on current transportation programs
 - Lack of/gaps in knowledge about transportation disadvantaged programs.

Opportunities:

- Our growing aging population increases the demand for services; aging issues are coming to the forefront of the community; aging in place movements are becoming more prominent and social determinants of health are becoming a strong focus in many PSA 4 communities
- There are many organizations in the community with which ElderSource can partner - connecting with others to actively work on improving the lives of older adults, adults with disabilities and caregivers within our communities
- There are strong spiritual/ religious communities within PSA 4, as well as a volunteer base, including our active and engaged Board of Directors and Advisory Council members, that can be utilized more to connect with communities, older adults and their caregivers, and to promote awareness of resources
- Leverage our strength through increased educational outreach, including through communications with our elected officials and local government units
- Use our faith communities in our outreach efforts– especially rural and minority based
- Take advantage of relationships with current partners to enhance relationships and develop new partnerships with other organizations and coalitions
- Expand partnerships with first responders and law enforcement agencies to provide education about available services, in addition to recognizing abuse, neglect, and exploitation
- Take advantage of the increased attention that is being drawn to our older adult, and adults with disabilities populations that have or need caregivers in order to be able to stay at home - use this advantage in expressing the need for increased grants and additional funding to provide services and supports
- New grants and funding allow us to be innovative and to do things leaner and more efficiently
- As older adults have more access to, and are more comfortable in using the internet, more technology-based programs become options for support (e.g., ElderSource's Virtual Caregiver Support groups), education (e.g., Powerful Tools for Caregivers), and socialization (tablet program)
- A heightened use of available and new/up-coming technology can increase productivity and efficiencies, as well as promote training and educational opportunities for staff, contracted providers and the community

Threats:

- Older adults are increasing in volume, living longer, moving into our state at an increased rate, and there is a higher volume of them needing assistance
- The ability to manage the effects of the ever-growing aging population and its impact on our communities, will increase our struggle to provide adequate care- and there are not enough resources to keep up with the growth
- There is not enough funding to keep up with the existing and growing aging population- not enough money to help all clients get help with their all needs, jeopardizing their ability to be as independent as possible, and stay in their own homes and communities
- There is a shrinking workforce of people serving older adults and disabled adults
- Older adults find it difficult financially to live on a small, fixed income (many at, or just over the poverty level), while still being able to pay bills, afford housing, medications/ medical expenses, adequate nutrition, and transportation. Many have to choose housing over food and medications; illnesses exacerbate due to lack of nutrition and inadequate medical care
- Not being able to afford housing can cause older adults to be at risk of becoming homeless; many older adults feel unsafe at home and in their communities, and feel vulnerable; housing safety and housing insecurity threaten our seniors' independence
- Many older adults feel isolated, which impacts their overall health and longevity
- More issues are arising with older adults being able to manage and maintain their health and mental health care; there are increased rates of older adults struggling with substance abuse, mental illnesses and depression
- Caregivers are getting burned out, and are becoming ill themselves due to the stress; caregivers are sacrificing their jobs and income
- Older adults do not know there are services out in their communities that can help: there is not enough attention by the media to get the word out about resources in the community; there is a lack of ability to have funding for advertising/ public awareness
- Navigating the system can be difficult for older adults; there are so many rules to be able to access services - after a while people stop trying to get help; inability to navigate the social service system prevents older adults from gaining access to transportation assistance, to senior centers / social activities, and other community resources

Performance Analysis and Targeted Outreach

This section demonstrates the effectiveness of the AAA's efforts at the county level in reaching a comparable proportion of the specified sub-populations of seniors based on the prior year's performance and details the strategic outreach plan that the AAA will employ to increase service delivery to the targeted populations in the coming planning period. This section also focuses on the AAA's planned outreach to sub-populations in which its performance was below standard in the previous year. This section includes the AAA's plans on how their outreach efforts will reach the targeted sub-populations, information on targeted audiences, goals to reach certain numbers of older individuals and caregivers, and specific details on activities and events, including when and where they will take place for the initial year of the four-year Area Plan cycle. Specific details of outreach efforts for subsequent years will be included in annual updates to the area plan. Maps and charts can be added to enhance your narrative descriptions.

Responses should be limited to 10-15 pages.

Performance Analysis:

As part of receiving Older Americans Act funding, ElderSource becomes responsible for ensuring that older adults in our communities are equitably served. This is measured by comparing the proportion of DOEA-established priority populations served, with the proportion that they appear in the population. For example, if 10% of older adults have a particular characteristic, then so should 10% of ElderSource's served population. The Department of Elder Affairs then determines whether ElderSource's performance meets or exceeds expectations by comparing these numbers. The DOEA-established priority populations are: Below Poverty Level, Limited English Proficiency, Living Alone, Low Income Minority, Minority, Probably Alzheimer's Disease and those living in Rural areas. There are three counties (Baker, Nassau and St. Johns) that do not meet performance standards for these priority populations (Baker for Minority, Nassau for Rural, and St. Johns for Rural and Living Alone). PSA 4 as a whole does not meet performance standards for Rural. The analysis below will first cover the four counties that met all indicators, followed by the three counties, that did not meet some of their indicators/priority populations.

Clay County (met all indicators):

As of the DOEA 2021 Targeting Dashboard and Report, Clay County's total population of those age 60+ was 48,763, and there were 1,226 individuals screened and served (2.5% of their age 60+ population). Per the DOEA 2022 Profiles of Older Floridians

(came from BEBR 2022) there are 50,419 adults age 60+ in Baker County, which reflects a growth of 1,656 adults age 60+.

According to the DOEA 2021 Targeting Dashboard (most current as of September 2023), Clay County has met or exceeded targeting individuals who are in the most need of services for all indicators (Below Poverty Level, Limited English Proficiency, Living Alone, Low Income Minority, Minority, Probable Alzheimer's Disease, and Rural).

Duval County (met all indicators):

As of the DOEA 2021 Targeting Dashboard and Report, Duval County's total population of those age 60+ was 198,202, and there were 5,919 individuals screened and served. Per the DOEA 2022 Profiles of Older Floridians (came from BEBR 2022) there are 214,632 adults age 60+ in Duval County, which reflects a growth of 16,430 adults age 60+.

According to the DOEA 2021 Targeting Dashboard (most current as of September 2023), Duval County has met or exceeded targeting individuals who are in the most need of services for all indicators (Below Poverty Level, Limited English Proficiency, Living Alone, Low Income Minority, Minority, Probable Alzheimer's Disease, and Rural).

Flagler County (met all indicators):

As of the DOEA 2021 Targeting Dashboard and Report, Flagler County's total population of those age 60+ was 44,911, and there were 835 individuals screened and served. Per the DOEA 2022 Profiles of Older Floridians (came from BEBR 2022) there are 42,884 adults age 60+ in Flagler County, which reflects a decrease of 2,027 adults age 60+.

According to the DOEA 2021 Targeting Dashboard (most current as of September 2023), Flagler County has met or exceeded targeting individuals who are in the most need of services for all indicators (Below Poverty Level, Limited English Proficiency, Living Alone, Low Income Minority, Minority, Probable Alzheimer's Disease, and Rural).

Volusia County (met all indicators):

As of the DOEA 2021 Targeting Dashboard and Report, Volusia County's total population of those age 60+ was 176,755, and there were 3,436 individuals screened and served. Per the DOEA 2022 Profiles of Older Floridians (came from BEBR 2022) there are 188,849 adults age 60+ in Volusia County, which reflects a growth of 1,656 adults age 60+.

According to the DOEA 2021 Targeting Dashboard (most current as of September 2023), Volusia County has met or exceeded targeting individuals who are in the most

need of services for all indicators (Below Poverty Level, Limited English Proficiency, Living Alone, Low Income Minority, Minority, Probable Alzheimer's Disease, and Rural).

Baker County (met all indicators except Rural):

As of the DOEA 2021 Targeting Dashboard and Report, Baker County's total population of those age 60+ was 5,672, and there were 315 individuals screened and served. Per the DOEA 2022 Profiles of Older Floridians (came from BEBR 2022) there are 6,011 adults age 60+ in Baker County, which reflects a growth of 339 adults age 60+. According to the DOEA 2021 Targeting Dashboard (most current available as of September 2023), Baker County has met or exceeded targeting individuals who are in the most need of services for the following indicators: Below Poverty Level, Limited English Proficiency, Living Alone, Low Income Minority, Probable Alzheimer's Disease, and Rural.

On the DOEA 2021 Targeting Dashboard, Baker County did not meet the requirement for targeting Minority individuals. While their performance goal for this indicator is 15%, Baker County performed at 12%:

Indicator	60+ Total Population	Population for Indicator	Population of Indicator as Percent of Total Population	Number Served and Screened	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number of Served and Screened Required to Meet Standard
Minority	5672	834	15%	315	37	12%	Does Not Meet	47

While charts are one of many tools that can be used to assist in planning and decision-making, they cannot replace the local knowledge of the unique characteristics of communities and geographic areas. There are 3 regions within Baker County that are comprised primarily of a wildlife management area and state and national Forests (Osceola Wildlife Management Area, Bethea State Forest and Osceola National Forest). This means that social service agencies, churches and other areas where populations congregate are minimal in that area of the county. This results in having less places that have group activities, which can be a barrier in outreach opportunities.

Through the collaboration of ElderSource, Area Health Education Center (AHEC) and Baker County Council on Aging, targeted outreaches were provided in Baker County. Over the past 18 months (beginning of 2022 through mid-2023), the Baker County Council on Aging (BCCOA) has primarily focused its' outreaches via attending and participating in community events, like health expos, and county fairs. BCCOA has also had booths/tables at parades/community festivals, and store openings. They have participated in an elementary school event (in effort to reach older adults/grandparents raising grandchildren). BCCOA does an annual "Adopt a Senior" event, and they use

their Facebook social media platform to encourage older adults to participate in events at their Friendship Senior Center. AHEC (Area Agency on Aging) has collaborated to provide health and wellness classes in Baker County.

ElderSource will provide targeting and outreach technical assistance to BCCOA during the first quarter of 2024. Technical assistance discussion(s) will include identifying areas that may benefit from additional targeting for seniors and caregivers, with a particular focus on reaching minority and rural populations of the county. Through increased efforts to reach out to the minority population, it is hoped and anticipated that an additional 10 to 12 people that are of a minority will be obtainable (to make up that 3% needed per the 2021 dashboard).

Nassau County (met all indicators except Rural):

As of the DOEA 2021 Targeting Dashboard and Report, Nassau County's total population of those age 60+ was 26,334, and there were 496 individuals screened and served. Per the DOEA 2022 Profiles of Older Floridians (came from BEBR 2022) there are 29,194 adults age 60+ in Nassau County, which reflects a growth of 2,860 adults age 60+.

According to the DOEA 2021 Targeting Dashboard (most current as of September 2023), Nassau County has met or exceeded targeting individuals who are in the most need of services for the following indicators: Below Poverty Level, Limited English Proficiency, Living Alone, Low Income Minority, Minority and Probable Alzheimer's Disease.

On the DOEA 2021 Targeting Dashboard, Nassau County did not meet the requirement for targeting individuals living in Rural areas. While their performance goal for this indicator is 50%, Nassau County performed at 39%:

Indicator	60+ Total Population	Population for Indicator	Population of Indicator as Percent of Total Population	Number Served and Screened	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number of Served and Screened Required to Meet Standard
Rural	26,334	13,167	50%	496	193	39%	Does Not Meet	248

While charts are one of many tools that can be used to assist in planning and decision-making, they cannot replace the local knowledge of the unique characteristics of communities and geographic areas. While the western side of the county is very populous, the eastern side (east of Interstate 95) is made up of more rural areas (such as Callahan and Hilliard). These areas have fewer social service options, churches, etc., which can be a barrier in outreach opportunities. Nassau County also has a high percentage of individuals in rural areas (37%) and 63% living in urban areas (all ages).

This means that on average, for every 2-3 individuals screened and served in the urban area, one must be screened and served in the rural areas for the performance standard to be achieved. In comparison PSA 4 as a whole has 8% of its' population (all ages) living in rural areas.

Through the collaboration of ElderSource, Nassau County Council on Aging, and Area Health Education Center (AHEC), targeted outreaches were provided in Nassau County. Over the past year the Nassau County Council on Aging (NCCOA) has made some focused efforts to reach its' more rural side of the county, by stopping by many community sites, including the YMCA, restaurants (i.e., R&R, Five.5 Grill and The Pig), Post Office, Family Dollar, Dollar General (Hilliard and Callahan), Winn Dixies, and gas stations on a monthly basis. The NCCOA also does regular Facebook postings, sends out newsletters, flyers, and puts information in the county's Senior Life Magazine and on the NCCOA website. AHEC (Area Agency on Aging) has collaborated to provide health and wellness classes in Nassau County.

ElderSource will provide targeting and outreach technical assistance to NCCOA during the first quarter of 2024. Technical assistance discussion(s) will include identifying areas that may benefit from additional targeting for seniors and caregivers, with a particular focus on reaching rural populations within the county. Through increased efforts to reach out to the rural population, it is hoped and anticipated that an additional 55 to 65 people that live in rural areas will be obtainable (to make up that 11% needed per the 2021 dashboard).

St. Johns County (met all indicators except Rural and Living Alone):

As of the DOEA 2021 Targeting Dashboard and Report, St. Johns County's total population of those age 60+ was 71,971, and there were 1,660 individuals screened and served. Per the DOEA 2022 Profiles of Older Floridians (came from BEBR 2022) there are 73,770 adults age 60+ in St. Johns County, which reflects a growth of 1,799 adults age 60+.

According to the DOEA 2021 Targeting Dashboard (most current as of September 2023), St. Johns County has met or exceeded targeting individuals who are in the most need of services for the following indicators: Below Poverty Level, Limited English Proficiency, Low Income Minority, Minority, and Probable Alzheimer's Disease.

On the DOEA 2021 Targeting Dashboard, St. Johns County did not meet the requirement for targeting individuals Living Alone and those living in Rural areas:

Indicator	60+ Total Population	Population for Indicator	Population of Indicator as Percent of Total Population	Number Served and Screened	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number of Served and Screened Required to Meet Standard
Living Alone	71,971	9,684	14%	1,660	173	10%	Does Not Meet	248
Rural	71,971	1,799	3%	1,660	2	0%	Does Not Meet	9

While charts are one of many tools that can be used to assist in planning and decision-making, they cannot replace the local knowledge of the unique characteristics of communities and geographic areas. St. Johns County's Nocatee area (included in a rural area of the county) as well many coastal areas of the county are comprised of homes that are in the higher cost brackets. Some of these areas include retirees, including those living alone, and with their increased incomes can more easily pay for at-home care as they age. The county also has almost 9,000 acres that are committed to conservation and preservation (including the Guana Tolomato Matanzas National Estuarine Research Reserve).

Through the collaboration of ElderSource, St. Johns County Council on Aging, and Area Health Education Center (AHEC), targeted outreaches were provided in St. Johns County. Over the past 18 months the St. Johns County Council on Aging (SJCCOA) has accomplished outreach activities by providing information on services at monthly SPIN classes/meetings and by visiting apartment complexes with senior residents. The SJCCOA has also done regular social media postings on three platforms. SJCCOA has talked about older adult and caregiver issues on a weekly radio show (Thursdays on 102.1 FM), as well as a monthly guest appearance on 103.9 FM. AHEC (Area Agency on Aging) has collaborated to provide health and wellness classes in St. Johns County. ElderSource will provide targeting and outreach technical assistance to SJCCOA during the first quarter of 2024. Technical assistance discussion(s) will include identifying areas that may benefit from additional targeting for seniors and caregivers, with a particular focus on reaching those older adults living at home, and those living in rural areas within the county. Through increased efforts to reach out to these population, it is hoped and anticipated that an additional 7-9 people that live in rural areas will be obtainable (to make up that 2% needed per the 2021 dashboard), and that an additional 75-85 older adults that live alone will be obtainable (to make up that 3% needed).

PSA 4 (as whole, met all indicators except Rural):

As of the DOEA 2021 Targeting Dashboard and Report, PSA 4's total population of those age 60+ was 572,608, and there were 13,315 individuals screened and served.

Per the DOEA 2022 Profiles of Older Floridians (came from BEBR 2022) there are 605,759 adults age 60+ in PSA 4, which reflects a growth of 33,151 adults age 60+.

According to the DOEA 2021 Targeting Dashboard (most current as of September 2023), PSA 4 has met or exceeded targeting individuals who are in the most need of services for the following indicators: Below Poverty Level, Limited English Proficiency, Living Alone, Low Income Minority, Minority and Probably Alzheimer's Disease. PSA 4 did not meet the requirement for targeting individuals in rural areas.

Targeted Outreach Plan:

In developing the Targeted Outreach Plan, and pursuant to the Older Americans Act reauthorization of 2020 (OAA), this plan details at the county and PSA levels:

- The AAA's proposed methods for providing preference to older individuals with greatest economic need, older individuals with greatest social need, and low-income minority older individuals;
- Specific approaches to serve older individuals residing in rural areas;
- Specific approaches to improve access to services for groups that have limited English proficiency (LEP);
- Specific approaches to reach older individuals with disabilities, with particular attention to individuals with severe disabilities and individuals at risk for institutional placement;
- Specific approaches to reach older individuals with Alzheimer's disease and other related dementias;
- Specific approaches to reach older individuals at risk for institutional placement, specifically including survivors of the Holocaust;
- Specific approaches to reach caregivers;
- Specific approaches to identify and assist other significant unserved and underserved populations; and
- Methods the AAA will use to evaluate the effectiveness of any resources that will be used to meet the needs of the above consumer groups.

Targeted outreach plans detail the efforts, outreach, and planned activities of ElderSource and its providers to address the identified service needs of targeted populations. The outreach plan is the result of collaboration between ElderSource and its service providers.

2024 Tentative Outreach Activities:

ElderSource staff and Provider staff, as well as a variety of professional organizations and presenters are utilized to deliver specialized information to the anticipated audience. ElderSource will track outreach events to identify if expanded efforts are reaching targeted areas and will adjust strategies as needed to increase outreach to these underrepresented groups. ElderSource and its providers will conduct outreach activities in area churches, low-income and senior housing, dining sites, senior centers, health fairs, and rural communities to ensure that seniors who are low-income, minority, limited English proficiency, or living in rural areas are informed about the services provided and how to obtain assistance. ElderSource and its' providers will continue to be active participants in various coalitions, to not only get the needs of older adults heard, but also to reach out to groups of older adults, disabled adults and caregivers that may be challenging to reach.

ElderSource will require providers to submit status reports at least semi-annually in a uniform format for the PSA, that includes the type of community events or activities; dates and locations of the events; numbers of participants; identified services needed; and information or referrals provided. This information will be analyzed and on-going communication of targeting needs and goals will be used in planning at both the PSA and county levels.

The following represent a sampling of tentatively planned outreach activities for 2024. Additional activities, including those planned for the remaining years of this Area Plan will be included in the yearly updates to this plan.

Month	ElderSource Event/Activity Name	Location- city, county	Anticipated Participants (attendance goal)	How effort will reach targeted population	<u>Target Audience(s)</u>
January	Active After 50 Expo	Daytona Beach - Volusia	300	This event is well advertised in the area by the event company.	Caregivers
February	Active After 50 Expo	St. Augustine - St. Johns	300	This event is well advertised in the area by the event company.	Caregivers, rural
	Caregiver Coalition Event	Clay County	50	An ElderSource event promoted via local publications that reach rural area.	Caregivers, rural
	Mt. Carmel Gardens presentation	Jacksonville - Duval	30-40	Residents of low income housing	Low-income, minority
	Florida Black Expo	Jacksonville - Duval	250	Minority-focused event widely publicized	Minority, low-income

Month	ElderSource Event/Activity Name	Location- city, county	Anticipated Participants (attendance goal)	How effort will reach targeted population	Target Audience(s)
March	Penney Farms Caregiver Event	Penney Farms - Clay	100	Sr. living community event publicized to residents	Caregivers, rural
	Senior Summit and Health Fair	City of New Smyrna Beach - Volusia	250	Publicized by city of NSB	Caregivers
April	Jax Housing Resident Adv Council Mtg	Jacksonville - Duval	20	Low-income housing residents' mtg	Minority, low-income
	Duval County Health Dept Info Fair	Jacksonville - Duval	100+	Event located in low-income area	Minority, low-income
	Active After 50 Event	Fernandina Beach - Nassau	300	Event well publicized by event mgt company	Caregivers
	Baker County Health Fair	Mcclenny - Baker County	200	Publicized to area residents	Rural, minority
	Minority Month Health Fair	Middleburg - Clay County	50	Publicized to area residents	Rural, minority, caregivers
May	Mental Health Awareness Community Event	Orange Park - Clay	100+	Organized and publicized by Black women's sorority	Minority, caregivers
	Jax Senior Expo	Jacksonville - Duval	400+	Largest senior expo, publicized by sr ctrs in minority area of town	Minority, caregivers, low-income
	Duval County Public Schools Health Fair	Jacksonville - Duval	500+	Employees of public school system	Caregivers
	Caregiver Coalition workshop	St. Johns County	40-50	Publicized by ElderSource to target markets	Caregivers
	One Voice Volusia Health Summit	Volusia County	200	Publicized to area health care professionals	Area professionals who care for rural and minority clients
June	Caregiver Workshop by Community Hospice	Jacksonville - Duval	50	Targeted to members of Black church	Caregivers
	Caregiver Coalition Workshop	Virtual or inperson (TBD)	50+	Well publicized by ElderSource to targeted list, notice in weekly publications on events calendar	Caregivers
	World Elder Abuse Awareness Day	St. Johns County	60	Well publicized by ElderSource to targeted list, notice in weekly publications on events calendar	Caregivers, minority

Month	ElderSource Event/Activity Name	Location- city, county	Anticipated Participants (attendance goal)	How effort will reach targeted population	Target Audience(s)
August	Caregiver Coalition Workshop	Virtual	50+	Well publicized by ElderSource to targeted list, notice in weekly publications on events calendar	Caregivers, minority
	Active After 50 event	Clay County	300+	Event well publicized by event mgt company	Rural, minority, caregivers
October	Active After 50 Expo	Flagler - Palm Coast Community Center	300+	Event well publicized by event mgt company	Caregivers, minority
November	Jacksonville Senior Expo	Jacksonville - Duval County	300	Well publicized at senior ctrs	Minority, caregivers
	Puerto Rican Health Fair	Duval or Clay County TBD	300	Publicized my Hispanic radio station and newspaper	Minority, caregivers
December	Caregiver Coalition Event	Virtual or in-person TBD		Well publicized by ElderSource to targeted list	Caregivers
Throughout the Year					
	Eight to Ten Social Media postings per Quarter on various older adult, disabled adult and caregiver issues	Social Media Platforms - Facebook, Twitter, LinkedIn, YouTube, etc.	25 to 150+ Reaches , Impressions, etc	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	Minority, social need, limited English, Disabled, Alzheimer's/related disease, At risk institution, Caregivers
	ElderSource Monthly Electronic newsletter, including information blurbs/ article on various older adult, disabled adult and caregiver issues as well as upcoming classes and events presented by ElderSource	ElderSource Monthly Electronic newsletter	aprox. 900 people	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	Rural, Low-income, Minority, social need, limited English, Disabled, Alzheimer's/related disease, At risk institution, Caregivers
	ElderSource's SHINE/SMP program staff will outreach to PSA4 communities to educate older adults about financial exploitation, scams and fraud, particularly related to Medicare. This will include one-on-one outreaches, as well as presentations to groups (at least 1-3 per quarter).		10-50+ attendees per group outreach event	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	Rural, Low-income, Minority, social need, limited English, Disabled, Alzheimer's/related disease, At risk institution, Caregivers

Month	Aging True (Duval and Clay) Event/Activity Name	Location-OR Platform	Anticipated Participants	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
Monthly	Smart Phone / Tablet / Computers	Duval/Clay	5-10 people	Will educate seniors on usage of modern technology to enable them to thrive. Especially important for those in Rural areas.	X	X	X	X	X	X		X		X	X
Monthly	Living on a Budget	Duval/Clay	5-10 people	Will teach seniors important fiscal principles, especially helpful for those in great economic need.	X	X	X	X	X	X		X	X	X	X
Monthly	Medicare Advantage	Duval/Clay	5-10 people	To educate seniors about various resources and methods for decisions about using Medicare.	X	X	X	X	X	X	X	X	X	X	X
Summer Months	Heat and medication awareness	Duval/Clay	5-10 people	Educating seniors on how to escape the summer heat and how to protect their medication from said heat and moisture.	X	X	X	X	X	X	X	X	X	X	X
Monthly	Advanced Directives	Duval/Clay	5-10 people	Will educate seniors on Advanced Directives.	X	X	X	X	X		X	X	X	X	X
Quarterly	Daily Money Management Education	Duval	5-10 people	Educating seniors on our Daily Money Management Program, especially helpful for those in great economic need.	X	X	X	X	X	X	X	X	X	X	X
Monthly	Community Resources Newsletter	Email	400	Educating older adults and the community on various resources they have available to them.	X	X	X	X	X	X	X	X	X	X	X
Monthly	Green Cove Springs Senior Center Presentation	Clay County	20	At least monthly visits to senior centers to present on Aging True's service offerings	X	X	X	X	X	X			X	X	X
Monthly	Orange Park Senior Center Presentation	Clay County	20	At least monthly visits to senior centers to present on Aging True's service offerings	X	X	X	X	X	X			X	X	X
Monthly	Keystone Heights Senior Center Presentation	Clay County	20	At least monthly visits to senior centers to present on Aging True's service offerings	X	X	X	X	X	X			X	X	X
Monthly	Middleburg Senior Center Presentation	Clay County	20	At least monthly visits to senior centers to present on Aging True's service offerings	X	X	X	X	X	X			X	X	X
Monthly	Westside Senior Enrichment Council Participation	Duval	25	Educate the community on Aging True and our resources for seniors	X	X	X	X	X	X	X		X	X	X
Quarterly	Aging True Newsletter	Newsletter	.	Newsletter to provide agency updates and also to highlight our available programs to seniors	X	X	X	X	X	X	X	X	X	X	X
Monthly	Nutrition Newsletter	Newsletter	.	Nutrition health and education newsletter	X	X	X	X	X	X	X	X	X	X	

Month	Aging True (Duval and Clay) Event/Activity Name	Location-OR Platform	Anticipated Participants	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
Monthly	RAPP Newsletter	Newsletter	.	Education for seniors who are intergenerational caregivers	X	X	X	X	X	X	X	X	X	X	X
Quarterly/ Monthly	Caregiver Coalition Meetings and Events	Northeast Florida	.	Participation and attendance at the caregiver coalition to provide resources and professional input to seniors and their caregivers.	X	X	X	X	X	X	X	X	X	X	X
February	National Heart Month Posts	Social Media	150	Social Media posts to educate our followers on National Heart Month.	X	X	X	X	X	X	X	X	X	X	X
March	National Nutrition Month	Social Media	150	Social media posts to educate our followers on best nutrition practices and our programs to assist seniors and their nutrition.	X	X	X	X	X	X	X	X	X	X	X
April	Volunteer Month, Stress Awareness Month	Social Media	150	Social Media posts to recognize our volunteers and promote volunteerism, and also to educate our followers on stress awareness and management	X	X	X	X	X	X	X	X	X	X	X
May	Older Americans Month, Mental Health Awareness Month	Social Media	150	Social media posts to educate on Older American's Month and also to promote mental health awareness.	X	X	X	X	X	X	X	X	X	X	X
June	Hurricane Preparedness Month	Social Media	150	Social media posts to educate individuals on how to prepare for hurricanes.	X	X	X	X	X	X	X	X	X	X	X
July	Senior Independence/Disability Pride Month Posts	Social Media	150	Social media posts to promote senior independence and to recognize older adults with disabilities.	X	X	X	X	X	X	X	X	X	X	X
September	Falls Prevention Month	Social Media	150	Social media posts to educate on Fall risk and prevention.	X	X	X	X	X	X	X	X	X	X	X
October	Breast Cancer Awareness, Long-term Care Planning Month	Social Media	150	Social media posts to educate on Breast Cancer and also long-term care/planning.	X	X	X	X	X	X	X	X	X	X	X
November	National Family Caregiver Month/Alzheimer's awareness Month	Social Media	150	Social media posts to educate on caregiving, and also Alzheimer's.	X	X	X	X	X	X	X	X	X	X	X

Month	AHEC (Area Health & Education Center) Event/Activity Name	Location- city, county OR Platform (i.e. Social Media, newsletter, mailout, etc)	Anticipated Participants (attendance goal) or Anticipated Reach	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
Quarterly Throughout 2024	Social Media postings - will weekly on scheduled classes and topics related to seniors, disabled adults and/or caregivers	Facebook, Instagram, and other social media platforms	50-100 likes/ impressions /views per posting	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
Monthly throughout 2024	LSS Resource Fair	Jacksonville, FL (Duval)	100-150	Increase awareness of program services and provide health information		X	X	X	x	x					x
Monthly throughout 2024	Trinity Food Pantry	Jacksonville, FL (Duval)	50-100	Increase awareness of program services and provide health information		X	X	X	x						x
January	Something Inside So Strong Women's Event	Duval County	100-150	Increase awareness of program services and provide health information		x		x	x				x	x	x
January	Bishop's Walk Abyssinia Missionary Baptist Church	Duval County	100-200	Increase awareness of program services and provide health information		x	x	x	x				x	x	x
February	Volusia County F.A.C.T. Fair	Volusia County	250-400	Increase awareness of program services and provide health information		x	x	x	x	x					x
February	Augusta Savage Cultural Arts Festival	Clay County	100-300	Increase awareness of program services and provide health information	X	X	X	X	X	X	X	x	X	X	X
March	Spring wellness events	Duval, Nassau, Baker, Clay, St. Johns, Flagler and Volusia	200-400	Increase awareness of program services and provide health information	X	X	X	X	X	X	X	x	X	X	X
April	105-year Anniversary Abyssinia Missionary Baptist Church	Duval	50-100	Increase awareness of program services and provide health information											
April	Clay County Minority Health Fair	Clay County	100-150	Increase awareness of program services and provide health information	x	x	x	x	x	x	x		x	x	x
May	2024 Nassau County Wellness Expo	Nassau County	200-400	Increase awareness of program services and provide health information	x	x	x	x	x	x	x		x	x	x
May	2024 Health and Human Services Summit	Volusia County	300-500	Increase awareness of program services and provide health information	x	x	x	x	x	x	x		x	x	x

Month	AHEC (Area Health & Education Center) Event/Activity Name	Location- city, county OR Platform (i.e. Social Media, newsletter, mailout, etc)	Anticipated Participants (attendance goal) or Anticipated Reach	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
June	Juneteenth Community Events	Duval, Nassau, Baker, Clay, St. Johns, Flagler and Volusia	500-1000 collectively	Increase awareness of program services and provide health information	x	x	x	x	x	x	x	x	x	x	x
July	3rd Annual Health and Safety Expo	Nassau County	200-300	Increase awareness of program services and provide health information	x	x	x	x	x	x	x		x	x	x
August	Back to school events	Duval, Nassau, Baker, Clay, St. Johns, Flagler and Volusia	100-500	Increase awareness of program services and provide health information	x	x	x	x	x	x	x	x	x	x	x
September	Fall Prevention Events	Duval, Nassau, Baker, Clay, St. Johns, Flagler and Volusia	50-150	Provide fall prevention education and resources	x	x	x	x	x	x	x	x	x	x	x
September	3rd Annual Recovery Festival	Flagler County	100-300	Increase awareness of program services and provide health information	x	x	x	x	x	x	x	x	x	x	x
October	Healthy Harvest	Clay County	100-200	Increase awareness of program services and provide health information	x	x	x	x	x	x	x	x	x	x	x
October	Holly Forest Estates Senior Expo	Volusia County	50-150	Increase awareness of program services and provide health information	x	x	x	x	x	x	x	x	x	x	x
November	Volusia County F.A.C.T. Fair	Volusia County	250-400	Increase awareness of program services and provide health information		x	x	x	x	x					x

Month	Baker County Council on Aging Event/Activity Name	Location-OR Platform	Anticipated Participants	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
march	heritage park historic gathering	heriatge park	50	We will pass out flyers to everyone informing them about our program.	x	x	x	x	x	x	x	x	x	x	x
april	senior fishing derby	veterans park	300	We will pass out flyers; increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
april	Easter gathering	heriatge park	50	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
may	Health Expo	Ed Frasers Hospital	300	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
may	memorial day gathering	heriatge park	300	increase awareness of program services	x	x	x	x	x	x	x	x	x	x	x
may	senior fish fry	baker co fair grounds	500	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
july	fourth of july party	heriatge park	50	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
sept	senior expo	heriatge park	300	will pass out flyers/brochures; increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x

Month	Baker County Council on Aging Event/Activity Name	Location-OR Platform	Anticipated Participants	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
oct	ghost in the oaks	heriatge park	500	will pass out flyers/ brochures; increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
oct	homecoming parade	90 macclenny	300	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
nov	thanksgiving dinner	friendship center	100	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
dec	christmas parade	friendship center	500	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
dec	christmas dinner	friendship center	100	socialization opportunity; increase awareness of program services	x	x	x	x	x	x	x	x	x	x	x
dec	senior prom	macclenny nursing and rehab	250	socialization opportunity; increase awareness of program services	x	x	x	x	x	x	x	x	x	x	x
quarterly	church events	throughout baker county	150	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x
quarterly	food distrubution	samaritan	200	increase awareness of program services, and the needs of older adults and their caregivers	x	x	x	x	x	x	x	x	x	x	x

Month	City of Jacksonville Senior Services Event/Activity Name	Location- city, county OR Platform (i.e. Social Media, newsletter, mailout, etc)	Anticipated Participants (attendance goal) or Anticipated Reach	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
Quarterly Throughout 2024	Social Media posting- will make 2 per month on various topics related to seniors, and caregivers.	COJ Senior Service Facebook page	50-100 likes/views per posting	Variety of topics geared towards education and/or issues faced by targeted population	x	x	x	x	x	x	x	x	x	x	x
Quarterly Throughout 2024	Program Coordinating Committee	Jacksonville-Duval	30	Community organizations that support the family self sufficiency program in low-income housing	x	x	x	x	x	x	x	x	x	x	x
Quarterly Throughout 2024	Social Media postings - will make 4 postings per month about the EHEAP program; EHEAP presentations to: Senior Services Programs, community organizations, health fair, and the Jacksonville Senior Expo	Facebook, Twitter, Prime Osborne Convention Center, Mary L Singleton Senior Center.	550+	Increase awareness of the EHEAP program, targeting low-income seniors in Duval County	x	X	X	x	X	X	x	x	x	X	X
Weekly Throughout 2024	Movie Series	Jacksonville, Duval	250	Variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X				X	X
January	Senior Services Pop-up Shop	Jacksonville, Duval	100	In person, vendor opportunities	X	X	X	X	X	X				X	X
March	Avenues Mall Outreach Day	Jacksonville, Duval	300	Increase awareness of program services, and generate referrals	X	X	X	X	X	X				X	X
April	Cultral Dance-a-thon	Jacksonville, Duval	300	Minority-focused event widely publicized	X	X	X	X	X	X				X	X
April	Fish-A-Thon	Jacksonville, Duval	1000	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			
May	Seniors Come Together Day	Jacksonville, Duval	400	In person, vendor opportunities	X	X	X	X	X	X				X	X

Month	City of Jacksonville Senior Services Event/Activity Name	Location- city, county OR Platform (i.e. Social Media, newsletter, mailout, etc)	Anticipated Participants (attendance goal) or Anticipated Reach	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
May	Bash at the Ballfield	Jacksonville, Duval	700	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			
May	Senior Expo	Jacksonville, Duval	500	Social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X	X	X	X			
May	Walk for Wellness	Jacksonville, Duval	500	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X				X			
June	Safety & Security Seminar	Jacksonville, Duval	350	Social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X	X	X	X			
July	Senior Ambassadors Day	Jacksonville, Duval	400	In person, vendor opportunities	X	X	X	X	X	X				X	X
August	Senior Prom	Jacksonville, Duval	1000	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			
September	Senior Games	Jacksonville, Duval	500	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	x	X							
October	Fall Fling	Jacksonville, Duval	800	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			
November	Senior Expo	Jacksonville, Duval	500	Social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X	X	X	X			
December	Holiday Festival	Jacksonville, Duval	1500	Social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			

Month	COA Volusia County Event/Activity Name	Platform, or Location/ Address	Anticipated Participants	How effort will reach targeted population/ sub-population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
First Quarter	Social Media Posts -- Educational Information	Facebook, Instagram, LinkedIn, Twitter, YouTube	13,770	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Virtual Senior Center Activity	Facebook Live	300	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X		X	
	News Coverage -- Newspaper	News-Journal, Hometown News, Observer, Beacon	175,000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	News Coverage -- Television	Spectrum Ch. 13 (Volusia County)	250,000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Coverage -- Radio	WNDB, WSBB and 106.3 FM	125,000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Educational presentations on various health- related issues	12 presentations by partner sponsors	150	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	X	X	X	X	X	X	X		X	X	X
	Senior Sensitivity Trainings	2 trainings by COA staff members	50	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	X	X	X	X	X	X	X	X		X	
	Community presentations about services	10 presentations	150	increase awareness of program services, and generate referrals	X	X	X	X	X	X	X	X	X	X	X
Second Quarter	Social Media Posts -- Educational Information	Facebook, Instagram, LinkedIn, Twitter, YouTube	14,000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Virtual Senior Center Activity	Facebook Live	325	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X			
	News Coverage -- Newspaper	News-Journal, Hometown News, Observer, Beacon	175000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	News Coverage -- Television	Spectrum Ch. 13 (Volusia County)	250000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Educational presentations on various health- related issues	15 presentations by partner sponsors	200	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	X	X	X	X	X	X	X	X	X	X	X
	Senior Sensitivity Trainings	2 trainings by COA staff members	50	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	X	X	X	X	X	X	X	X		X	

Month	Event/Activity Name	Location- city, county OR Platform (i.e. Social Media, newsletter, mailout, etc)	Anticipated Participants (attendance goal) or Anticipated Reach	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
May	Bash at the Ballfield	Jacksonville, Duval	700	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			
May	Senior Expo	Jacksonville, Duval	500	Social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X	X	X	X			
May	Walk for Wellness	Jacksonville, Duval	500	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X				X			
June	Safety & Security Seminar	Jacksonville, Duval	350	Social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X	X	X	X			
July	Senior Ambassadors Day	Jacksonville, Duval	400	In person, vendor opportunities	X	X	X	X	X	X				X	X
August	Senior Prom	Jacksonville, Duval	1000	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			
September	Senior Games	Jacksonville, Duval	500	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	x	X							
October	Fall Fling	Jacksonville, Duval	800	Mail, social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			
November	Senior Expo	Jacksonville, Duval	500	Social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X	X	X	X			
December	Holiday Festival	Jacksonville, Duval	1500	Social media, in-person at senior centers, vendor opportunities, network of industry partners		X	X	X	X			X			

Month	COA Volusia County Event/Activity Name	Platform, or Location/ Address	Anticipated Participants	How effort will reach targeted population/ sub-population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
Second Quarter	Community presentations about services	10 presentations	200	increase awareness of program services, and generate referrals	X	X	X	X	X	X	X	X			
Third Quarter	Social Media Posts – Educational Information	Facebook, Instagram, LinkedIn, Twitter, YouTube	14,000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Virtual Senior Center Activity	Facebook Live	325	increase awareness of program services, and generate referrals	X	X	X	X	X	X	X	X		X	
	News Coverage – Newspaper	News-Journal, Hometown News, Observer, Beacon	175000	increase awareness of program services, and generate referrals	X	X	X	X	X	X	X	X	X	X	X
	News Coverage – Television	Spectrum Ch. 13 (Volusia County)	250000	increase awareness of program services, and generate referrals	X	X	X	X	X	X	X	X	X	X	X
	Coverage – Radio	WNDB, WSBB and 106.3 FM	125000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Educational presentations on various health-related issues	15 presentations by partner sponsors	250	increase awareness of program services, and generate referrals	X	X	X	X	X	X	X	X	X	X	X
	Senior Sensitivity Trainings	2 trainings by COA staff members	50	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	X	X	X	X	X	X	X	X		X	
	Community presentations about services	12 presentations	225	increase awareness of program services, and generate referrals	X	X	X	X	X	X	X	X	X	X	X
Fourth Quarter	Social Media Posts – Educational Information	Facebook, Instagram, LinkedIn, Twitter, YouTube	14,225	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Virtual Senior Center Activity	Facebook Live	350	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	News Coverage – Newspaper	News-Journal, Hometown News, Observer, Beacon	175000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	News Coverage – Television	Spectrum Ch. 13 (Volusia County)	250000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Coverage – Radio	WNDB, WSBB and 106.3 FM	125000	variety of topics geared towards education and/or issues faced by targeted populations	X	X	X	X	X	X	X	X	X	X	X
	Educational presentations on various health-related issues	12 presentations by partner sponsors	200	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	X	X	X	X	X	X	X	X	X	X	X
	Senior Sensitivity Trainings	2 trainings by COA staff members	50	increase awareness of the topic, of program services, and the needs of older adults and their caregivers	X	X	X	X	X	X	X	X	X	X	X
	Dancing through the Decades event	Daytona Beach - 32114	350	increase awareness of program services, and generate referrals		X	X	X	X	X	X	X	X	X	X
	Community presentations about services	10 presentations	200	increase awareness of program services, and generate referrals	X	X	X	X	X	X	X	X	X	X	X

Date	Flagler Senior Services - Flagler Board of County Com. Event/ Activity Name	Location / Platform	# of Attendees	How effort will reach targeted population/ sub-population	Older Adults in General	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Rural	Probable Alzheimer's Disease	At Risk for Placement	Care giver
Every 1-3 Months	SPIN	Palm Coast Community Center, 305 Palm Coast Parkway NE, Palm Coast, FL 32137	30-100 per meeting	Collection of local service agencies sharing info	x	x	x	x	x	x	x	x	x	x
Every 1-3 Months	SPIN	1000 Belle Terre Boulevard, Palm Coast, FL 32164	25-50 per meeting	Collection of local service agencies sharing info	x	x	x	x	x	x	x	x	x	x
Every 1-3 Months	SPIN	2 Corporate Dr, Palm Coast FL 32137	30-75 per meeting	Collection of local service agencies sharing info	x	x	x	x	x	x	x	x	x	x
1-3 times a year	Commodities Distributions	1000 Belle Terre Boulevard, Palm Coast, FL 32164	100 per event	Food delivery to eligible seniors via Bread of the Mighty Food Bank. Senior Service information shared with each visit.	x	x	x	x	x	x			x	x
Every 3-4 Months	Resource Council	1000 Belle Terre Boulevard, Palm Coast, FL 32164	40-60 per meeting	Collection of local service agencies sharing info	x	x	x	x	x	x	x	x	x	x
February	Alzheimer's Support Group	The Azure of Palm Coast, 144 Cypress Point Parkway, Palm Coast, FL 32164	6	Provide caregiver books/ information								x	x	
One to three times a year	Flagler Access Center	103 E Moody Boulevard, Bunnell, FL 32110	4	program information, generate referrals	x	x	x	x	x	x	x	x	x	x
March	Spring Fling 2022	Flagler County Public Library,		Showcase different county organizations that promote health and wellbeing	x	x	x	x	x	x	x	x	x	x
May/June	Oberserver		250	local paper	x	x	x	x	x	x	x	x	x	x
every 1-3 Months	Parkinson's Support Group	Palm Coast Community Center, 305 Palm Coast Parkway NE, Palm Coast, FL 32137	35	Meeting with Caregivers and support agency				x	x	x	x	x	x	x
May/June	Team Feed Flagler	205 N Pine St, Bunnell FL 32110	50	Different nonprofits discussing how to help the community	x	x	x	x	x	x	x	x	x	

Date	Flagler Senior Services - Flagler Board of County Com. Event/ Activity Name	Location / Platform	# of Attendees	How effort will reach targeted population/ sub-population	Older Adults in General	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Rural	Probable Alzheimer's Disease	At Risk for Placement	Care giver
May/June	Team Feed Flagler	205 N Pine St., Bunnell FL 32110	50	Different nonprofits disucssing how to help the community	x	x	x	x	x	x	x	x	x	
6/13/2022	Surf Side Presentation	2847 Oceanview Blvd, Beverly Beach, FL 32136	75	55 plus community	x			x		x	x			
August	Senior Health & Wellness Expo	47 Old Kings Rd N. Palm Coast FL 32137	200	Network with other agencies that do business with Seniors	x	x	x	x	x	x	x	x	x	x
November	Memory Makers Quilt Club	UF/IFAS Extension Office, Flagler County, 150 Sawgrass Road, Bunnell, FL 32110	50	increase awareness of program services, discuss needs of older adults and their caregivers	x	x	x	x	x	x		x		x
November	Active After 50 Expo - presented by Flagler Health + (support Meals on Wheels)	Palm Coast Community Center, 305 Palm Coast Parkway, NE, Palm Coast, FL 32137	200	Manned table, providing program information, referrals and information - handouts	x	x	x	x	x	x	x	x	x	x

Month	Nassau County COA Event/Activity Name	Platform, or Location/ Address	Anticipated Participants	How effort will reach targeted population/ sub-population	Target Populations
Quarter 1	Caregiver Support Group (twice monthly)	NCCCOA, Fernandina Beach	8 each	Handing out flyers; opportunity to share info on services and increase referrals	Caregivers - emotional needs
	Various social media postings on a variety of topics	Nassau County	50+ per post	opportunity to increase awareness, provide info on services and increase referrals	All targeted groups
	EHEAP Information in January, February and March Newsletters	Nassau County	100-200 each	Newsletters- opportunity to share info on services and increase referrals	All targeted groups
Quarter 2	Caregiver Support Group (twice monthly)	NCCCOA, Fernandina Beach	8 each	Handing out flyers; opportunity to share info on services and increase referrals	Caregivers - emotional needs
	Various social media postings on a variety of topics	Nassau County	50+ per post	opportunity to increase awareness, provide info on services and increase referrals	All targeted groups
	EHEAP Information in April thru June Monthly Newsletter	Nassau County	100-200 each	Newsletters- opportunity to share info on services and increase referrals	All targeted groups
Quarter 3	Caregiver Support Group (twice monthly)	NCCCOA, Fernandina Beach	8 each	Handing out flyers; opportunity to share info on services and increase referrals	Caregivers - emotional needs
	Various social media postings on a variety of topics	Nassau County	50+ per post	opportunity to increase awareness, provide info on services and increase referrals	All targeted groups
	EHEAP Information in July thru September Monthly Newsletter	Nassau County	100-200 each	Newsletters- opportunity to share info on services and increase referrals	All targeted groups
Quarter 4:	Caregiver Support Group (twice monthly)	NCCCOA, Fernandina Beach	8 each	Handing out flyers; opportunity to share info on services and increase referrals	Caregivers - emotional needs
	Various social media postings on a variety of topics	Nassau County	50+ per post	opportunity to increase awareness, provide info on services and increase referrals	All targeted groups
	EHEAP Information in October thru December Monthly Newsletter	Nassau County	100-200 each	Newsletters- opportunity to share info on services and increase referrals	All targeted groups
	Dementia Workshop	NCCCOA, Fernandina Beach		Handing out flyers; opportunity to share info on services and increase referrals	All targeted groups
	EHEAP Information in Senior Life Magazine Oct-Dec Issue	Nassau County		Magazine- opportunity to share info on services and increase referrals	All targeted groups
Throughout the	EHEAP Information Flyer to Salvation Army, Health Dept., Home Delivered meal clients and congregate sites	Nassau County		Handing out flyers; opportunity to share info on services and increase referrals	All targeted groups

Month	St. Johns County COA Event/Activity Name	Location-OR Platform	Anticipated Participants	How effort will reach targeted population	In Rural Areas	Minority	Those in Greatest Economic Need	Those in Greatest Social Need	Disabled	Limited English	Probable Alzheimer's / Dementia	At Risk for Institutional Placement	Caregivers of Disabled or Alz. Adults	Caregivers of Older Adults	Seniors that are caregivers (i.e. of grandkids)
Monthly	COA Newsletter	Constant Contact	5,000	increase awareness of program services, and generate referrals	x	x	x	x	x		x	x	x	x	x
Monthly	30 Facebook Posts	https://www.facebook.com/coa.sjc	20,000	variety of topics geared towards education and/or issues faced by targeted populations	x	x	x	x	x		x	x	x	x	x
Monthly	30 Instagram Posts	https://www.instagram.com/coalnagingsjc/?__colg_restricted=1	1000	variety of topics geared towards education and/or issues faced by targeted populations	x	x	x	x	x		x	x	x	x	x
Monthly	4 LinkedIn Posts	https://www.linkedin.com/company/86699700	250	variety of topics geared towards education and/or issues faced by targeted populations	x	x	x	x	x		x	x	x	x	x
Monthly	SPIN (Senior Providers Informatin Network)	St. Augustine, FL	30	networking with other providers of senior services			x	x			x	x	x	x	x
Monthly	COA Radio Show 102.1	St. Johns County, FL	1500	geared towards education and/or issues faced by targeted populations	x	x	x	x	x		x	x	x	x	x
February	Active After 50 Expo	St. Johns County, FL	300	passing out information about our services; increase awareness of program services, and generate referrals		x	x	x			x	x	x	x	x
October	National Night Out	St. Augustine, FL	20	passing out information about our services; increase awareness of program services, and generate referrals		x	x	x	x		x	x	x	x	x
December	Be A Santa To A Senior	St. Johns County, FL	200	Awareness brought to community through this program; and generate referrals	x	x	x	x	x	x	x	x	x	x	x

Unmet Needs and Service Opportunities

This section defines the significant unmet needs for services and how the AAA will address gaps in service. **Responses for each section should be limited to 2-3 pages.**

As an Area Agency on Aging (AAA) and Aging and Disability Resource Center (ADRC), ElderSource is charged with the responsibility for identifying the needs of older adults in PSA 4 and developing a plan to meet those needs. An analysis of unmet needs is listed below including actions pursued so far to address identified needs, the outcomes of those actions, and what actions will be taken to address new, emerging or continuing needs.

Below is a compilation of information obtained through public hearings, strategic planning, a review of Helpline data and the 2022 ElderSource Elder Needs Assessment.

Access to Services:

Overview of Unmet Need and Analysis of Service Implications

Abuse, Neglect and Exploitation – Elder Abuse, including neglect and exploitation, is experienced by one out of every ten people ages 60 and older that lives at home. Older adults who have been abused have a 300% higher risk of death when compared to those who have not been mistreated (US Department of Justice, Office of Victims Services). Confidence fraud, which includes romance scams, was the most costly type of elder fraud, with \$432 million in total losses (US data from annual FBI Report, 2021). Some factors that put an individual at a higher risk for elder abuse, neglect or exploitation include; current diagnosis of mental illness, high financial dependence on a caregiver, negative beliefs about aging and older adults, and lack of training for professionals on the identification of and the response to elder abuse.

Information about Services – According to ElderSource's 2022 Northeast Florida Aging Population Needs Assessment (APNA), participants (older adults, adults with disabilities, and their caregivers) stated that the ways that they usually discover services and activities include: word of mouth; internet; newspaper and television. Participants typically found out about what was going on in their communities from: service providers; the ElderSource Helpline; senior centers; libraries; healthcare providers; social media and email/text messaging; and neighborhood and community newsletters/newspapers, as well as AARP newsletters. APNA focus group participants as well as 2022-2023 public hearing participants expressed that the increased focus on gaining information via technology, and limited skills with constantly changing technology, are top barriers to increased knowledge of resources. The participants also identified a gap in knowledge of available services or resources focused on assisting caregivers and adults living with disabilities as an important need/unmet need.

Access to information about available programs and services is a critical component of ensuring that the needs of older adults and their caregivers will be met. It is important to consider different means of relaying information to older adults and their caregivers based on preferences, changes in technology, and the most efficient use of available resources. It is also imperative that older adults and their caregivers have the ability to reach the services. If older adults and their caregivers are not aware of the programs and services available to assist with long-term care needs and are unable to reach the services, there would likely be an increase in unnecessary nursing home placement, as well as a corresponding increase in costs to consumers. Within PSA 4, those age 65 and over that have internet access ranges from a low of 83% in Baker County to a high of 95% in Nassau County:

Internet Access (Age 65+)	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia
Have Internet Access	83%	91%	87%	90%	95%	93%	90%

DOEA 2022 Profile of Older Floridians

Source: U.S. Census Bureau, 2016-2020 ACS

Limited Access to Transportation - According to ElderSource's 2022 Northeast Florida Aging Population Needs Assessment (APNA), survey participants (older adults, adults with disabilities, and their caregivers) stated that transportation services is one of the top five services (came in at number 5) that would "most meet" their current needs. Focus group participants, when asked about challenges, concerns, or barriers community members faced with transportation, focus group participants were worried about safe driving with personal vehicles. Most common responses centered around public transportation limitations, and the barriers included the reliability of the service, the long commute time due to the number of stops, and the large geographic areas of their communities. Some participants also voiced concerns over the limited transportation options for adults living with disabilities and not being aware of services or resources available. The lack of wheelchair-accessible transportation was mentioned by some interview participants.

The need for readily available, affordable and timely transportation was reinforced during the 2022-2023 area plan public hearings. Transportation access for health care, shopping/grocery shopping, and for socialization were expressed as very important needs by respondents, particularly for those living alone and in rural areas.

Vehicle Access (Age 65+)	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
Owner-Occupied Households with Access to Vehicle(s)	98%	97%	94%	97%	97%	96%	96%	96%
Renter-Occupied Households with Access to Vehicle(s)	100%	81%	67%	76%	84%	78%	74%	73%

DOEA 2022 Profile of Older Floridians

Source: U.S. Census Bureau, 2016-2020 ACS

Counties or Communities with Limited Access to Significant Support Services and Social Services Agencies - The choices that are available in a community are impacted by a variety of social and economic factors. Older adults living in rural areas may experience barriers to receiving the services that they need, especially in areas with inadequate transportation options. While all PSA 4 counties are designated primarily urban, each have rural areas:

Urban vs. Rural Areas							
	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia
% Urban	40%	85%	98%	93%	63%	86%	92%
% Rural	60%	15%	2%	7%	37%	14%	8%

Source: Decennial Census <https://data.census.gov/>

Senior centers in these counties offer a wide variety of programs and services, including meals, assistance, transportation, wellness programs, benefits counseling, educational programs, recreation, and employment assistance. Limited access to significant support and social services can lead in part to social isolation and feelings of helplessness in older adults. Caregivers of housebound older adults also can have limited access. While public hearing participants from all of the senior centers in PSA 4 expressed gratitude and a positive attitude towards the senior centers in their area, there was a voiced frustration from older adults in the rural areas in relation to the number of support services and social service agencies available outside of the senior center itself. In small town areas, where word-of-mouth is the key method of communication, this frustration can be spread quickly. The idea that “no assistance is available” may prevent those in need from asking for services.

Limited Availability of and/or Access to Legal Assistance - The legal issues that many older adults, disabled adults and caregivers face include issues regarding income security, health care, long-term care, housing, protective services, defense of guardianship, abuse, financial exploitation/scams, and age discrimination. It is important for elders to know their rights and seek advice when they need it. As people age, some do not make time for advanced care planning in case of a future health crisis. Advanced care planning is vitally important to aging in place, with optimized choice and individual autonomy, for as long as possible.

Actions that Have Been Taken to Address Unmet Needs:

Abuse, Neglect and Exploitation – ElderSource contracted providers have a memorandum of agreement with APS and processes in place to assist victims of abuse, neglect and exploitation. ElderSource and its’ providers are required to annually train their staff on elder abuse, neglect and exploitation. Outreach activities are held throughout the year on elder abuse awareness, exploitation and prevention. Activities include social media postings, booths at health fairs/ senior expos, verbal discussions and presentations to individuals, groups, and health and social service organizations. ElderSource has celebrated World Elder Abuse and Awareness Day through in-person and/or virtual workshops. In 2023, ElderSource has reached out to county and local Emergency Operation Center (EOC) staff, District/local Adult Protective Staff (APS) and CARES Program to make contact and in effort to collaborate and to encourage any invitations to trainings, conference calls and meetings. ElderSource, through its’ Senior Medicare Patrol (SMP), assists Medicare beneficiaries in learning how to protect their personal identity, as well as how to detect and report healthcare fraud. ElderSource has collaborated with SHINE to ensure all SHINE/SMP/MIPPA volunteers are trained on

how to identify and report abuse, neglect, and exploitation. New Telephone Reassurance volunteers and Advisory Council members receive the training.

Information about Services – ElderSource and the providers in each PSA 4 county have targeted outreach plans designed to promote awareness of the aging network services. Social media outlets are utilized as well as ElderSource and provider websites. ElderSource and its' providers coordinate and collaborate on efforts to increase awareness in each of the counties. Additionally, ElderSource and its' providers utilize newsletters, social media postings and website postings to promote awareness of services. Caregivers, through ElderSource's TCARE program, have been provided customized resource information and referrals. In mid-2022, ElderSource initiated a tablet program that offers content-driven engagement to support individuals and groups in areas such as social interaction and education, among many other areas of support. In developing ElderSource's strategic plan, one of the priority areas became raising community awareness of services.

Limited Access to Transportation –ElderSource and providers are actively involved with the transportation departments in each of the counties and provide input regarding disadvantaged transportation services. ElderSource has been an active member of the Transportation Disadvantaged Local Coordinating Boards in each of the seven PSA 4 counties. ElderSource has continued to be a member of the Florida Department of Transportation's Safe Mobility for Life Coalition, in its' efforts to educate Floridians on how to access and use transportation options to keep them safe, mobile, and independent in their communities. In developing ElderSource's strategic plan, one of the priority areas became the exploration of transportation solutions.

Counties or Communities with Limited Access to Significant Support Services and Social Services Agencies - ElderSource works with each of the providers to review available services in the community. Through collaboration and outreaches to increase awareness of services, that may cross county boundaries, older adults are able to receive more services than those within their local area. While additional services are available when going outside of county boundaries, transportation and funding may become an issue. On-going planning and collaboration between ElderSource, providers and local non-profit organizations has helped to address some areas of this need. ElderSource and Providers will continue to seek additional sources of funding to expand existing services and to develop new services.

Limited Availability of and/or Access to Legal Assistance - ElderSource contracts with two legal providers Jacksonville Area Legal Aid (JALA) and Community Legal Services of Mid-Florida (CLSMF) to target older adults in the most need of legal services and provide assistance. ElderSource's legal providers participate in workshops, and have clinics, which are particularly helpful in rural areas, where access to local resources is

limited. The Department of Elder Affairs' Florida Senior Legal Helpline provides free legal advice and brief service by phone to eligible seniors age 60 and older.

Actions that will be taken to Address Unmet Needs:

Abuse, Neglect and Exploitation –ElderSource will continue to provide DOEA approved Elder Abuse training and outreach to organizations within PSA 4. ElderSource and its providers participate in outreach activities throughout the year on elder abuse awareness, exploitation and prevention. ElderSource will continue to connect with county and local Emergency Operation Center (EOC) staff, District/local Adult Protective Staff (APS) and CARES Program in effort to collaborate on abuse, neglect and exploitation. ElderSource will continue to reach out to local law enforcement agencies and Long-Term Care Ombudsman program contacts in efforts to offer such collaborations. ElderSource will continue to collaborate with SHINE/SMP/MIPPA to get their volunteers initially and annually trained. Telephone Reassurance and other volunteers will continue to be trained as part of their initial orientation training, and annually thereafter. ElderSource will continue to host and provide logistical support and assistance to the Community Coordinated Response Team in Duval County and the Fourth Circuit Elder Abuse Fatality Review Team (EAFRT).

Information about Services – ElderSource and providers will review mapping information to identify areas where outreach and awareness of services may be needed and use this information for targeted outreach planning. ElderSource will work actively with the Department of Health in attending and participating in their Healthy Brain and Age-Friendly Community efforts. ElderSource will continue to collaborate with providers to expand information dissemination through coordinated outreach. Regarding the TCARE program, we have a marketing plan in development with the ElderSource communications department with the goal of expanding our reach to rural communities and communities of color. Based on key needs brought up in ElderSource's strategic planning process, we will continue to work on plans and actions to raise awareness of resources, connections, knowledge, and education.

Limited Access to Transportation – ElderSource and providers will continue to be actively engaged in community planning and advocate for the transportation needs of older adults, including continuing to be active in Transportation Disadvantaged Local Coordinating Boards within PSA 4 counties. One of the priority areas in ElderSource's strategic planning process focuses on taking further steps towards exploring the area of transportation and looking at what solutions may be feasible. ElderSource will continue its' membership in the Safe Mobility for Life Coalition. ElderSource will be involved in pursuing alternative transportation program ideas and innovative ways to address transportation. ElderSource will pursue re-establishing involvement in any activities/meeting of the Regional Transit Working Group and its pursuit of a

Coordinated Mobility Plan, whose mission is to promote and facilitate the development of a seamless regional transportation. This plan covers all counties within PSA 4.

Counties or Communities with Limited Access to Significant Support Services and Social Services Agencies - ElderSource and providers will continue to partner with other local organizations to identify and develop creative ways to address the limitations of support services in certain areas. ElderSource and its providers will seek out additional funding to support agency needs, as well as encouraging participation at community activities and will promote local programming that encourages and provides healthy living. ElderSource and its providers will conduct outreach activities in area churches, low-income and senior housing, dining sites, senior centers, health fairs, and rural communities to ensure that seniors who are low-income, minority, limited English proficiency, or living in rural areas are informed about the services provided and how to obtain assistance

Limited Availability of and/or Access to Legal Assistance - ElderSource will continue to post information and links to resources and elder rights issues on its website and social media platforms. ElderSource, through its' Senior Medicare Patrol (SMP), will conduct outreach and public education to help increase awareness of Medicare/health care fraud in the community. ElderSource will continue to support the Community Coordinated Response Team in Duval County, working on Elder Abuse Fatality legislation. ElderSource will partner with legal service providers to monitor and coordinate with the IIB Legal Information System (IIB-LIS).

Caregiver:

Overview of Unmet Need and Analysis of Service Implications:

Caregiver unmet needs - Many caregivers find various activities become a problem because of the daily demands of caregiving. Difficulty performing routine activities and increased stress over an extended time can reduce quality of life, family relationships, and work performance. Per ElderSource's 2022 Northeast Florida Aging Population Needs Assessment, caregivers expressed the challenge of trying to find the time needed to get everything done because of how much of their day goes towards caring for another person. Most of the caregiver participants discussed the difficulties of being a caregiver and shared similar experiences, including isolation, burnout, lack of sleep, sacrifice, financial cost, and limited support while caring for another person. Caregivers expressed challenges with navigating the healthcare social and legal systems. Caregivers reported having difficulty accessing nutritious foods because of cost, limited assistance in applying for food assistance programs, and food preparation, which depends on their time availability and ability to access food. Caregivers expressed needing the most help with balancing their caregiving duties and other family

responsibilities. The most beneficial support that caregivers would like to have is respite care; however, they would also like more assistance with improving access to services and resources available to caregivers.

Number of elder caregivers, including number of grandparents raising grandchildren -

An estimated 34.2 million American adults have served as an unpaid caregiver to someone age 50 or older in the past 12 months. Caregiving is often an important component of the lives of older adults. Older adults may provide care for a variety of other people, including older parents, spouses, siblings, children, and grandchildren. This care is often essential to the family's well-being.

For grandparents as parents, additional implications may result from lack of support. If the grandparents are the only adults able to provide care, then families run the risk of being displaced if the caregiver needs are not met. DOEA's 2022 County Profiles of Older Floridians reflect that 25,335 grandparents aged 60 and over in PSA 4 are living with their own grandchildren (5% of the total age 60+). Approximately 7,815 (1% of the total age 60+) of older adults in PSA 4 are responsible for their own grandchildren:

Grandparents (Age 60+)								
	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
Living With Grandchildren	590 (12%)	3,090 (7%)	9,555 (5%)	1,520 (4%)	935 (4%)	3,065 (5%)	6,580 (4%)	25,335 (5%)
Grandparent Responsible for Grandchildren	295 (6%)	890 (2%)	2,825 (2%)	535 (1%)	305 (1%)	475 (1%)	2,490 (1%)	7,815 (1%)
Grandparent Not Responsible for Grandchildren	295 (6%)	2,200 (5%)	6,735 (3%)	985 (2%)	630 (3%)	2,585 (4%)	4,090 (2%)	17,520 (3%)

Grandchildren are defined as being under the age of 18.

DOEA 2022 Profile of Older Floridians

Source: AGID 2015-19 ACS

Condition of elder caregivers - Due to the growing aging population, and Americans delaying having children, there has been an increase in the numbers of caregivers concurrently caring for an older adult and children or grandchildren (i.e., the sandwich generation). The US population also will become more racially and ethnically diverse. Black/African American and Hispanic/Latino caregivers are more often involved in high-intensity caregiving. Black/African American caregivers often receive no paid or unpaid caregiving help. Hispanic/Latino caregivers are more often younger and caring for children, too. Asian American caregivers report feelings of having no choice in providing care. LGBTQ caregivers more often experience high financial strain, feelings of isolation, & high emotional stress tied to their role (AARP Public Policy Institute). Caregiving takes an emotional, physical, and financial toll on elder caregivers as well as those caregivers of older adults and adults with disabilities. Caregivers who disrupt their careers or leave the labor force entirely to meet full-time caregiving demands can face substantial economic risk and both short-term and long-term financial struggles. Direct care workforce shortages result in more hours of care and higher-intensity care by

family caregivers—a situation that played out in the COVID-19 pandemic, when existing direct care worker shortages were exacerbated. Workforce shortage issues continue post-pandemic. Without support services, it is unlikely that a caregiver would be able to continue to provide care. This not only leads to deterioration of the health of the caregiver, but it may also result in premature nursing home placement. Caregiver support services help caregivers continue to provide care.

Actions that Have Been Taken to Address Unmet Needs:

ElderSource has several strategies in place and plans to pursue additional actions to address the needs associated with caregivers throughout the planning period. ElderSource's Caregiver Coalition of Northeast Florida and works with providers to assist caregivers to improve caregiving skills, reduce caregiver stress, and extend the ability and likelihood of caregivers continuing to provide care. ElderSource, through the ElderSource Institute has created the Virtual Caregiver Support Group program, which uses internet video conferencing to provide caregivers a safe place to share information, ask questions, and voice personal feelings and stories, in real time. ElderSource funds the RELIEF (Respite for Elders Living in Everyday Families) program and monitors and provides technical assistance to RELIEF providers. ElderSource and its providers explore ways to expand respite services, such as through strategic public/private partnerships. ElderSource's website contains links and information related to current caregiver resources. ElderSource co-chairs the Dementia Care and Cure Initiative (DCCI) task force, which engages communities to be more dementia friendly, promote better care of Floridians affected by dementia, and support research efforts to find a cure.

Actions that will be taken to Address Unmet Needs:

ElderSource will continue to support and advance the Caregiver Coalition partnership and will assist caregivers to improve caregiving skills, reduce caregiver stress and extend the ability and likelihood of caregivers continuing to provide care. ElderSource will continue to provide support to socially isolated caregivers via the Virtual Caregiver Support program. ElderSource will continue to fund the RELIEF (Respite for Elders Living in Everyday Families) program ElderSource will continue to provide its' TCARE Program to help prevent caregiver burnout. ElderSource and its providers will continue to provide caregiver training and support activities. ElderSource will advocate for increased funding for caregiver programs to include state and federal grants, as well as city, county, and private resources.

Communities:

Overview of Unmet Need and Analysis of Service Implications:

Transportation - According to ElderSource's 2022 Northeast Florida Aging Population Needs Assessment (APNA), focus group participants (older adults, adults with disabilities, and their caregivers) voiced concerns over the limited transportation options for adults living with disabilities and not being aware of services or resources available. The lack of wheelchair-accessible transportation was mentioned by some interview participants. They stated this barrier prevents them from being healthy in their community and severely limits their transportation options. Interview participants expressed concern with traffic in their area and the cost of using a rideshare program. Some interview participant responses indicated neighborhood safety issues or being at risk of falling while seeking public transportation. The lack of affordable and accessible transportation prevented some interview participants from seeking services or accessing care. Participants also described barriers to public transportation including limited routes, inconvenient service times, and health concerns about virus transmissions while using public transport.

Without a viable means of transportation, older adults are not able to leave their home. This means they cannot access health care; they cannot visit a senior center or participate in recreational activities; and they are unable to go shopping. Service delivery costs are much higher in this case and seniors may suffer from depression due to isolation and loss of independence.

Limited access to senior centers – According to ElderSource's 2022 Northeast Florida Aging Population Needs Assessment (APNA), survey participants (older adults, adults with disabilities, and their caregivers) stated that connection with peers and/or family is one of the top five ways that they stay healthy (came in at number 2, after taking medications as directed). Survey participants expressed that some of the top problem issues for them included feeling lonely or isolated from those around them, and feeling sad and depressed.

Socially isolated older adults are less able to deal with stressful situations. They're also more likely to feel depressed and may have problems processing information. An increasing number of older adults may be at risk of being socially isolated or lonely, due to a number of factors such as increased likelihood of living alone, death of family members or friends, retirement or poor health. Community centers provide a space for social interaction and the development of social relationships creating a sense of belonging within a community. Senior centers help elders age happier and healthier by engaging them socially, intellectually, and physically. Survey participants of ElderSource's 2022 Northeast Florida APNA, stated that planned socialization activities was one of the top five services (came in at number 3) that would "most meet" their

current needs. APNA participants expressed the need for increased socialization opportunities including a wide variety of classes and educational opportunities that are culturally sensitive and, in an environment, where attendees feel safe.

Housing and safety needs; and housing conditions and availability of affordable housing

- Housing is a critical element in the lives of older adults. The affordability of housing has a direct impact on the ability to afford other necessities such as food and medical care. Housing that is centrally located facilitates better access to services that can enhance one's quality of life. While affordable housing is important, so is home repair and maintenance. Inefficient heating or cooling systems, poorly functioning plumbing, or leaking roofs can lead to an unsafe, unsupportive environment. Maintaining one's home, including the completion of essential repairs, is needed to ensure an individual's safety and security. Modifications may be needed (e.g., better lighting, grab bars, or handrails) to ensure that an elder client is able to remain safely and comfortably in their home. Often these repairs and modifications are unaffordable resulting in homes continuing to decline making it more difficult for older adults to remain residing in their homes safely.

Employment and employment training or related assistance- According to ElderSource's 2022 Northeast Florida Aging Population Needs Assessment (APNA) secondary data (research), the employment rate for Floridians aged 65 years and older increased 2.8 percent from 2017 to 2019. All counties in PSA4 show a similar trend except Nassau County, which decreased by 2.7 percent. Flagler County (11.8) has the lowest employment percentage rate for those 65 years and older, compared to St. Johns County (16.8). Per the DOEA, the employment status of the age 65+:

	FL	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia
Number Employed	1,189,755	915	10,395	47,495	6,640	5,135	14,370	32,195
Number Unemployed	61,914	15	558	2,275	390	235	570	1,590

Source: Florida Department of Elder Affairs Profile of Older Adults, 2021. Link: [Florida County Profiles - DOEA \(elderaffairs.org\)](https://elderaffairs.org)

Disaster Preparedness - In case of a disaster, many older adults will need access to a special needs shelter. Older adults, with special needs, who have not registered for the special needs shelter, will be the most vulnerable in case of a disaster. Services may not be available to fit their needs and working to meet those needs will put a strain on already limited funding sources.

Volunteerism— Challenges with retaining quality volunteers impact all areas of the aging network. Programs such as Telephone Reassurance, SHINE/SMP and BEC (Benefits Enrollment Center) are administered primarily or partially through volunteers. Other programs such as home-delivered meals, health and wellness programs and many other support programs utilize volunteers for tasks critical to the delivery of services to older adults. ElderSource's Advisory Council and Board of Directors are made up of volunteers. Volunteers are a crucial part of the aging network. The success of programs

such as those listed above is directly correlated with the quality and retention of the volunteers involved in the program. Because many of the volunteers in these programs are retired older adults themselves, retaining quality volunteers is a challenge throughout PSA 4.

Actions that Have Been Taken to Address Unmet Needs:

Transportation - ElderSource and its providers have participated in quarterly transportation meetings designed to identify transportation disadvantaged (TD) services in the community, monitor and provide advice/direction to the local commission for the transportation disadvantages, mediate local grievances regarding the system and review local transportation disadvantaged program funding opportunities.

Limited access to senior centers - Community centers provide a space for social interaction and the development of social relationships creating a sense of belonging within a community. Senior centers help elders age happier and healthier by engaging them socially, intellectually, and physically.

Limited access to senior centers – ElderSource has monitored and controlled rates for service to ensure the best and most efficient utilization of funding resources. Providers have worked to increase older adult involvement in senior centers and congregate dining sites. Programs and activities have been varied to help meet the interests of participants.

Housing and safety needs; and housing conditions and availability of affordable housing - ElderSource through its Senior to Senior Program has assisted older adults in a financial crisis, pay for certain things like home repairs, ramps, car repairs, and rent and mortgage payments. ElderSource has required that all OA3B-funded local service providers, with the exception of legal services providers and health and wellness providers, prioritize spending to include home improvement/repairs.

Employment and employment training or related assistance- ElderSource will continue to have information on, and a link on its' website to the DOEA's web page on the Senior Community Service Employment Program (SCSEP). ElderSource's ADRC/ Helpline staff provides referral information / link callers to the SCSEP, as well as to resources like Vocational Rehabilitation.

Disaster Preparedness - ElderSource and providers connect and collaborate with local emergency management offices and health departments to encourage older adults, adults with disabilities and their caregivers to know their evacuation zones, and to register for Special Needs Shelters (if their needs are applicable). ElderSource's ADRC/ Helpline staff, as well as provider staff have assisted those in need get the information they need and can assist with the registration process (if needed and no one to assist).

ElderSource has a tab on its' website for viewers to get information and resources related to disasters/disaster preparedness. Providers have contacts with their most at risk clients (and ElderSource with their most at risk clients): to provide information, encouragement to make preparedness plans, special needs shelter annual registration process, and to do call downs pre- and post-event.

Volunteerism – ElderSource's efforts to retain its volunteers have included monthly trainings and volunteer "get-togethers," as well as monthly emails with updates. ElderSource has also done lunches, and volunteer appreciation events, including during Volunteer Appreciation month in May. ElderSource has shared volunteer opportunities via its website, including information on the various volunteer opportunities as well as links to applications and flyers on volunteering.

Actions that will be taken to Address Unmet Needs:

Limited access to senior centers - ElderSource and its providers will continue to participate in community activities and will continue to promote local programming that encourages and provides healthy living. ElderSource and its providers will continue to conduct outreach activities in area churches, low-income and senior housing, dining sites, senior centers, health fairs, and rural communities to ensure that seniors who are low-income, minority, limited English proficiency, or living in rural areas are informed about the services provided and how to obtain assistance.

Housing and safety needs; and housing conditions and availability of affordable housing - ElderSource will continue work with its' partners to fund the Senior to Senior Program which assists older adults in a financial crisis, pay for certain things like home repairs, ramps, car repairs, and rent and mortgage payments. ElderSource's OA3B-funded local service providers, with the exception of legal services providers and health and wellness providers, will continue to prioritize spending to include home improvement/repairs.

Employment and employment training or related assistance- ElderSource's ADRC/ Helpline staff will continue to provide referral information / link callers to the SCSEP. ElderSource will continue to have information on, and a link on its' website to the DOEA's web page on the Senior Community Service Employment Program (SCSEP) , as well as make referrals to training resources like Vocational Rehabilitation. ElderSource will make social media postings throughout the year promoting the local SCSEP and the importance of hiring elders.

Disaster Preparedness - ElderSource and providers will continue to collaborate with local emergency management offices and health departments to encourage older adults, adults with disabilities and their caregivers to know their evacuation zones, and to register for Special Needs Shelters (if their needs are applicable). ElderSource's ADRC/ Helpline staff, as well as provider staff will assist those in need get the

information they need and assist with the special needs registration process. ElderSource will maintain and update the tab on its' website that has information, links to resources and information related to disasters/disaster preparedness. Providers will have regular contacts with their most at risk clients (and ElderSource with their most at risk clients): to provide information, encouragement to make preparedness plans, special needs shelter annual registration process, and to do pre- and post-event call downs as needed.

Volunteerism – ElderSource will continue to share volunteer opportunities via its website by including information and links to applications and flyers on volunteering. ElderSource's will continue its' efforts to retain its volunteers by having regularly scheduled trainings, volunteer "get-togethers," and emails with updates. ElderSource will also continue having volunteer appreciation event(s), including during Volunteer Appreciation month.

Health Care:

Overview of Unmet Need and Analysis of Service Implications:

Preventative Health; and Health promotion – Lack of medical care may result in increased rates of chronic illnesses and deterioration of an individual's health. Inadequate preventative care and delayed treatment can lead to increased costs of care and reduced life expectancy. According to ElderSource's 2022 Northeast Florida Aging Population Needs Assessment (APNA), participants described barriers potentially preventing community members from being healthy and having a good quality of life. Potential barriers included limited access to places for exercise, and some communities not having "walkable" spaces. Duval County participants shared frustrations about their health care providers only addressing their current symptoms instead of applying a more preventative approach to meeting their health care needs.

Medical care needs; Availability of medical/health care, including mental health counseling – In order to maintain independence, it is necessary for seniors to obtain the proper medical care. Inadequate medical care can result in an increase in the need for home-care based services as well as the possibility of premature nursing home placement.

According to the DOEA's 2022 County Profiles of Older Americans, 15 percent of older adults in PSA 4 are living in medically underserved areas. Baker and Nassau Counties have the highest percentages of those that are living in medically underserved areas; this is likely a result of the more rural nature of these counties.

Living in Medically Underserved Areas								
	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
Number	4,895	508	9,655	2,934	21,603	11,292	15,669	66,556
Percent	81%	1%	4%	7%	74%	15%	8%	11%

Medically Underserved are areas designated by the U.S. Department of Health and Human Services as having too few primary care providers, high infant mortality, high poverty, or a high elderly population.

Source: 2022 Profile of Older Floridians - Calculated using U.S. Health Resources & Services Administration and AGID

Mental health is essential for good overall health. In older adults, declining health and isolation are risks for mental disorders such as depression and anxiety. Many older adults are homebound and live on their own. If their spouse has recently died and there are no family members or friends nearby, they may lack the social connections they need to thrive. The prevalence of mental disorders amongst older adults and the lack of access to treatment have major implications for Northeast Florida residents. When mental disorders are left untreated, results can include difficult rehabilitation after an illness and an increased risk of cardiovascular disease as well as a greater chance of death from illness and suicide. Older Adults make up approximately 18% of suicides (www.webmd.com/healthy-aging/features/suicide-rates-older-adults). Per the Centers for Disease Control and Prevention, in 2020, among the nearly 46,000 suicides that took place in the U.S., 9,137 were attributed to people age 65 and up.

Ancillary health care needs – Failure to obtain screening or treatment for ancillary health care needs can lead to additional medical issues and problems. For example, poor oral health may result in poor nutrition and can contribute to serious conditions such as heart disease, serious infections, or respiratory illnesses. Lack of proper vision care can lead to glaucoma or other problems and may ultimately result in blindness. Without access to affordable options for hearing aids or eyeglasses, many seniors may end up isolated due to the fact that they are no longer able to see or hear properly.

Nutrition – Lack of affordable, nutritious, easily accessible food as well as limited availability of affordable assistive eating devices has been identified as a critical unmet need for older adults in PSA 4. Each year millions of Americans experience food insecurity – uncertain access to adequate food due to lack of financial resources. The older adult population has experienced heightened rates of food insecurity in the past several decades (NASUAD, 2019).

Lack of nutrition resources will result in a continued increase in chronic nutrition-related diagnoses and a correlated increase in the cost incurred with treating this population. The need for home-care based services and premature nursing home placement will also be impacted. Food insecure individuals have overall higher health costs, as they often have higher rates of chronic disease, including diabetes, heart disease, kidney disease and depression. Multiple hardships exacerbate the challenges to maintaining good health.

Self-Care limitations – Older adults who do not or are not able to take care of themselves well are often more likely to experience health issues and are less likely to be able to adequately manage the health conditions that they may already have. Self-care allows older adults and adults with disabilities to remain healthy and independent for as long as possible. Four to six percent of older adults in PSA 4 have self-care related disabling conditions:

Disability Status (Age 60+)								
Disability	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
Self-Care	385 (6%)	2,585 (5%)	11,480 (5%)	1,650 (4%)	1,385 (5%)	2,910 (4%)	11,040 (6%)	31,345 (5%)

DOEA 2022 Profile of Older Floridians

Source: AGID 2015-19 ACS

Actions that Have Been Taken to Address Unmet Needs:

Preventative Health; and Health promotion- ElderSource, as an ADRC, shares information about existing health and long-term care options through the Elder Helpline, Local Providers, and public outreach presentations to the community by staff and volunteers. ElderSource partners with the Area Health Education Center (AHEC) to promote education on health promotion and disease prevention through its evidence-based programs.

Medical care needs; availability of medical/health care, including mental health counseling – ElderSource promotes the SHINE program and works with SHINE to conduct outreach and public education on related issues. ElderSource and its providers work with local health departments on health improvement plans and advocate for the needs of the aging population.

ElderSource, as an ADRC, provides resources to older adults for obtaining medical/health care and mental health counseling. ElderSource refers those in need to the Independent Living Resource Center and Brooks Rehabilitation Center coordinate to provide older adults with the ability to receive durable medical equipment at no cost through the Brooks Temporary Loan Closet. ElderSource refers those in need to Disability Solutions for Independent Living (DSIL) to provide assistance with assistive technology. ADRC Staff will refers older adults and adults with disabilities to Florida Alliance for Assistive Services and Technology (FAAST) that may need assistance with assistive technology awareness, device demonstrations, short-term device loans, and /or may need an alternative financing program.

Ancillary health care needs – ElderSource through its Senior to Senior Program and Emergency Assistance Service Elders (EASE) Program, assists older adults in a financial crisis, pay for certain things like glasses. ElderSource partners with United Way for their Special Needs Grant to assist seniors with dental care needs.

Nutrition – As a benefits enrollment center, ElderSource assists older adults with completing SNAP applications. ElderSource has collaborated with community partners on the Hunger Network. The goal of this network is to collaboratively address hunger. ElderSource through its Senior to Senior Program assists older adults in a financial crisis, pay for certain things like food. ElderSource partners with United Way to provide home-delivered meals to individuals who are on the wait list for Older Americans Act Title C2 services.

Self-Care limitations – Self-care is the practice of individuals looking after their own health using the knowledge and information available to them. ElderSource partners with the Area Health Education Center (AHEC) to promote education on health promotion and disease prevention through its evidence-based programs. ElderSource provides information and links to the Active Daily Living platform on the myeldersource.org website, which is an opportunity for viewers to sign up for various monthly electronic newsletters that are available to provide support through connections to resources and information.

Actions that Will Be Taken to Address Unmet Needs:

Preventative Health; and Health promotion - ElderSource will continue participate in, and seek out any related strategic alliances, such as with local area hospitals and the Health Planning Council of Northeast Florida (HPCNEF), to encourage healthy behaviors. ElderSource and its providers will encourage participation at community activities and will promote local programming that encourages and provides healthy living.

Medical care needs; availability of medical/health care, including mental health counseling – SHINE will conduct outreach and public education and will offer bi-lingual assistance and counseling. SHINE will maintain or increase the number of counseling sites, especially in rural and low-income areas. ElderSource and its providers will work with local health departments on health improvement plans and advocate for the needs of the aging population.

ElderSource will continue to coordinate with the Independent Living Resource Center, Brooks Rehabilitation, Disability Solutions for Independent Living (DSIL) and Florida Alliance for Assistive Services and Technology (FAAST) to provide durable medical equipment and assistive technology to older adults. ElderSource, as an ADRC, will continue to provide resources to older adults for obtaining medical/health care and mental health counseling. ElderSource will continue to prioritize funding for mental health counseling. ElderSource will continue to fund evidence-based health and wellness programs including Chronic Pain Self-Management.

Ancillary health care needs – ElderSource will continue to assist older adults through its Senior to Senior Program and Emergency Assistance Service Elders (EASE) Program. ElderSource will continue to partner with United Way for their Special Needs Grant to assist seniors with dental care needs.

Nutrition – As a benefits enrollment center, ElderSource assists older adults with completing SNAP applications. ElderSource and its providers will continue to advocate for additional resources to address the issue of senior hunger. ElderSource will continue to collaborate with Feeding Northeast Florida, Hunger Fight, University of North Florida Nutrition Program and other agencies to identify ways to address senior hunger and nutrition. ElderSource through its Senior to Senior Program assists older adults in a financial crisis, pay for certain things like food. ElderSource will continue to partner with United Way to provide home-delivered meals to individuals who are on the wait list for Older Americans Act Title C2 services.

Self-Care limitations - ElderSource will continue to fund and partner with the Area Health Education Center (AHEC) to promote education on health promotion and disease prevention through its evidence-based programs. ElderSource will continue to have on its' website, information and links to the Active Daily Living platform, which is an opportunity for viewers to sign up for various monthly electronic newsletters that are available to provide support through connections to resources and information.

Home and Community-Based Services (HCBS):

Overview of Unmet Need and Analysis of Service Implications:

Number of People 60+ with ADLs Not Receiving Services –Older adults, as well as adults with disabilities at times have difficulty in being able to perform Activities of Daily Living (ADLs), which can impact their ability to maintain their independence. According to the Department of Elder Affairs' 2022 County Profiles, 6% of adults ages 60 and over have a self-care disability (ranges from 4 to 6% depending on the county):

Disability Status (Age 60+)								
Disability	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
Self-Care	385 (6%)	2,585 (5%)	11,480 (5%)	1,650 (4%)	1,385 (5%)	2,910 (4%)	11,040 (6%)	31,345 (5%)

DOEA 2022 Profile of Older Floridians

Source: AGID 2015-19 ACS

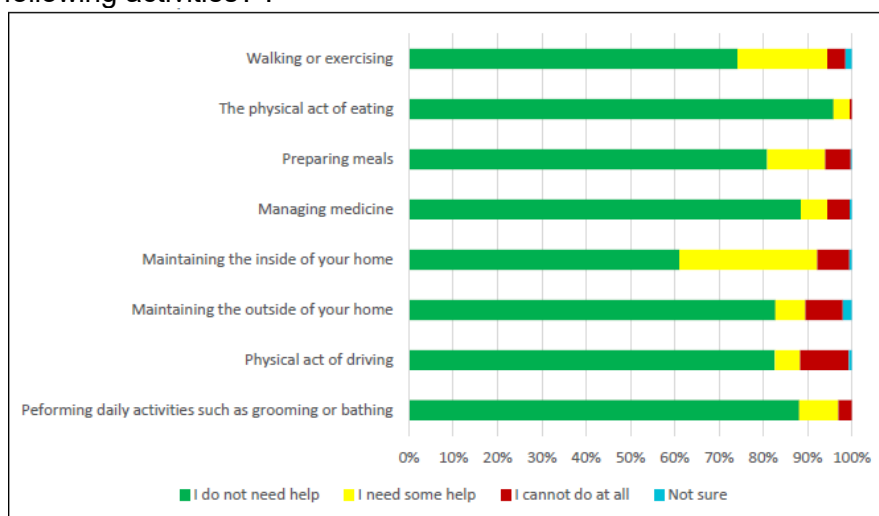
Fourteen percent of elders aged 60 and over in PSA 4 have two or more disabilities, which may include self-care limitations (ranges from a low of 11% in St. Johns County to a high of 16% in Clay County):

Adults Age 60+ with One Type of Disability								
	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
With One Type of Disability	860	8,100	28,845	6,010	4,415	8,245	27,310	83,785
% With One Type of Disability	14%	16%	13%	14%	15%	11%	14%	14%

DOEA 2022 Profile of Older Floridians

Source: AGID 2015-19 ACS

Numbers of People 60+ with IADLs Not Receiving Services – The ability to independently perform IADLs generally declines for seniors first, followed by ADLs. Older adult abilities are affected by life conditions, some of which are outside an individual’s control. The ability to maintain one’s home appears to decrease with age. Income can also influence potentials and abilities of all older adults, and over the long term, affect their daily activities. While most participants in ElderSource’s 2022 Northeast Florida Aging Population Needs Assessment (APNA) stated they could manage day-to-day activities without assistance, areas of concern included difficulties in keeping up with home maintenance and having to rely on family or neighbors for tasks they could not do themselves. They also reported needing help with home maintenance, including assistance with both the exterior and interior of their homes. Participants reported struggling with housework and the inability to pay for cleaning services as daily activity challenges. The APNA participants on the health survey were asked “Do you need help with any of the following activities?”:



Data Source: ElderSource Community Health Survey, 2022. Prepared by: Health Planning Council of Northeast Florida, Inc.

As persons age, their ability to independently complete their ADLs and IADLs commonly begins to diminish. This may be the result of the natural progression of aging, related to a health condition, or caused by the cognitive and physical decline associated with Alzheimer’s disease and other forms of dementia. DOEA 2022 Profile of Older Floridians:

Disability Status (Age 60+)								
Disability	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
Hearing	760 (13%)	5,275 (10%)	18,880 (9%)	4,660 (11%)	2,885 (10%)	5,265 (7%)	24,170 (13%)	61,895 (10%)
Vision	370 (6%)	2,040 (4%)	11,815 (6%)	1,875 (4%)	1,530 (5%)	2,470 (3%)	11,855 (6%)	31,955 (5%)
Cognitive	420 (7%)	3,045 (6%)	14,965 (7%)	2,380 (6%)	1,560 (5%)	3,150 (4%)	13,400 (7%)	38,920 (6%)
Independent Living	725 (12%)	4,460 (9%)	22,155 (10%)	3,220 (8%)	2,210 (8%)	4,850 (7%)	20,065 (11%)	57,685 (10%)

DOEA 2022 Profile of Older Floridians

Source: AGID 2015-19 ACS

Adults Age 60+ with Probable Alzheimer's Disease (Age 65+)								
	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
Number	451	4,128	17,979	4,145	2,397	9,789	18,213	56,369
Percentage	11%	11%	12%	12%	11%	18%	13%	13%

DOEA 2022 Profile of Older Floridians

Number of People 60+ with Mobility Limitations Not Receiving Services – A mobility limitation is defined as inability or difficulty getting from place to place. According to the Department of Elder Affairs' 2022 County Profiles, 17% of older adults age 60 and over have an ambulatory disability (with St. Johns having the lowest percent and Baker County having the highest percent):

Disability Status (Age 60+)								
Disability	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
Ambulatory	1,275 (21%)	9,210 (18%)	39,255 (18%)	5,580 (13%)	4,530 (16%)	8,995 (12%)	35,395 (19%)	104,240 (17%)

DOEA 2022 Profile of Older Floridians

Source: AGID 2015-19 ACS

Number of People 60+ who Qualify for Food Stamps, But are Not Receiving Them – SNAP (Supplemental Nutrition Assistance Program, formerly the Food Stamp Program) offers nutrition assistance to millions of eligible, low-income individuals and families. However, in most counties and in PSA 4 overall, the percentage of adults age 60 and over that actually participate in SNAP is far less than those that are potentially eligible. Duval County has the highest percentage of those that participate in this hunger safety net at 14 percent:

SNAP Eligible Households with An Adult Age 60+									
	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4	
Potentially Eligible	765	4,275	28,810	4,640	2,430	5,805	24,765	71,490	
Annual Participants	662	3,498	29,921	2,773	1,451	3,277	18,241	59,823	
Current Beneficiaries as of December 2020	552	2,810	24,675	2,257	1,139	2,640	15,008	49,081	
Percent of Total Population Receiving Benefits	11%	7%	14%	7%	5%	3%	10%	8%	

Potentially Eligible are individuals below 125% of the Federal Poverty Level

Source: Florida Department of Elder Affairs Profile of Older Adults

People on Wait List – Not Yet Receiving Any Services – According to the Client Information Registration and Tracking System (CIRTS), there were 11,255 clients on wait list to receive in-home services as of September 15, 2023. This number includes 3,710 with a priority ranking of 4-7. These higher rankings are indicative of the greatest need for supportive services. It is important to note that the majority of clients listed had a priority ranking of 2 or 3 (6,591). The majority of clients listed are located in Duval County, followed by Volusia County. This is not surprising given the fact that these are the two most populous counties in the region:

County Waitlist Information				
County	Total	Ranking 4-7	Ranking 2-3	Ranking 1
PSA 4	11255	3710	6591	954
Baker	159	47	95	17
Clay	794	305	433	56
Duval	5459	2002	3021	436
Flagler	744	177	485	82
Nassau	413	97	279	37
St. Johns	750	235	439	76
Volusia	2936	847	1839	250

Note: Rankings are based on frailty level, age and need. The score is tabulated using the DOEA assessment tool.

Existing clients needing additional services - The amount of services that local agencies are able to provide and the number of staff available to provide the services is directly linked to the

level of funding available. It is important to ensure that seniors and individuals with disabilities are able to live safely and independently.

Actions that Have Been Taken to Address Unmet Needs:

ElderSource, through its' relationships and contracts with providers, has funded Home and Community-Based services to clients, including, but not limited to the following: Personal Care, Nutrition, Homemaker, and Chore. Others are listed in the Service Description part of this Area Plan.

ElderSource works with its Benefits Enrollment Center (BEC) to create a unified, person-centered process for applying for benefits and identifying resources in the community. ElderSource provides easy access to food stamp benefits through participation in the SNAP Pilot Program. Through waitlist management, ElderSource prioritizes clients with the greatest needs and manages limited resources.

ElderSource receives Local Service Program (LSP) funding to provide home-delivered meals to individuals who are on the wait list for Older Americans Act Title C2- funded meals. ElderSource has developed a Telephone Reassurance program, geared towards addressing social isolation.

Actions that Will Be Taken to Address Unmet Needs:

ElderSource will conduct continual quality assurance of the ADRC operations in order to ensure its effectiveness. ElderSource and its providers will continue to partner with other agencies to coordinate care and will seek out new public/private partnerships, including those with the business community and faith-based entities, in order to expand resources needed to address unmet needs of elders and caregivers in the community.

ElderSource will coordinate with CARES, DCF and Lead Agencies to ensure appropriate response to prioritized clients. ElderSource and its providers will seek out additional funding to support agency needs. ElderSource will continue to seek LSP funds for home delivered meals for people on the waiting list. ElderSource will continue its Senior to Senior Program and its' Telephone Reassurance program.

Emergency Preparedness

This section includes information detailing how the AAA will coordinate activities and develop long-range emergency preparedness plans with local and State emergency response agencies, relief organizations, local and State governments, and any other institutions that have responsibility for disaster relief service delivery in accordance with OAA, §306(a)(17).

Coordination:

Describe how the AAA coordinates emergency and disaster response plans and activities with local emergency management authorities, relief organizations, state and local governments, and other organizations responsible for emergency preparedness and response.

ElderSource establishes and sustains relationships by maintaining open lines of communication, and we prepare for a disaster response through education and awareness. Contacts are made with staff of each PSA 4 County Emergency Operations Center (EOC), particularly surrounding/ in preparation for hurricane season, and during any other type of disaster/pandemic. Contacts are also made with key staff from county health departments, along with other community organizations and coalitions involved in emergency services efforts. Each introduction, or annual re-introduction includes information about ElderSource, contact information for our Emergency Coordinating Officer(s), and a discussion on the role that ElderSource plays within the community. We offer to provide maps that visualize the highest concentrated areas of older adults to emergency management partners (EOCs and DOH). This information is provided only in general terms, without sharing exact addresses. ElderSource additionally establishes direct lines for emergency communication between its' service providers and the respective local officials/agencies concerned with elderly disaster relief/assistance.

ElderSource also coordinates by participating in multiple Emergency Support Function (ESF) meetings and/or trainings sponsored by local, state or federal disaster partners. Throughout the year ElderSource actively participates in meetings held by a variety of coalitions/ volunteer-based groups whose key efforts relate to the ability to respond efficiently and effectively to all types of disasters. Examples include: various county and state COADs (Community Organizations Active in Disaster) and/or VOADs (Volunteer Organizations Active in Disaster), and the Northeast Florida/Region 3 Healthcare Coalition for Disaster Preparedness. ElderSource remains proactive and participates in local disaster preparedness exercises and drills. ElderSource also completes classes and workshops via the FEMA Institute, and DisasterReady.org, which are utilized to increase proficiency in the regional and national framework. Statewide trainings may include the Governor's Hurricane Conference as well as any disaster training offered by the Department.

ElderSource coordinates with its' providers by disseminating disaster-related information and by sending and receiving communications regarding the need to review

and update their staff on agency disaster procedures, as well as providing personal and client disaster preparation materials. The service providers are required to complete annual training conducted by ElderSource covering disaster related topics, including contractual requirements. ElderSource maintains PSA 4's Emergency Coordinator contact information for all contracted providers, with the understanding that this can and will be used during any disaster event, both local and/or multi-jurisdictional.

Following ElderSource being made aware of an impending disaster/emergency, via local community media outlets or the DOEA, ElderSource will provide communication with staff, the DOEA, contracted service providers, the media and the community. Highlighted issues and actions to be taken by each local service provider will be provided to the DOEA Emergency Coordinating Officer as requested. Executive Leadership will provide staff with instruction based on the current Continuity of Operations Plan (COOP).

Contact:

Identify each of the local Emergency Management contact person(s) within the PSA that the AAA will coordinate with in the event of a disaster.

The following are the Emergency Management contacts at PSA 4 County Emergency Operations Centers (EOC):

County Emergency Management Coordinators within PSA 4			
County	Name	Email	Office Phone
Baker	John Blanchard, Emergency Operations Center (EOC) Director	john.blanchard@bakerso.com	(904) 259-0235
Clay	John Ward, EOC Director; Michael A. Ladd, Deputy Director (Michael is Primary – runs EOC)	john.ward@claycountygov.com Michael.ladd@claycountygov.com	John W (904) 541-2767
Duval	Captain M. Dallas (Molesha) Cooke, Health and Medical Coordinator, Captain R. Stephen McManus (EOC)	mcooke@coj.net/ RMcmanus@coj.net	Captain Cooke (904) 255-3116 Captain McManus (904) 424-5786
Flagler	Nealon Joseph, EM Planner (Primary contact); Jonathan Lord, EOC Director (Alternate contact)	njoseph@flaglercounty.org / jlord@flaglercounty.org	Nealon J (386) 313- 4265 Jonathan L (386) 301-4240
Nassau	Tim Cooper, EOC Director; Martha Oberdorfer, Senior Planner	tcooper@nassauso.com / mloberdorfer@nassauso.com	Tim C (904) 548- 0954 Martha O (904) 548-0931
St. Johns	Joe Giammanco, EOC Director; Gavin Butler, Planner	jgiammanco@sjcfl.us / gbutler@sjcfl.us	Joe G (904) 824-5550 Gavin B (904) 824-5550
Volusia	James Judge, EOC Director; Clayton Jackson, Human Services Mgr (Primary Contact)	jjudge@volusia.org / cjackson@volusia.org	James J (386) 254-1500 Clayton J (386) 736-5956 ext 12980

AAA Emergency Coordinating Officer:

Identify the Emergency Coordinating Officer and Alternate Emergency Coordinating Officer designated for the AAA.

ElderSource's designated Emergency Coordinating Officer (ECO) and Alternate ECOs are:

PSA 4 Emergency Coordinating Officer (ECO) and Alternate ECOs		
Role	Name	Contact Information
Emergency Coordinating Officer (ECO)	Janet Dickinson PSA 4 Planner	Email: janet.dickinson@myeldersource.org Office: (904) 391-6651
Alternate ECO	Tameka Gaines Holly Chief Operations Officer	Email: tameka.g.holly@myeldersource.org Office: (904) 391-6667
Second Alternate ECO	Renee Knight Vice President of Community Services	Email: renee.knight@myeldersource.org Office: (904) 391-6615
Chief Executive Officer (CEO)	Linda J. Levin CEO	Mail: linda.levin@myeldersource.org Office: (904) 391-6610

Continuity of Operations and Critical Services:

List critical services the AAA will continue to provide after a disaster or emergency event and briefly describe how these services will be delivered.

The function of local, regional, and state agencies in disaster preparedness, response, recovery, and mitigation procedures is to address and meet the needs of elder citizens through the coordination of mutual assistance. Prior to hurricane season, ElderSource encourages at-risk clients to register with special needs registries, and can provide assistance at any time prior to a potential event within the planning and service areas. Disaster preparation information is posted on ElderSource's website, and social media posting are made. For those callers to our ADRC who need assistance with Special Needs Registration, a simple referral to their local Emergency Management office main phone number or website is appropriate, especially if that caller can register themselves or other family member(s). PSA 4 providers function identically in regard to Special Needs Registration. They counsel the client on a perceived need for registration, assist with a referral and/or register that client on their behalf.

If ElderSource and/or its' providers are in the potential impacted area, the Emergency Coordinating Officer (ECO) or Alternate ECO from DOEA will complete the call-down procedures with ElderSource. ElderSource will call down its own at-risk clients, and its' contracted providers will call down all at risk, in-home, community based, older clients in

the potential impacted area(s).

In the event that ElderSource and its' Aging and Disability Resource Center (ADRC) understands a potential disaster will affect our area in advance, the ADRC Helpline, in consultation with the DOEA and other Area Agencies on Aging will coordinate a potential transfer of Helpline phone calls. This action will take place just prior to impact and lines will be transferred back when the ADRC has the capacity to resume normal functioning.

When disasters or other emergency events (manmade or natural) impact the PSA 4 service area, ElderSource's staff members will provide the manpower needed to carry out the agency's continuity of operations plan. These roles include staffing, coordinating with other community Helplines, supporting and assisting contracted providers in recovering services, and working in the field during the recovery effort. All ElderSource staff will receive direction from ElderSource's Executive Leadership Team regarding going to/returning to headquarters, working remotely or relocation needs. ElderSource will communicate with staff and provide instructions through the agency's automated text notification system. If needed, Staff may be contacted by their direct supervisor via a phone call and/or staff will be contacted using the ElderSource Telephone Tree.

Primary responsibility for ElderSource's Continuity of Operations Plan (COOP) falls under the duties of the Emergency Coordinating Officer (ECO) and Alternate(s) who have been designated by the Chief Executive Officer (CEO). Each division/section supervisor is responsible for the protection of personnel and vital records and databases before, during, and after COOP operations. If an official office closure is needed, the CEO, COO (Chief Operations Officer), and ECO will coordinate and develop office closure and relocation or reconstitution and termination plans for the orderly transition of all ElderSource functions, personnel, equipment, and records from the office to a remote work environment or a new or restored Office facility.

It is important to establish priorities to ensure that critical services, i.e., mission essential functions can be accomplished without regard to ElderSource's office/ location. Any function not considered essential will be deferred until normal operations resume.

The critical services, i.e., the mission essential functions of ElderSource, are:

ADRC Helpline – so that individuals needing assistance are provided needed information and supports:

- Telephone access to our particular area, connecting with 211 as well as other hotlines in the area;
- Internet access;
- Having a direct connection with available resources and updates on new and existing resources; and
- Access to resources to determine where/what post disaster needs exist within the PSA 4 community.

Contract Management – so that services, and funding of those services can be sustained and maintained:

- Maintain and have access to current/active contracts;
- Develop emergency contracts for services and technical assistance or policy interpretation, if necessary;
- Provide technical assistance regarding emergency purchase of contractual services; ensure compliance with applicable Florida statutes;
- Ensure any new contracts or any amendments routing at the time the COOP is activated are successfully executed; and
- Ensure any contracts or amendments scheduled to begin during a COOP event are successfully executed.

IT – so that our efforts and work can be documented:

- Maintain all necessary and up-to-date files, documents, computer software, and databases required to carry out mission essential functions;
- Back-up servers/ essential operating systems; and
- Replace any equipment that is destroyed.

Fiscal – so that our staff and our providers can receive needed funds:

- Provide payroll to employees;
- Reimburse vendors or providers for services rendered;
- Back up fiscal operation data weekly on to cloud storage; and
- Maintain financial records that are critical to carrying out essential financial functions.

In the event of a major or catastrophic event ElderSource would be directed by the Department of Elder Affairs (DOEA) to implement their emergency disaster plans and, in turn, ElderSource would direct its' contracted providers to implement their plans.

ElderSource will provide Information and Referral services to older adult disaster victims and other affected residents, including fraud/exploitation concerns, on a 24-hour basis using ADRC and provider staff and/or answering machines as available. PSA 4 nutrition providers have plans to provide shelf stable meals to clients prior to hurricane season. (All pre and post event meals are subject to budgetary capacity and adherence to regulations regarding nutritional requirements.)

Assessment and Resource Allocation:

Describe how the AAA will identify particularly vulnerable populations and ensure follow-up with these vulnerable populations after a disaster event.

In order to assess a disaster's impact and the need for assistance throughout the PSA, ElderSource utilizes DOEA's "State Unit on Aging Disaster Checklist Preliminary Report" and "Disaster Information Update" forms, which are pre-distributed to all provider agencies. These forms facilitate prompt transmittal of that information to ElderSource and in turn facilitate the relay of information about stricken areas to the DOEA.

The DOEA shares with ElderSource, and ElderSource in turn shares with its' providers, maps files and rosters developed in advance of the beginning of hurricane season to assist in coordinating a response at the AAA level in the event of a major storm or emergency declaration. ElderSource downloads the maps to a mapping software program. Client locations can be seen, and an overlay of evacuation zones is provided. Also, as part of disaster preparedness, ElderSource's eCIRTS/LAN Administrator will develop, maintain and make accessible from eCIRTS, customized reports, as requested by contracted provider agencies relevant to the clients they serve.

Through information gleaned from these reports, mappings and post-event call downs, ElderSource and its' contracted providers are able to expedite timely location and contact with elder clients who may need specially equipped shelter facilities, help with evacuation or other emergency assistance.

ElderSource and its' providers assess capacity, resources and services throughout the pre-event, during the event (if feasible) and post-event phases of a disaster. Emergency and temporary shelter facilities are identified. ElderSource posts such information on our website and includes it in social media postings, as feasible. ElderSource will identify meal sites open for emergency meal service and distribution, both prior to and after declaration of disaster, as needed. ElderSource will seek information on, and report destruction/damage or impact to senior centers and congregate meal sites to the DOEA.

Flexibility in regard to asset and resource allocation is key in recovery efforts. As available, and as ElderSource's CEO or designee deems necessary, ElderSource staff will provide on-site relief and/or assistance to the affected areas within PSA 4. At the time of an actual disaster, the CEO or designee may modify staff assignments as suitable for serving the immediate need.

In the event of a widespread disaster throughout the PSA, ElderSource staff will be assigned, as available, to provide relief/assistance in specific areas of the PSA. ElderSource's CEO or designee may direct agency staff to the site of a contracted service provider, to another emergency agency site (Red Cross, etc.), to work remotely, or to a site designated to assist victims with application for Federal Emergency Management Assistance (FEMA). ElderSource's CEO may also elect to assign staff to the Emergency Operations Centers/Disaster Recovery Centers of affected counties, if so requested and/or permitted, to help ensure that older adult disaster victims in the stricken area receive needed assistance.

Goals, Objectives, and Strategies

Goal 1 Strengthen and streamline the aging network's capacity, inspiring innovation, integrating best practices, and building efficiencies to respond to the growing and diversifying aging population.		
Objective 1.1 Expand the availability, integration, and access to assistive technology for older adults.		
Explanation The primary intent of this objective is to increase elder Floridians' ability to independently perform daily activities through a promotion of access to assistive technology for older adults.		
		Progress
Strategies		
1. Throughout 2024-2027, ElderSource will build upon and enhance its' relationship with Florida Alliance for Assistive Services and Technology (FAAST) to include: <ul style="list-style-type: none"> a. ADRC Staff will refer older adults and adults with disabilities to FAAST that may need assistance with assistive technology awareness, device demonstrations, short-term device loans, and /or may need an alternative financing program (gives individuals who have disabilities the option to purchase assistive technology devices and services through low-interest rate financial loans) b. ElderSource will use postings on its' social media platforms, and a link on its' myeldersource.org website, to increase the public's awareness of FAAST programs 		
2. As part of ElderSource's Diversity, Equity and Inclusion efforts, ElderSource will continue in 2024 through 2027 to be committed to keeping its' website accessible to everyone: <ul style="list-style-type: none"> a. ElderSource will continue the process of making its myeldersource.org site more accessible for individuals living with a hearing or vision impairment so they can easily receive information on services, resources and relevant issues b. Main ElderSource brochures will be available in brail and large print c. ElderSource will have information on its' website about the availability of consumers to use TTY to connect with ADRC helpline staff. 		

<p>3. Adaptive technology is a subcategory of assistive technology, and it refers to any device that gives older adults and adults with disabilities greater independence. Throughout 2024-2027, ElderSource's ADRC staff will refer those in need to:</p> <ul style="list-style-type: none"> a. ElderSource's Senior to Senior Program b. The Center for Independent Living (CIL) Jacksonville to get assistance via the BROOKS Temporary Loan Closet (TLC) which provides loans of durable medical equipment for free to residents in Baker, Clay, Duval, Nassau and St. Johns Counties c. Disability Solutions for Independent Living (DSIL) to get assistance with assistive technology, equipment services, etc. 	

<p>Objective 1.2 Increase the AAA's functional capacity to serve older adults through strategic and meaningful partnerships and collaborations.</p>		
<p>Explanation The primary intent of this objective is to encourage the development of partnerships between AAAs and local actors in the elder services sector which will directly lead to increases in the services that AAAs are able to provide older adults residing in their areas.</p>		
		Progress
Strategies		
<p>1. ADRC will convene the Local Coalition Work Group (LCWG) on an annual basis from 2024 through 2027, to advise in the planning and evaluation of the ADRC.</p> <ul style="list-style-type: none"> a. The LCWG's will assist with the development of the ADRC annual Program Improvement Plan (APIP) b. The membership will consist of representatives from agencies and organizations serving older adults, persons with disabilities and caregivers. c. The work group shall also include Alzheimer's Association chapters, housing authorities, Serving Health Insurance Needs of Elders (SHINE) volunteers, local government, and selected community-based organizations, including social services organizations, advocacy groups and any other such individuals or groups as determined by DOEA. 		

<p>2. The streamlined processes with regards to communications between the ADRC, CARES and DCF will continue from 2024 through 2027:</p> <ul style="list-style-type: none"> a. ADRC, CARES, and DCF will be virtually integrated. ADRC staff will work closely with CARES and DCF on assisting with eligibility determination for SMMCTLTC. b. ElderSource will coordinate activities with Lead Agencies, Department of Children and Families (DCF) and CARES to expedite the application process for SMMCLTTC eligibility. c. ADRC will continue to meet as needed with the DCF Economic Self-Sufficiency Unit and DCF Adult Protective Services staff to review the SMMCLTCP process to ensure collaboration and client cases are managed timely and efficiently through the process. 	
3. ElderSource and its' PSA 4 providers will coordinate SHINE and SMP by providing referrals and space for presentations and appointments from 2024 through 2027.	
4. ElderSource will partner with community organizations to identify and serve populations in need of HCBS, as well as conduct outreach activities with those populations from 2024 through 2027.	
5. Throughout 2024-2027, ElderSource will partner with United Way to provide home-delivered meals to individuals who are on the wait list for Older Americans Act Title C2 services.	
6. Throughout 2024-2027, ElderSource will continue to partner with United Way for their Special Needs Grant to assist seniors with dental care needs.	
7. Throughout 2024-2027, ElderSource will partner with, and seek continued funding from the Moran Foundation and the J. Wayne and Delores Barr Weaver Fund for the administration of the Senior to Senior Program and Emergency Assistance Service Elders (EASE), to assist seniors facing a short-term financial crisis and lacking the means to manage the crisis.	
8. Throughout 2024-2027, ElderSource will partner with the Center for Independent Living (CIL) Jacksonville (covers Baker, Clay, Duval, Nassau and St. Johns Counties), Disability Solutions for Independent Living (covers Flagler and Volusia Counties), and other organizations in our communities to disseminate information regarding available programs and services, as well as partnering on various grant opportunities, for example the vaccination grant through USAging (CIL and Disability Solutions).	

9. From 2024 through 2027, ElderSource will attend and actively participate in a variety of coalition and community meetings on important issues like housing, opioid crisis, transportation disadvantaged, caregiving, health equity, DEI, etc., and to be a reminder of, and advocate for the needs of older adults, adults with disabilities and caregivers.	
10. Throughout 2024-2027, ElderSource will coordinate and support the Caregiver Coalition, Senior Roundtable, and DCCI (Dementia Care and Cure Initiative) to build solutions to support older adults, adults with disabilities and caregivers through strategic collaborative partnerships.	
11. From 2024 through 2027, ElderSource will continue to partner and connect with AARP Florida, Feeding Northeast Florida, as well as many LGBTQ-focused organizations, like SAGE, The National Resource Center on LGBTQ Aging, Equality Florida, and the LGBTQ Community Fund, regarding services and outreach activities, particularly in underserved areas.	
12. From 2024 through 2027, ElderSource and its providers will continue to partner with other agencies to coordinate care and will seek out new public/private partnerships, including those with the business community and faith-based entities, in order to provide opportunities to connect, collaborate, leverage resources and serve more people; ElderSource and providers will also continue to seek grants for expansion of existing service and providing new services.	

Objective 1.3 Explore new opportunities to reach previously underserved and emerging communities across all programs and services.	
Explanation The primary intent of this objective is for the AAA to detail how it plans to reach populations, across all programs and services, that have been previously identified as underserved or are emerging communities of elders towards whom outreach and targeting activities may not have been previously directed.	
	Progress
Strategies	
1. Throughout 2024-2027, ElderSource will utilize DOEA mapping and data analysis to identify and target underserved or emerging communities of elders in need of resources.	

Mapping will be used to assist with targeted outreach activities and marketing. ElderSource will share this information with ElderSource's Communications Department and ElderSource providers on an at least annual basis, assisting them with employing techniques to better serve the needs of those in identified areas. These tools will be used to identify geographic areas, such as reaching rural targeted areas in need.	
2. In 2024 through 2027, ElderSource will train ADRC HelpLine and Intake staff on the person-centered approach to screening clients for BEC eligibility and provide guidelines. ElderSource will utilize its Benefits Enrollment Center (BEC) to create a unified, person-centered process for applying for benefits and identifying resources in the community. Low-income seniors are targeted.	
3. Throughout 2024-2027, ElderSource providers will administer funding for EHEAP to assist low-income households with home energy emergencies.	
4. Throughout 2024-2027, ElderSource will have a Veteran-Directed Home Care Program in partnership with the Malcom Randall Veterans Affairs Medical Center in Gainesville, Florida and the Orlando VA Medical Center in Orlando, Florida. In coordination with this, ElderSource will ensure that VA partners know of the BEC services available to the veterans they serve. ElderSource has also taken part in scheduled VA community council meetings and outreach events.	
5. Throughout 2024-2027, ElderSource will partner with the Center for Independent Living (CIL) of Jacksonville, Disability Solutions for Independent Living (DSIL), Veteran's Affairs, and ARCs to help identify and serve elders in the community with the greatest social and economic need; ElderSource will partner with CIL and DSIL to connect them with individuals with disabilities and ensure they understand the services available to them.	
6. Throughout 2024-2027, ElderSource and its providers will continue efforts to reach Spanish-speaking and other non-English speaking older adults disabled adults and caregivers: <ul style="list-style-type: none"> a. ElderSource will have: multiple Spanish speaking staff in its' ADRC; a feature on the header of all its' website pages, enabling viewers to translate the website content into nine different languages b. Social media posting in Spanish c. ElderSource's Helpline will continue providing a language translation service for more than 200 languages so that anyone who calls may access support, regardless of the language spoken 	

d. ElderSource, through the SHINE/SMP program, will conduct outreach and public education and will offer bi-lingual assistance and counseling.	
7. Throughout 2024-2027, ElderSource will continue to reach out to the LGBT elder community to inform them about ElderSource, the ADRC Helpline and available resources; ElderSource's website will have a link to the LGBT National Senior Hotline/ SAGE; ElderSource will provide annual training for ElderSource and contracted providers on LGBTQ+, as well as age and disability sensitivity, and inclusion.	
8. Throughout 2024-2027, ElderSource and its providers will coordinate SHINE and SMP by providing referrals and space for presentations and appointments throughout PSA 4 including rural areas. ElderSource, through the SHINE program, will maintain or increase the number of counseling sites, especially in rural and low-income areas. ElderSource, through the SHINE program, will recruit new volunteers and will seek to bolster minority volunteer recruitment.	
9. Throughout 2024-2027, ElderSource will track outreach events to identify if expanded efforts are reaching targeted areas and will adjust strategies as needed to increase outreach to these underrepresented groups. ElderSource and its providers will conduct outreach activities in area churches, low-income and senior housing, dining sites, senior centers, health fairs, and rural communities to ensure that seniors who are low-income, minority, limited English proficiency, or living in rural areas are informed about the services provided and how to obtain assistance.	
10. Throughout 2024-2027, ElderSource and its' providers will continue to be active participants in various coalitions, to not only get the needs of older adults heard, but also to reach out to groups of older adults, disabled adults and caregivers that may be challenging to reach.	
11. Throughout 2024-2027, ElderSource's leadership works closely with its' Advisory Council and Board of Directors to ensure that a "DEIB lens" is used throughout all policies, procedures standards, outcomes and quality assurance practices.	

Objective 1.4 Help older adults achieve better quality of life by ensuring those who seek assistance are seamlessly connected to supportive programs and services.		
Explanation The primary intent of this objective is to address ways the AAA links elders to information and services and provides referrals to resources.		
		Progress
Strategies		
1. Throughout 2024-2027, ElderSource's ADRC Helpline will continue to operate Monday – Friday 8:00 AM to 5:00 PM to provide information and referral services. These staff are highly trained in linking callers to potential resources.		
2. Throughout 2024-2027, ElderSource's ADRC HelpLine will continue to be the place to start for help for seniors, adults living with disabilities and caregivers (will be available weekdays from 8 am to 5 pm, with voice mail capability if all are on a call; messages will be responsible same or next weekday, excluding holidays): <ul style="list-style-type: none"> a. Customer Service Specialist will be available to listen to concerns, and provide trained assistance in accessing local agencies, services and programs b. The HelpLine receives inbound, and makes outbound calls (in response to fax referrals and follow-ups), which will be monitored and tracked by supervisor, to look at trending and to ensure quality c. ADRC Screeners will screen individuals for placement on the waitlist for general revenue and Statewide Medicaid Managed Care Long Term Programs d. ElderSource will continue to train local provider and access point staff to ensure that appropriate referrals are made. e. The ADRC HelpLine and ADRC Intake & Screening Teams will use a website application (statewide survey) for customer/client satisfaction surveys. The goal is to produce an 80% satisfaction score or better average per month. f. ADRC supervisory staff will weekly to bi-weekly listen in on random selection of calls for monitoring purposes and to provide feedback and suggestions to staff. 		
3. Throughout 2024-2027, ElderSource staff will complete a comprehensive assessment (701S) for clients, allowing for appropriate referrals to services and/or waitlists. Throughout		

2024-2027, ElderSource will also track, on a monthly basis, the number of initial screenings, reassessments, and significant change assessments for reports and for reviewing trends.	
<p>4. Throughout 2024-2027, ElderSource will provide streamlined access to Medicaid Managed Care:</p> <p>a. ElderSource will complete initial screening/intake and annual rescreenings, that performed on behalf of those individuals residing in a community setting who contact the ADRC to apply for long-term care program services, to include Home and Community Based Services</p> <p>b. ElderSource will provide SMMCLTCP and Long-Term Care education to assist Florida seniors, adults with disabilities and their caregivers and families who are seeking information and access to long term care services by answering questions and providing unbiased information about the Florida Statewide Medicaid Managed Care Long Term Care Program service options.</p> <p>c. ElderSource will assist the client with the Medicaid eligibility application by reviewing and analyzing program specific criteria in order to assist an individual who appears to be eligible or who requests assistance applying for Home and Community Based Services through the Statewide Medicaid Managed Care Long Term Care Program.</p> <p>d. ElderSource will ensure that seniors and adults with disabilities in need of services through the SMMCLTCP are prioritized based on the highest level of need first, as funding becomes available.</p>	
5. Throughout 2024-2027, the ADRC HelpLine and ADRC Intake & Screening Teams will use a website application (statewide survey) for customer/client satisfaction surveys, to gain regular feedback on assistance provision and to ensure expectations are being met.	
6. Throughout 2024-2027, ElderSource will coordinate activities with Lead Agencies, Department of Children and Families (DCF) and CARES to expedite the application process for SMMCLTC eligibility.	
7. Throughout 2024-2027, ElderSource will continue to provide easy access to food stamp benefits by assisting with SNAP applications.	
8. ElderSource utilizes its Benefits Enrollment Center (BEC) to create a unified, person-centered process for applying for benefits and identifying resources in the community.	
9. Throughout 2024-2027, ElderSource and its providers will make referrals to SHINE/SMP through the ADRC, to increase community awareness of the needs of older adults as well as the limitations of Medicare as a singular long-term care solution. ElderSource and its providers	

will continue to coordinate SHINE and SMP by providing referrals and space for presentations and appointments throughout PSA 4 including rural areas.	
10. Throughout 2024-2027, ElderSource will maintain a link on its' website's home page where visitors can be connected to its' referral database, as well as the ElderCare Locator (a free national service of the Administration on Aging that provides an instant connection to resources that enable older persons to live independently in their communities); ElderSource will continue the chat feature on its' myeldersource.org website, giving the community another way of reaching ElderSource for information and assistance. ElderSource's website will also provide detailed information about its' Helpline.	
11. Throughout 2024-2027, ElderSource will distribute information to inform older adults, the general public, and area professionals of the services provided for older adults and issues affecting seniors, including: <ul style="list-style-type: none"> a. Eight to ten quarterly (at a minimum) Social Media postings on a variety of older adult and caregiving issues, on platforms such as Facebook, Twitter and LinkedIn, and YouTube b. Monthly ElderSource Electronic newsletter (available electronically on its' website, as well as sending email blasts to contacts via Constant Contact- to approximately 900 total people each month). 	
12. Throughout 2024-2027, ElderSource and its' providers will continue to supply services to seniors which are designated to maintain independence. They will also continue to distribute brochures and other informational items to seniors, caregivers, and the community to help communicate the availability of these services. <ul style="list-style-type: none"> a. ElderSource and its' providers will participate in targeted outreach events such as Health Fairs, Senior Expos, etc; ElderSource and its' providers will participate in outreach events by providing brochures/table set-ups, and by taking part in virtual events/presentations, at a average of one to four times per quarter, per year for 2024 through 2027 b. ElderSource will maintain and utilize its' two company vehicles, MARCY (ElderSource's Mobile Resource Center) and TANK (focused on reaching military veterans) to reach out to public via its' display of information on these vehicles (also at times used to attend various in-person meetings). 	
13. In 2024 through 2027, ElderSource will continue to offer its' Telephone Reassurance Program to help fight the loneliness and isolation seniors experience when living alone or home bound. Older adults who are living alone or home-bound (and on the waitlisted programs) receive friendly telephone calls from a volunteer.	

3. Throughout 2024-2027, ElderSource will offer its' Virtual Caregiver Support Group, which allows caregivers who cannot attend a regular support group to still get the benefits of a support group using video conferencing technology with the help of a trained facilitator.	
4. Throughout 2024-2027, ElderSource will fund its' provider AHEC to offer Savvy Caregiver classes (evidence-based program; 2 hours, once a week for six weeks). The “Savvy Caregiver” Program empowers those who care for persons living with neurocognitive disorders. Participants in this interactive program develop strategies and master skills that will help in their personal caregiving situation, find ways to reduce the effects of stress through planning and self-care.	
5. Throughout 2024-2027, ElderSource will fund the RELIEF program, and will monitor and provide technical assistance to RELIEF providers.	
6. Throughout 2024-2027, will offer its' tablet program to older adults, older adults experiencing cognitive decline, and family caregivers; The tablet provides social engagement opportunities, health and wellness activities, and entertainment activities for older adults. The tablets have some content available in Spanish.	
7. Throughout 2024-2027, will offer its' Trualta program, which is a virtual platform providing short lessons on caregiving topics including medication management, fall prevention, toileting and bathing, as well as self-care; it is also available in Spanish.	
8. ElderSource will, throughout 2024-2027, support and advance its' Caregiver Coalition and will assist caregivers to improve caregiving skills, reduce caregiver stress, and extend the ability and likelihood of caregivers continuing to provide care; the Caregiver Coalition will hold 2-3 virtual and/or in-person workshops per year.	
9. ElderSource will, throughout 2024-2027, continue to co-chair with Mayo Clinic the Dementia Care and Cure initiative (DCCI) task force, an initiative of the DOEA to make Florida friendly for persons with dementia and their caregivers, and therefore will improve caregiving skills, reduce caregiver stress, and extend the ability and likelihood of caregivers continuing to provide care.	
10. Throughout 2024-2027, ElderSource will coordinate and support the Senior Roundtable, to build solutions to support older adults and their caregivers through strategic collaborative partnerships.	
11. Throughout 2024-2027, ElderSource will maintain information and links on its' myeldersource.org website:	

<p>a. Providing resources for older adult and disabled adult caregivers; information will be added and updated as it becomes available</p> <p>b. ElderSource will maintain a link on its' website where caregiver visitors can be connected to the ElderCare Locator (a free national service of the Administration on Aging that provides an instant connection to resources that offer support for caregivers)</p> <p>c. Caregivers will also be able to have contact with an ElderSource representative via its' website chat feature</p> <p>d. ElderSource will maintain a tab on its' website entitled "Caregiver Support" that enables viewers to select one of these options for specific information: Avoid Caregiver Burnout (TCARE), Virtual Caregiver Support Group, Powerful Tools for Caregivers, Caregiver and Senior resources, and Caregiver Coalition.</p>	
12. Throughout 2024-2027, ElderSource will post information and links to resources for older adult and disabled adult caregivers on its' various social media platforms, on an at least once per month basis.	
13. In 2024-2027, ElderSource will continue providing caregiver assistance with information, newsletters and library of articles available on the Active Daily Living Platform via the myeldersource.org website. On that Platform page (Active Daily Living), a caregiver can sign up for monthly newsletters, like "ElderSource Caregiver News".	
14. In 2024-2027, ElderSource will address caregiver issues with LGBT elders through outreach and appropriate referrals. ElderSource will continue to work with the Active Daily Living platform to expand topics to include LGBT content.	
15. ElderSource and its' providers will advocate for and seek additional programs providing caregiver support throughout 2024-2027; ElderSource and its' providers will continue to seek additional funding to support these programs through County grants, annual solicitation letters, and other fundraising events.	
16. ElderSource and its providers will provide caregiver training and support activities; ElderSource will put an emphasis on caregiver services during case manager training in order to identify the need for intervention for caregivers as early as practical.	
17. Throughout 2024-2027, ElderSource, as an ADRC, will continue to utilize the statewide resource database to assist caregiver callers.	

Goal 2 Ensure that Florida is the nation's most dementia and age friendly state by increasing awareness and caregiver support, while enhancing collaboration across the aging network.		
Objective 2.1 Directly support communities in becoming dementia friendly.		
Explanation The primary intent of this objective is for the AAA to engage in activities which help to increase their community's support of people living with dementia and their caregivers. The ultimate aim is for people living with dementia to remain in their community, while engaging and thriving, in day to day living.		
		Progress
Strategies		
1. ElderSource will, throughout 2024-2027, continue to co-chair with Mayo Clinic the Dementia Care and Cure initiative (DCCI) task force, an initiative of the DOEA to make Florida friendly for persons with dementia and their caregivers: a. Efforts will be focused on educating different sectors of the community about dementia and how to support people with dementia with whom they come in contact (e.g., banks, libraries, parks and recreation, etc.) b. Efforts will include creating opportunities for persons with dementia and their caregivers to engage in their community, to assist in reducing isolation c. ElderSource will be an active participant, advocating for, and voicing the needs and unmet needs of this population during DCCI Task Force meetings held on a bi-monthly basis through Zoom.		
2. ElderSource will, throughout 2024-2027, support and advance its' Caregiver Coalition which will assist caregivers, as well as extend the ability and likelihood of caregivers continuing to provide care in the person's home and/or community; the Caregiver Coalition will hold 2-3 virtual and/or in-person workshops per year.		
3. Throughout 2024-2027, ElderSource will continue to fund and ElderSource providers will continue to offer services, education and referrals through the ADI program.		
4. ElderSource will be an active member of the Nassau Healthy Brain Road Map Advisory Council, coordinated by the Department of Health (DOH) in Nassau County. The Department of Health in Nassau County was one of seven public health departments in the country that		

<p>a. Providing information and resources on the myeldersource.org website, including links to Active Daily Living and Trualta</p> <p>b. Having at least 1-3 postings per quarter on ElderSource's social media platforms that about aging related issues</p> <p>c. Continuing to support and provide caregiver programs, e.g., TCARE, Powerful Tools for Caregivers, the tablet program, and Virtual Caregiver Support Program.</p>	
4. Throughout 2024-2027, ElderSource will continue to coordinate and partner with providers, SHINE/SMP, and other agencies in the community to increase education and community awareness of the needs of older adults as well as Medicare. Medicare training opportunities (including in English and Spanish) will occur on a monthly basis and will be listed in ElderSource's Monthly e-newsletter.	
5. Throughout 2024-2027, ElderSource will continue to offer training through the ElderSource Institute on LGBT Cultural Competency, Age Sensitivity, and Disability Sensitivity and Inclusion.	
6. Throughout 2024-2027, ElderSource will provide training to ADRC staff regarding working with clients living with dementia and persons caring for an individual with dementia.	
7. In 2024-2027, ElderSource will continue the Active Daily Living platform. Information about this platform is on ElderSource's main website page where a viewer can sign up for newsletters, a virtual library, etc. In the "Dementia" library, there are articles like "Travel Guidelines for People with Memory Disorders". Part of the Active Daily Living platform is an opportunity for viewers to sign up for various monthly electronic newsletters that are available to provide support through connections to resources and information.	

Objective 2.3 Strengthen and enhance information sharing on dementia and aging issues to promote widespread support.	
Explanation The primary intent of this objective is for the AAA to foster increased collaboration with external organizations and stakeholders in order to identify best practices and effective methodologies.	
	Progress

Strategies		
1. Throughout 2024-2027, ElderSource will coordinate and support the Senior Roundtable, to build solutions to support older adults and their caregivers through strategic collaborative partnerships.		
2. From 2024 thru 2027, the ADRC will convene the Local Coalition Work Group on an annual basis, to advise in the planning and evaluation of the ADRC and membership will consist of representatives from various agencies and organizations including (not limited to) representatives Alzheimer's' Association chapter(s).		
3. ElderSource will, throughout 2024-2027, continue to co-chair and be an active participant in the Dementia Care and Cure initiative (DCCI) task force, with a proposed focus on reaching out to first responder groups to offer ADRD training; the goal is for the DCCI Task Force to meet on a bi-monthly basis through Zoom.		
4. Throughout 2024-2027, ElderSource will continue to actively support and be a community partner, along with other organizations throughout Florida, of the Safe Mobility for Life Program. This is a program of the Florida Department of Transportation (FDOT), and the mission is to eliminate fatalities and reduce serious injuries while increasing the safety, access, and mobility for Florida's aging road users. ElderSource will continue to attend workshops as well as any meeting they are invited to and will have at least one information awareness posting per quarter on ElderSource's social media platforms.		
5. Throughout 2024-2027, ElderSource will be an active participant in its various county's CHIP (County Health Improvement Plan) and Florida SHIP (State Health Improvement Plan) quarterly work group meetings that cover a variety of priority areas that can be related to older adult and caregiver issues. The CHIPs and SHIPs serve as blueprints for driving efficient and targeted collective action to enhance public health. ElderSource's goal is to be part of the conversation, and to be a reminder of, and advocate for the needs of older adults, adults with disabilities and caregivers.		
6. Throughout 2024-2027, ElderSource will continue to partner with the Alzheimer's Association and the Memory Disorder Clinic, through collaborations, information sharing, as well as mutual outreach events and training opportunities; ElderSource and its providers will continue to make referrals to Alzheimer's Caregiver Groups.		
7. Throughout 2024-2027, ElderSource will seek out additional strategic collaborative partnerships with organizations with dementia expertise.		

Objective 2.4 Increase access to supportive housing with services and increase supports for older adults at risk of experiencing residential insecurity.		
Explanation The primary intent of this objective is the exploration of policies to specifically address shortages of supportive housing options in the AAA's area and encouraging targeting of elders that have been identified as facing residential insecurity.		
		Progress
Strategies		
1. Throughout 2024-2027, ElderSource will utilize DOEA mapping and data analysis to identify and target underserved communities, including primarily low-income, and low-income minority areas/communities, which are the populations most often in need of supportive and affordable housing assistance/resources. Mapping will be used to assist with targeted outreach activities and marketing. ElderSource will share this information with ElderSource's Communications Department and ElderSource providers on an at least annual basis, assisting them with employing techniques to better serve the needs of those in identified areas. These tools will be used to identify geographic areas.		
2. Throughout 2024-2027, ElderSource will be an active participant in the following task force/coalition groups: <ul style="list-style-type: none"> a. The Center for Independent Living (CIL) of Jacksonville's Affordable & Accessible Housing Task Force (meets quarterly) b. The Changing Homelessness membership group (Duval County's Continuums of Care), which meets monthly, and has permanent supportive housing as one of its' focus areas. c. The Continuum of Care (CoC) partners in St. Johns, Nassau and Volusia/Flagler Counties (meetings vary from monthly to quarterly), which focuses on homelessness issues and permanent supportive housing. ElderSource will participate by attending meetings and bringing attention to the issues as they relate to older adults and adults with disabilities, and caregivers.		
3. ElderSource will continue attending the Florida Supportive Housing Coalition and the Florida Housing Coalition virtual meetings, virtual workshops and annual in-person conferences/summits (in-person as feasible). ElderSource will continue its' involvement with		

these coalitions for 2024 through 2027. During workshops and conferences, ElderSource will gather information/data and will bring attention to the issues as they relate to older adults and adults with disabilities, and caregivers, particularly as related to housing needs and unmet needs.	
4. Throughout 2024-2027, ElderSource will continue to collaborate with AARP and engage with other partners such as CIL Jacksonville, DSIL Flager and Volusia, PSA 4 County Departments of Health and the NE Florida Health Planning Council to join in any collaborative efforts surrounding housing shortages and housing options, including supportive housing.	
5. Throughout 2024-2027, ElderSource will partner with, and seek continued funding from the Moran Foundation and the J. Wayne and Delores Barr Weaver Fund for the administration of the Senior to Senior Program and Emergency Assistance Service Elders (EASE), to assist seniors facing a short-term financial crisis and lacking the means to manage the crisis.	
6. Throughout 2024-2027, ElderSource will continue to require that all OA3B-funded local service providers, with the exception of legal services providers and health and wellness providers, prioritize home improvement/modifications as a service.	
7. Throughout 2024-2027, ElderSource providers will continue to provide home repair and modification services to older adults.	
8. Throughout 2024-2027, ElderSource providers will administer funding for EHEAP to assist low-income households with home energy emergencies.	
9. From 2024 through 2027, ElderSource and/or its' providers will seek out at least one new potential partner in the arena of supportive housing per year. These public/private partners could include business community and faith-based entities, the goal would be to connect, collaborate, and leverage resources. ElderSource and providers will also seek grants for expansion of existing service and providing new services.	
10. As part of the development of ElderSource's 2023-2027 Strategic Plan, the pursuit of housing options evolved as one of the priority areas. In 2023-2024 ElderSource's Strategic Plan Housing Taskforce (made up of Board members, key ElderSource staff, and others with expertise in the area) will: <ul style="list-style-type: none"> a. Identify the issues and range of options, seeking existing evidence b. Make recommendations on ElderSource's course of action and timing in this area to ElderSource's Board(s). c. Meetings of the Strategic Plan Housing Task Force vary from monthly to quarterly. 	

Goal 3 Enhance efforts to maintain and support healthy living, active engagement, and a sense of community for all older Floridians.

Objective 3.1 Advocate with housing service providers, affordable housing developers, homeless programs, and other stakeholders to establish affordable housing options for older adults.

Explanation The primary intent of this objective is to increase collaboration with other area organizations and stakeholders on the specific subject of elder housing and other associated residential issues.

		Progress
Strategies		
<p>1. As part of the development of ElderSource's 2023-2027 Strategic Plan, the pursuit of affordable housing options evolved as one of the priority areas. In 2023-2024 ElderSource's Strategic Plan Housing Taskforce (made up of Board members, key ElderSource staff, and others with expertise in the area) will:</p> <ul style="list-style-type: none"> a. Identify the issues and range of options, seeking existing evidence b. Make recommendations on ElderSource's course of action and timing in this area to ElderSource's Board(s). c. Meetings of the Strategic Plan Housing Task Force varies from monthly to quarterly. 		
<p>2. Throughout 2024-2027, ElderSource will collaborate with other housing related stakeholders through involvement in, and actively participating in the following task force/ coalition groups:</p> <ul style="list-style-type: none"> a. The Center for Independent Living (CIL) of Jacksonville's Affordable & Accessible Housing Task Force (meets quarterly) b. The Changing Homelessness membership group (Duval County's Continuums of Care), which meets monthly, and has affordable and permanent supportive housing as part of its' focus areas. c. The Continuum of Care (CoC) partners in St. Johns, Nassau and Volusia/Flagler Counties (meetings vary from monthly to quarterly), which focuses on homelessness issues and permanent supportive /affordable housing. 		

ElderSource will participate by attending meetings, sharing information, leveraging resources and bringing attention to the issues as they relate to older adults and adults with disabilities, and caregivers.	
3. Throughout 2024-2027, ElderSource will continue to collaborate with AARP and engage with other partners such as CIL Jacksonville, DSIL Flager and Volusia, PSA 4 County Departments of Health and the NE Florida Health Planning Council to join in any collaborative efforts surrounding housing shortages and affordable housing options.	
4. ElderSource will continue attending the Florida Supportive Housing Coalition and the Florida Housing Coalition virtual meetings, virtual workshops and annual in-person conferences/summits (in-person as feasible). ElderSource will continue its' involvement with these coalitions for 2024 through 2027. During workshops and conferences, ElderSource will gather information/data, and will bring attention to the issues as they relate to older adults and adults with disabilities, and caregivers, particularly as related to housing needs and unmet needs.	
5. Throughout 2024-2027, ElderSource will coordinate and support the Senior Roundtable, which meets every other month (30-45 attendees) to build solutions to support older adults and their caregivers through strategic collaborative partnerships.	
6. From the beginning of 2024 through the end of 2027, ElderSource's ADRC will convene the Local Coalition Work Group on an annual basis, to advise in the planning and evaluation of the ADRC; and membership will consist of representatives from various agencies and organizations serving older adults, persons with disabilities and caregivers, including but not limited to at least one housing authority representative(s).	
7. From 2024 through 2027, ElderSource and/or its' providers will seek out at least one new potential partner in the arena of affordable housing. These public/private partners could include business community and faith-based entities, the goal would be to connect, collaborate, and leverage resources. ElderSource and providers will also seek grants for expansion of existing service and providing new services.	

Objective 3.2 Promote empowered aging, socialization opportunities, and wellness, including mental health, healthy nutrition, exercise, and prevention activities.		
Explanation The primary intent of this objective is to promote greater integration opportunities for elders in the AAA's service area in an effort to promote increased health, wellness, mental well-being, and satisfaction. Empowered aging is defined as making sure that older persons have the opportunity to learn, discuss, decide, and act on decisions that directly impact their care, concerns, and quality of life.		
		Progress
Strategies		
1. From the beginning of 2024 through the end of 2027, ElderSource will quarterly have at least 3 postings on its' social media platforms that are dedicated to at least one of these areas: promoting increased health and wellness; mental well-being and satisfaction; healthy nutrition; exercise and prevention activities.		
2. Throughout 2024-2027, ElderSource's webpage will provide resources and helpful links to various issues, including Mental Health, Health and Wellness, Legal Assistance, Senior Living, and Caregiver Support resources, as well as instructions on using the ElderSource helpline to get further information.		
3. In 2024-2027, ElderSource will continue providing information, newsletters and libraries of articles available on the Active Daily Living Platform via the myeldersource.org website. On the Active Daily Living Platform page, an older adult or caregiver can sign up for newsletters, like "ElderSource Senior News", which includes free monthly articles on various topic areas that the individual can select when setting up their preferences. Topic areas can include "Healthy Diet", "Diabetes", "Gastrointestinal Health", "Emotional Health", Exercise and Fitness" and "Healthy Sleep".		
4. From the beginning of 2024 through the end of 2027, ElderSource will quarterly have at least 3 postings on its's social media platforms that are dedicated to opportunities for older adults to learn about Medicare via the SHINE Program, and on Medicare scams via the SMP Program. At least 3 additional postings will be made during the annual Medicare Open Enrollment period.		
5. Throughout 2024-2027, ElderSource's webpage will maintain up-to-date information about, and resources for Medicare assistance via the SHINE and SMP Programs.		

6. Throughout 2024-2027, upcoming Medicare information presentations will be available via ElderSource's monthly e-newsletter. Every month SHINE volunteers will present FREE virtual Medicare presentations to help older adults understand their benefits. There will be Classes in English, and some will be in Spanish. The presentations will be live, but the recordings can also be accessed on the ElderSource YouTube channel. ElderSource will also identify additional local marketing and outreach opportunities to support and expand the SHINE program, and its' efforts to increase the number of SHINE volunteers.	
7. Throughout 2024-2027, ElderSource and its' providers will focus efforts on nutrition and physical activity: a. ElderSource will continue to provide assistive eating devices through its provider agencies. b. ElderSource providers will conduct nutritional counseling for high-risk nutrition clients. c. ElderSource providers will provide nutrition education by a registered dietitian as well as the meal site managers. d. ElderSource /its providers will conduct dining site surveys for meal recipients to assess client satisfaction and utilize the results to make improvements. e. ElderSource providers will continue to employ techniques to increase older adult involvement in senior centers and congregate dining sites. Programs and activities at senior centers will be varied to meet the interests of participants. f. ElderSource will continue to provide BEC and SNAP services, both of which create a person-centered process for applying for benefits and in receiving nutritional assistance.	
8. Throughout 2024-2027, ElderSource and its' providers will conduct outreach events and public education (at least 3 per year) to increase public awareness of existing mental and physical health and long-term care options.	
9. Throughout 2024-2027, ElderSource will offer its' tablet program to older adults, older adults experiencing cognitive decline, and family caregivers; The tablet provides social engagement opportunities, health and wellness activities, and entertainment activities for older adults.	
10. Throughout 2024-2027, ElderSource will offer its' Telephone Reassurance Program to help fight the loneliness and isolation seniors experience when living alone or home bound.	

Objective 3.3 Strengthen programs that promote uniting seniors and caregivers with community partners, enabling seniors to directly access service providers to meet their immediate needs.		
Explanation The primary intent of this objective is to promote seamless access to available services.		
		Progress
Strategies		
<p>1. In 2024 through 2027, ElderSource's ADRC Helpline staff will continue to provide referral information and link those in need with resources and other community organizations that are available to assist in meeting their needs.</p> <p>The ADRC will in 2024 thru 2027 ensure that information in the REFER/eCIRTS database is kept accurate and current:</p> <p>The ADRC will update REFER/eCIRTS throughout the year to reflect both the inclusion of new services and service providers; as well as the removal of inappropriate resources:</p> <ul style="list-style-type: none"> a. Monthly: <ul style="list-style-type: none"> i. The ADRC will identify gaps in resources and work to implement measures to fill the gaps and address unmet needs by identifying new resources. ii. ElderSource will identify new resources and add them to the database as available. <p>The ADRC will verify that all new resources meet or exceed mandated inclusion/exclusion criteria.</p> <ul style="list-style-type: none"> b. Annually: <ul style="list-style-type: none"> i. The ADRC will send assessments to all resources in REFER/eCIRTS on an annual basis to ensure accuracy of those listed in the database. ii. ElderSource will continue to actively participate in the ADRC Workgroup/REFER/eCIRTS Workgroup to help ensure that a comprehensive resource database is available to staff and clients. 		
<p>2. Throughout 2024-2027, ElderSource will continue efforts to have their ADRC and website be accessible to non-English speaking, vision and/or hearing-impaired individuals:</p> <ul style="list-style-type: none"> a. ElderSource will have multiple Spanish speaking staff in its' ADRC and on its' Helpline b. ElderSource will have a feature on the header of all its' website pages, enabling viewers to translate the website content into nine different languages c. ElderSource will have various social media postings in Spanish 		

<p>d. ElderSource's Helpline will continue providing a language translation service for more than 200 languages so that anyone who calls may access support, regardless of the language spoken</p> <p>e. ElderSource will have information on its' website about the availability of consumers to use TTY to connect with ADRC helpline staff.</p>	
3. Throughout 2024-2027, ElderSource and the ADRC will maintain Alzheimer's resources in the statewide database (REFER/eCIRTS); ElderSource and its providers will continue to connect with and make referrals to Alzheimer's Caregiver Groups, the Alzheimer's Association and the Memory Disorder Clinic.	
4. Throughout 2024-2027, ADRC Staff will connect and refer older adults and adults with disabilities to FFAST that may need assistance with assistive technology awareness, device demonstrations, short-term device loans, and /or may need an alternative financing program.	
5. Throughout 2024-2027, ADRC Staff will refer older adults, adults with disabilities and their caregivers to the Center for Independent Living (CIL) Jacksonville to get assistance via the BROOKS Temporary Loan Closet (TLC) which provides loans of durable medical equipment for free to residents in Baker, Clay, Duval, Nassau and St. Johns Counties; and will refer them to Disability Solutions for Independent Living (DSIL) to get assistance with assistive technology, equipment services, etc. if living in Flagler or Volusia counties.	
6. From 2024 through 2027, ElderSource will continue to partner with, fund and make referrals to the Area Health Education Center (AHEC) for older adults, adults with disabilities and caregivers to receive education, health and wellness classes and disease prevention information, through its evidence-based programs. At least monthly classes will be conducted related to nutrition and/or physical activity; related classes include but are not limited to Healthy Eating Every Day (HEED), Active Living Every Day (ALED, Arthritis Foundation Exercise Program, A Matter of Balance (MOB) and Savvy Caregiver Program.	
7. Throughout 2024-2027, ADRC Staff will connect and refer older adults and adults with disabilities, as applicable, to local transportation options and resources, including county/city transportation disadvantaged programs.	
8. Throughout 2024-2027, ElderSource's providers will post information and links on their websites regarding health and wellness activities and resources to encourage healthy and active living (for example, via their Senior Center activities, and outreach events).	
9. Throughout 2024-2027, ElderSource will collaborate, and actively participate in monthly/quarterly meetings hosted by the Clay County Health Equity Coalition and the Duval	

Health Equity Coalition (via Department of Health for each county). Goals of these coalitions are to: a. Create a Health Equity plan that addresses social determinants of health (SDOH) to improve health outcomes of racial/ethnic minority and other vulnerable populations; b. Connect community members to programs, healthcare providers, services, and resources.	
10. Throughout 2024-2027, ElderSource's ADRC /Helpline staff will connect and refer caregivers in need of support to ElderSource's TCARE program (Tailored Caregiver Assessment and Referral System), which includes providing resource referrals to other community agencies that can provide services and supports in order to help prevent burnout; staff will also connect/refer them to other Caring Connections programs as needs arise.	

Goal 4 Advocate for the safety and the physical and mental health of older adults by raising awareness and responding effectively to incidence of abuse, injury, exploitation, violence, and neglect.		
Objective 4.1 Increase effectiveness in responding to elder abuse and protecting older adults through expanded outreach, enhanced training, innovative practices, and strategic collaborations.		
Explanation The primary intent of this objective is for the AAA to use existing mechanisms to increase public awareness, expand learning opportunities, and work with community stakeholders to both respond to instances of elder abuse and promote increased prevention.		
		Progress
Strategies		
1. Throughout 2024-2027, ElderSource's website will provide a landing page that contains information and resources related to elder abuse, neglect, exploitation and fraud, along with frequently asked questions. On that landing page is a brief description of the forms of abuse, as well as a listing of the Florida Abuse Hotline phone number and the TDD (Telephone		

Device for the Deaf) number. There are also links to PDF versions of elder abuse brochures, available in English and Spanish. Information on ElderSource's annual World Elder Abuse Awareness Day workshops/events will also be on that page.	
2. Throughout 2024-2027, ElderSource will continue to use its' social media platforms to educate older people, caregivers, and professionals about elder abuse, neglect and exploitation as well as educate on current issues related to fraud, scams, identity theft, and other types of crimes. ElderSource will accomplish this by publishing at least two social media posts per quarter of each year.	
3. From the beginning of 2024 through the end of 2027, ElderSource will participate in PSA 4 area community events, such as expos and health fairs (at least 2-3 per quarter) where there are opportunities to verbally share information and materials on elder abuse awareness, neglect, exploitation/fraud, SHINE/SMP and ElderSource programs in general. ElderSource will distribute Long Term Care Ombudsman program information at outreach events.	
4. ElderSource staff and volunteers (including SHINE/SMP/MIPPA and Telephone Reassurance volunteers) will receive training on elder abuse, neglect and exploitation awareness upon on-boarding, and annually thereafter. Training will include recognizing and knowing how to report elder neglect and abuse of all types.	
5. Throughout 2024-2027, ElderSource will make available the F4A approved elder abuse, neglect and exploitation awareness to its' contracted providers, so that their staff can receive the training upon hire (required), as well as annually thereafter. Training will include recognizing and knowing how to report elder neglect and abuse of all types.	
6. Throughout 2024-2027, ElderSource will make available the elder abuse, neglect and exploitation awareness to businesses and other organizations via the ElderSource institute. Training will include recognizing and knowing how to report elder neglect and abuse of all types.	
7. ElderSource providers will post the Elder Abuse Hotline number at each Senior Center, and it is utilized by provider case managers when appropriate.	
8. ElderSource will continue supporting its' Caregiver Coalition, thereby assisting caregivers to improve their caregiving skills and reducing caregiver stress.	

Objective 4.2 Increase capacity and expertise regarding the Department’s ability to lead in efforts to stop abuse, neglect, and exploitation (ANE) of older adults and vulnerable populations.		
Explanation The primary intent of this objective is to expand and improve the efficacy of efforts supporting ANE interventions.		
		Progress
Strategies		
1. From the beginning of 2024 through the end of 2027, ElderSource will establish one new collaboration per quarter with other organizations serving older adults, to share information about services and educate older adults about elder abuse, neglect, exploitation, fraud, and scams.		
2. Throughout 2024-2027, ElderSource will continue to co-chair the Elder Abuse Fatality Review Team (EAFRT) and submit annual reports; and will continue to work on legislation that will improve the operations of the Team. Through the reviews of closed cases, EAFRT will be able to help the State identify potential gaps and make recommendations to help address them with the hope of preventing future fatalities of older adults resulting from abuse or neglect.		
3. Throughout 2024-2027, ElderSource's SHINE/SMP program staff will outreach to PSA4 communities to educate older adults about financial exploitation, scams and fraud, particularly related to Medicare. This will include one-on-one outreaches, as well as presentations to groups (at least 1-3 per quarter).		
4. Throughout 2020 and 2021 ElderSource included information on volunteer opportunities via its monthly e-newsletters. In 2021, ElderSource ran a volunteer recruitment media campaign including newspaper advertisements. ElderSource, when doing a slide show presentation on ElderSource to a group (either in-person or virtually) would include information about SHINE/SMP. When doing in-person events or providing table set-ups for events (during COVID), ElderSource would provide SHINE/SMP brochures. ElderSource will continue using DOEA approved brochures and marketing materials.		
5. Regarding Adult Protective Services (APS) cases: a. Throughout 2024-2027, ElderSource will coordinate with Lead Agencies and DCF for the staffing of APS cases.		

<p>b. Throughout 2024-2027, ElderSource providers will continue to be responsive to all APS high risk referrals received from DCF.</p> <p>c. Throughout 2024-2027, ElderSource will track:</p> <ul style="list-style-type: none"> i. The percent of (APS) referrals who are in need of immediate services to prevent further harm who are served within 72 hours ii. The percent of new service recipients whose Activities of Daily Living (ADL) assessment score has been maintained or improved iii. The percentage of new service recipients whose Instrumental Activities of Daily Living (IADL) assessment score has been maintained or improved. iv. The percent of elders assessed with high or moderate risk environments who improved their environment score 	
6. Throughout 2024-2027, ElderSource will identify areas with the greatest economic and social need through DOEA mapping and data analysis. ElderSource will share this information with providers on an at least annual basis and assist them with employing techniques to better serve the needs of those in identified areas.	

Objective 4.3 Equip older adults, their loved ones, advocates, and stakeholders with information needed to identify and prevent abuse, neglect and exploitation, and support them in their ability to exercise their full rights.	
Explanation The primary intent of this objective is for the AAA to expand existing education/outreach/awareness efforts such as websites, newsletters, presentations, and/or other community outreach activities to include prevention of abuse, neglect, and exploitation.	
	Progress
Strategies	
1. From the beginning of 2024 through the end of 2027, ElderSource will expand outreach by publishing at least two social media posts per quarter to educate older people, caregivers, and professionals about current issues related to fraud, scams, identity theft, and other types of crimes. ElderSource will also publish at least one DOEA approved Public Service announcement per quarter.	

2. Throughout 2024-2027, ElderSource will provide information and resources regarding elder abuse, neglect, exploitation and fraud information.	
3. From the beginning of 2024 through the end of 2027, ElderSource will annually host or sponsor at least one event/workshop, or a series of activities in recognition of World Elder Abuse Awareness Day (WEAAD). The timing of the event will be on within two (2) weeks prior or two (2) weeks following the June 15th observance day. ElderSource will have information on the WEAAD events on its' website and will have at least 2 postings on its' social media platforms prior to each WEAAD event.	
4. Throughout 2024-2027, ElderSource will provide information and resources regarding elder abuse, neglect, exploitation and fraud information via its' myeldersource.org website. On that landing page viewers will receive a brief description of the forms of abuse, as well as how to contact the Florida Abuse Hotline phone number and the TDD (Telephone Device for the Deaf) number. There are also links to PDF versions of elder abuse brochures, available in English and Spanish. Information on ElderSource's annual World Elder Abuse Awareness Day workshops/events will also be on that page.	
5. From the beginning of 2024 through the end of 2027, ElderSource will verbally share information and materials on elder abuse awareness, neglect, exploitation/fraud, SHINE/SMP and ElderSource programs in general, by participating in community events, such as expos and health fairs (at least 2-3 per quarter).	

Objective 4.4 Continue to improve older Floridian's access to legal services which have a direct positive impact on their ability to stay independent in their homes and communities, and most importantly, exercise their legal rights.		
Explanation The primary intent of this objective is to enable the AAA to detail efforts to make legal services more accessible to seniors, particularly those seniors in greatest economic or social need, as well as to improve the breadth and quality of legal services available.		
		Progress
Strategies		

1. Throughout 2024-2027, ElderSource will post information and maintain links to legal resources and elder rights programs on its website. Information will be added and updated as it becomes available.	
2. Throughout 2024-2027, ElderSource will continue to participate in any statewide efforts regarding a uniform statewide reporting system for legal services.	
3. From 2024 through 2027, ElderSource will target areas with the greatest economic and social need through DOEA mapping and data analysis. ElderSource will share this information with its' legal providers on an at least annual basis and assist them with employing techniques to better serve the needs of those in identified areas.	
4. Throughout 2024-2027, ElderSource's legal providers will continue to reach out to PSA 4 Senior Centers on a regular basis and arrange opportunities for them to provide information/assistance to participants of the center. In Volusia and Flagler counties, Community Legal Services of Mid-Florida (CLSMF) will continue going to the Flagler Senior Center once weekly to provide assistance for older adults and caregivers. CLSMF will continue to have post cards in English, Spanish and Creole to distribute at outreaches.	
5. Throughout 2024-2027, ElderSource legal service providers will inform seniors and the caregiver community of their legal rights and any issues or changes in benefit programs. ElderSource will review legal service providers' contractually required semi-annual outreach reports to determine if outreach and education is being conducted to OAA targeted populations and to provide assistance in locating targeted populations when needed.	
6. From 2024 thru 2027, ElderSource's Legal service providers will be included in the agendas for annual provider training in order for them to share information on both their OAA funded services for seniors and caregivers as well as services available through other grant funding. ElderSource will offer at least two other times throughout each year to meet with each of its' legal providers to discuss mutual issues/interests and discuss any plans to target the most how targeting those most vulnerable of our populations.	
7. From 2024 through 2027, ElderSource legal service providers will conduct training and outreach events to educate seniors and their caregivers on available resources and how to protect themselves (goal is at least two events per year).	

Goal 5 Increase Disaster Preparation and Resiliency		
Objective 5.1 Strengthen emergency preparedness through comprehensive planning, partnerships, and education.		
Explanation The primary intent of this objective is to highlight the critical importance of the emergency preparedness plan prepared by the AAA.		
		Progress
Strategies		
1. From 2024 thru 2027, ElderSource will annually (usually in the Spring, and prior to the start of Hurricane season) make an introduction, or re-introductory contact with each of PSA 4's County Emergency Management Directors, and will offer an in-person or virtual meeting. ElderSource also contacts at the described time, staff from county health departments, and other community organizations and coalitions involved in emergency services efforts in PSA 4. Each introduction includes who the ElderSource Emergency Management Team is, and the role that ElderSource plays within the community during times of disaster.		
2. From 2024 thru 2027, ElderSource will annually (usually in the Spring, and prior to the start of Hurricane season) request and review all providers current year Emergency Management and Continuity of Operations Plans; and will provide feedback for any necessary updates.		
3. From 2024 thru 2027, ElderSource annually (near or at the beginning of hurricane season) will require that key emergency disaster provider staff participate in provider emergency disaster training conducted by ElderSource, and offered either in-person, virtually, or via pre-recording. This annual training covers disaster-related topics, including contractual requirements.		
4. From 2024 through 2027, ElderSource annually (near or at the beginning of hurricane season) will conduct training (all ElderSource staff) on disaster planning and implementation of disaster plans. Separate training is provided for management, on management-specific disaster duties). The trainings are also available via virtual/electronic format, so that new staff and/or managers will receive it as part of their on-boarding training.		
5. From 2024 through 2027, ElderSource will annually review and update/ create a new Comprehensive Emergency Management Plan (CEMP) and Continuity of Operations Plan (COOP), which is typically submitted in May each year to the DOEA. Those updated/new		

connect with, establish a relationship and collaborate with their local county EOC regarding preparation, response and recovery efforts (in "blue skies" and "grey skies").	
2. Before, during, and after any disaster-emergency event that occurs from the beginning of 2024 thru the end of 2027, ElderSource will maintain active communications with the DOEA to collaborate and provide updated information regarding needs, unmet needs, preparation, as well as response and recovery efforts. ElderSource will attend any related meetings that are requested by the DOEA. ElderSource will conduct client call downs as requested by the DOEA (on our directly served at-risk clients in the potential impacted area). ElderSource will timely complete any reports as requested by the DOEA.	
3. Throughout 2024-2027, ElderSource will maintain PSA 4's Emergency Coordinator contact information for all contracted providers, with the understanding that this can and will be used during any disaster event, both local and/or multi-jurisdictional.	
4. Throughout 2024-2027, ElderSource and its providers will develop and enhance relationships with county and state Emergency Operations Center's (EOC), by attending briefings as invited, sending and responding to emails, etc. ElderSource will offer the various Emergency Management Directors / EOCs (Emergency Operations Center) the benefit of receiving maps that visualize the highest concentrated areas of seniors (unable to share exact addresses due to confidentiality).	
5. Throughout 2024-2027, following ElderSource being made aware of an impending disaster/emergency, via local community media outlets or the DOEA, ElderSource will provide communication with staff, the DOEA, contracted service providers, the media (per Leadership guidance, and per our Communications Plan) and the community.	

Objective 5.3 Explore and support efforts to make community disaster shelters more responsive to elder needs in general, with specific emphasis on providing appropriate emergency shelter to elders with dementia related concerns.	
Explanation The primary intent of this objective is to explore ways in which the AAA can support and extend emergency shelter options available to older adults residing within the PSA.	
	Progress

Strategies		
	<p>1. Throughout 2024-2027, ElderSource will seek out ways to further develop and enhance relationships with county Emergency Operations Center's (EOC), via emails, calls and the offering meetings to discuss ways that ElderSource can support and extend emergency shelter options available to older adults residing within PSA 4. If FEMA gets involved in any post event activities within PSA 4, ElderSource will make contact to seek out collaborative efforts on how ElderSource can support and extend any of their emergency shelter options available for older adults, including those with dementia related concerns/issues.</p>	
	<p>2. Throughout 2024-2027, ElderSource via its' website and ADRC, will encourage older adults, adults with disabilities and caregivers to enroll in their county Special Needs Registry, will share Special Needs Registry updates, and provide special needs shelter information/updates. ElderSource will partner with its' providers and the ADRC regarding registering callers through the Special Needs Registry. Yearly updated information will be placed on ElderSource's website, including contact information, county EOC websites, etc.</p>	
	<p>3. Throughout 2024-2027, ElderSource will be an active participant, and will advocate for the needs of older adults, adults with disabilities and caregivers, in Emergency Support Function (ESF) meetings and/or trainings sponsored by local, state or federal disaster partners. Throughout the year ElderSource will participate in meetings held by a variety of coalitions/ volunteer-based groups whose key efforts relate to the ability to respond efficiently and effectively to all types of disasters. Examples include: various county and state COADs (Community Organizations Active in Disaster), VOADs (Volunteer Organizations Active in Disaster), and the Northeast Florida/Region 3 Healthcare Coalition for Disaster Preparedness. ElderSource will remain proactive by participating in local disaster preparedness exercises and drills. ElderSource will also complete classes and workshops via the FEMA Institute, and DisasterReady.org, which are utilized to increase proficiency in the regional and national framework. Statewide trainings may include the Governor's Hurricane Conference as well as any disaster training offered by the DOEA.</p>	

Objective 5.4 Collaborate with state-wide and local emergency response authorities to increase levels of elder self-determination to evacuate once notices have been issued.		
Explanation The primary intent of this objective is to initiate or bolster AAA efforts towards increasing levels of voluntary elder evacuation during severe weather or other emergency events.		
		Progress
Strategies		
1. Throughout 2024-2027, ElderSource via its' website and ADRC, will encourage older adults, adults with disabilities and caregivers to consider evacuating, especially if they are in a high prioritized area (e.g., low-lying, or beach areas). Encouragement will also be made to enroll in their county Special Needs Registry. ElderSource will partner with its' providers and the ADRC regarding registering callers through the Special Needs Registry. Yearly updated information will be placed on ElderSource's website, including contact information, county EOC websites, etc.		
2. Throughout 2024-2027, ElderSource will seek out ways to further develop and enhance relationships with county Emergency Operations Center's (EOC), via emails, calls and the offering of meetings to discuss ways that ElderSource can support efforts towards increasing levels of voluntary elder evacuation during severe weather or other emergency events. If FEMA gets involved in any event activities within PSA 4, ElderSource will make contact to seek out collaborative efforts on how ElderSource can support efforts towards increasing levels of voluntary elder evacuation during severe weather or other emergency events.		
3. Throughout 2024-2027, at or near the beginning of hurricane season ElderSource will make at least 2 social media postings on the importance of preparation for older adults, adults with disabilities and caregivers, particularly the importance of knowing their evacuation zones. ElderSource (and providers) will encourage at-risk clients to register with special needs registries. At least two postings will also be made when/if an event (like a hurricane) is anticipated, providing information, importance of knowing and how to determine their county evacuation zones, tips to get ready, etc.		

DIRECT SERVICE WAIVER REQUEST FORM

Insert completed forms for each direct service waiver request. It is not necessary to submit waiver requests for outreach, information and assistance, and referral, as the state has a statewide waiver for these services.

OAA Title: ☒ III B ☐ III C1 ☐ III C2 ☐ III D ☒ III E

Service: Intake

Intake involves the administration of standard intake and screening instruments for the purpose of gathering information about an applicant for services. It also encompasses the follow-up of clients waiting for services to review any changes in their situations and ensure prioritization for services.

Section 307(a)(8) of the Older Americans Act provides that services will not be provided directly by the State Agency or an Area Agency on Aging unless, in the judgment of the State agency, it is necessary due to one or more of the three provisions listed below.

I. Please select the basis for which the waiver is requested (more than one may be selected).

- ☐ (i) provision of such services by the State agency or the Area Agency on Aging is necessary to assure an **adequate supply** of such services;
- ☒ (ii) such services are directly related to such State agency's or Area Agency on Aging's **administrative functions**; or
- ☐ (iii) such services can be provided **more economically, and with comparable quality**, by such State agency or Area Agency on Aging.

II. Provide a detailed justification for the waiver request.

Intake involves the administration of standard intake and screening instruments for the purpose of gathering information about an applicant for services. It also encompasses the follow-up of clients waiting for services to review any changes in their situations and ensure prioritization for services. ElderSource proposes to retain the service of Intake for the 2024-2027 years included in this Area Plan.

III. Provide documentation of the public hearing held to gather public input on the proposal to directly provide service(s).

ElderSource held 11 public hearings between March 25, 2022, and September 6, 2023 at locations within PSA 4. The list of public hearing locations and schedules are listed below:

Location Name	Address	Public Hearing Date	Public Hearing Time
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Clayton And Mildred Revels Senior Center	604 Walnut St, Green Cove Springs, FL 32043 (Clay County)	3/25/2022	9:30-10:30 AM
The River House	179 Marine St, St. Augustine, FL 32084 (St. Johns County)	3/28/2022	9-10 AM
Harbor Chase of Mandarin	12350 San Jose Blvd, Jacksonville, 32223 (Duval County)	4/7/2022	10-11 AM
Lincoln Villa Senior Center	7866 New Kings Road, Jacksonville, FL 32219 (Duval County)	4/18/2022	10-11 AM
Flagler County Senior Center at Church of the Rock	2200 North State Street (US 1) Bunnell, FL 32110 (Flagler County)	5/2/2022	10:30-11:30 AM
Baker County Council on Aging Friendship Center	101 East Macclenny Avenue Macclenny, FL 32063 (Baker County)	6/10/2022	10:30-11:30 AM
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DIRECT SERVICE WAIVER REQUEST FORM

Insert completed forms for each direct service waiver request. It is not necessary to submit waiver requests for outreach, information and assistance, and referral, as the state has a statewide waiver for these services.

OAA Title: [OBJ] III [OBJ] III [OBJ] III [OBJ] III E[OBJ] III

Service: Health Navigator

The Health Navigator service is designed to address social determinants of health barriers and to effectively navigate a complex health care and social services delivery system. The hiring of Health Navigators would bridge access to health care and social services and perform a range of roles, such as health education, care coordination, care transitions support, connection to social services, advocacy, and assistance with accessing health and long-term services and supports. Health Navigators will build working relationships, solve problems, direct clients to resources, and manage information. The Health Navigator may provide a social determinants or drivers of health (SDOH) screening to assess additional needs. The Health Navigator, with permission from the client or client's legal representative, may be present with the client in the hospital or rehab facility or accompany the client on medical appointments. The Health Navigator, with permission from the client or client's legal representative, may be present when medical staff explain tests, results, procedures, and care plans. The Health Navigator will not make any health care decisions for the client but will assist with communication and understanding and provide administrative and emotional support.

Section 307(a)(8) of the Older Americans Act provides that services will not be provided directly by the State Agency or an Area Agency on Aging unless, in the judgment of the State agency, it is necessary due to one or more of the three provisions listed below.

- I. Please select the basis for which the waiver is requested (more than one may be selected).
 - (i) provision of such services by the State agency or the Area Agency on Aging is necessary to assure an **adequate supply** of such services;

- (ii) such services are directly related to such State agency's or Area Agency on Aging's **administrative functions**; or
- (iii) such services can be provided **more economically, and with comparable quality**, by such State agency or Area Agency on Aging.

II. Provide a detailed justification for the waiver request.

The health care system of insurance and providers (e.g., hospitals, rehab, long term care, specialists, primary care, etc.) is complex, confusing and overwhelming. Often older adults are without someone to represent them or advocate for them. Often, when there is a family caregiver, that person may be long distance and cannot provide the in-person assistance needed to make sure their loved one is getting the correct and appropriate care or understands the care that is needed to make decisions. Individuals may not be able to coordinate their own care. In these situations, there is the risk of continued decline leading to costlier care and less independence.

An increasing number of initiatives for people with complex needs are integrating Health Navigators into their teams to address health-related social needs more effectively across a range of settings, including medical and behavioral health providers, public health, and managed care organizations. Resources are out there but people do not know how to access them. Some of the goals of this program would be to reduce hospital re-admissions, ensure access to quality care, assist with navigation, and ensure a person is being served in the least restrictive environment. Ensuring the older adult/client is being served in the least restrictive environment can reduce inappropriate costly and inappropriate healthcare interventions.

Providing this as the Area Agency on Aging is more economically efficient as the agency has experience with Care Transitions Coaching. In addition, the agency is the Aging and Disability Resource Center for Northeast Florida allowing for greater coordination of and access to additional resources addressing social drivers of health. This service is a natural extension of the activities already provided by the Aging and Disability Resource Center.

III. Provide documentation of the public hearing held to gather public input on the proposal to directly provide service(s).

ElderSource held 2 public hearings between June 24, 2023 and September 6, 2023 at locations within PSA 4. The list of public hearing locations and schedules are listed below

Location Name	Address	Public Hearing Date	Public Hearing Time
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DIRECT SERVICE WAIVER REQUEST FORM

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OAA Title: III B III C1 III C2 III D E[08] III

Service: Powerful Tools for Caregivers

Powerful Tools for Caregivers (PTC) is an evidence-based education program offering a unique combination of elements. This is a self-care education program for family caregivers to improve: self-care behaviors, management of emotions, self-efficacy, and use of community resources. The program utilizes a train-the-trainer method of dissemination. Powerful Tools for Caregivers provides individuals strategies to handle unique caregiver challenges. Caregivers develop a wealth of self-care tools to: reduce personal stress; change negative self-talk; communicate their needs to family members and healthcare or service providers; communicate more effectively in challenging situations; recognize the messages in their emotions, deal with difficult feels; and make tough caregiving decisions. The six-week program consists of weekly, 90-minute sessions or 2.5 hours per week. The scripted curriculum provides tools that can be individualized to meet the challenges of caregiving in a supportive and interactive environment. The target Audience is family caregivers of adults with chronic conditions. Class participants are given The Caregiver Help book to accompany the class and provide additional caregiver resources. The intended clients are caregivers that live in the seven counties of Northeast Florida.

Section 307(a)(8) of the Older Americans Act provides that services will not be provided directly by the State Agency or an Area Agency on Aging unless, in the judgment of the State agency, it is necessary due to one or more of the three provisions listed below.

- I. Please select the basis for which the waiver is requested (more than one may be selected).
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- (ii) such services are directly related to such State agency's or Area Agency on Aging's **administrative functions**; or
- (iii) such services can be provided **more economically, and with comparable quality**, by such State agency or Area Agency on Aging.

II. Provide a detailed justification for the waiver request.

Volusia and Duval Counties have the highest probable Alzheimer's cases amongst older adults in the PSA 4 seven-county area (18,213 in Volusia and 17,979 in Duval). St. Johns County has the highest percentage (18%) of probable Alzheimer's disease of adults age 65 and over. Caregivers of older adults with Alzheimer as well as other frailty conditions/ issues are getting burned out, and are becoming ill themselves due to the stress. Throughout PSA 4 caregivers are sacrificing their jobs and income, more seniors are becoming caregivers, and more grandparents are caregivers of grandchildren.

By training employees of ElderSource as trainers and by coordinating sessions with Lead Agencies and additional aging network providers, ElderSource will be able to provide this evidence-based program throughout multiple counties at a potentially lower cost than could be done by another provider or multiple providers. Providing this service in combination with other services such as T-CARE and virtual caregiver support services, as part of a larger caregiver support program is more cost effective as well is a natural extension of the Aging and Disability Resource Center.

III. Provide documentation of the public hearing held to gather public input on the proposal to directly provide service(s).

ElderSource held 11 public hearings between March 25, 2022 and September 6, 2023 at locations within PSA 4. The list of public hearing locations and schedules are listed below:

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DIRECT SERVICE WAIVER REQUEST FORM

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OAA Title: III B III C1 III C2 III D III E

Service: Tablet/Technology Services

The Tablet/Technology Services program goal is to decrease isolation and loneliness, bridge the technology gap, and provide a resource for family caregivers that can be used as a distraction, enrichment opportunity, or resource. The service may include a tablet being provided which would be specifically designed for older adults and family caregivers.

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 - (iii) such services can be provided **more economically, and with comparable quality**, by such State agency or Area Agency on Aging.

- II. Provide a detailed justification for the waiver request.

In PSA 4 there are 38,920 adults age 60 and over that have a cognitive-related disability. Duval and Volusia Counties have the highest volumes of older adults with cognitive disabilities (14,965 in Duval and 13,400 in Volusia). In PSA 4 there are also 126,320 adults age 60 and over that are living alone. Volusia and Duval Counties have the highest volumes of older adults that are living alone (45,400 in Volusia; and 49,820 in Duval). St. Johns County has the highest percentage (18%) of probable Alzheimer's' disease of adults age 65 and over.

ElderSource will be able to provide tablet/technology program(s) throughout multiple counties at a potentially lower cost than could be done by another provider or multiple providers with added administrative costs.

III. Provide documentation of the public hearing held to gather public input on the proposal to directly provide service(s).

ElderSource held 2 public hearings between June 24, 2023 and September 6, 2023 at locations within PSA 4. The list of public hearing locations and schedules are listed below

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DIRECT SERVICE WAIVER REQUEST FORM

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OAA Title: [OBJ] III [OBJ] III [OBJ] III [OBJ] III E[OBJ][OBJ] III

Service: Tailored Caregiver Assessment and Referral (TCARE)

The TCARE® (Tailored Caregiver Assessment & Referral) system uses intelligent, predictive technology to precisely target & map interventions, reducing family caregivers' burden & stress levels. Care professionals use TCARE's web-based system to assess a family caregiver's social determinants of health, identify specific risk factors related to stress and depression & create individualized, tailored care plans. By identifying the right interventions, at the right time, TCARE helps every family caregiver better navigate their caregiving journey. TCARE leverages machine learning and Artificial Intelligence technology to 1) assess the family caregiver, 2) determine the family caregiver's risk/stress points, and 3) link the family caregiver to local community resources. Tailored Caregiver Assessment and Referral System (TCARE) program is an evidenced based program that creates individualized care plans, helping to improve efficiency in the coordination and delivery of critical resources to caregivers. This care management protocol is designed to support family members who are providing care to older adults, especially those with chronic or acute health conditions. By supporting caregivers, older adults will also benefit from resources and support to remain living independently. The program connects caregivers to available resources such as assistive technology, in-home support, meals, education, adult day care and informal support. It assesses the need for mental health services and connects caregivers with available community providers. This program also connects caregivers to direct programs offered by ElderSource such as the Telephone Reassurance Program, the virtual caregiver support group, and more.

Section 307(a)(8) of the Older Americans Act provides that services will not be provided directly by the State Agency or an Area Agency on Aging unless, in the judgment of the State agency, it is necessary due to one or more of the three provisions listed below.

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 - (iii) such services can be provided **more economically, and with comparable quality**, by such State agency or Area Agency on Aging.

II. Provide a detailed justification for the waiver request.

Caregivers experience significantly more clinical depression than the general population under "normal" conditions. Research indicates that family caregivers suffer a mortality rate that is 63 percent higher than non-caregivers (Schulz & Beach, 1999). The isolating nature of COVID-19 has amplified caregiver mental health issues. Even years after the peak of the pandemic, these increased needs for those caring for elderly individuals and the elderly individuals our system serves, have not abated. Being in this high-risk category, older adults and their caregivers are struggling to connect with traditional community resources and are feeling isolated as many individuals continue to protect themselves from the fear of additional pandemic strains.

Throughout ElderSource's 2022 Needs Assessment process, caregiver participants provided valuable insight regarding what challenges they face and what kind of support they feel would be most beneficial for them. Caregivers discussed the challenge of trying to find the time needed to get everything done because of how much of their day goes towards caring for another person. Most of the caregiver participants discussed the difficulties of being a caregiver and shared similar experiences, including isolation, burnout, lack of sleep, sacrifice, financial cost, and limited support while caring for another person. Caregivers expressed challenges with navigating the healthcare social and legal systems. Caregivers reported having difficulty accessing nutritious foods because of cost, limited assistance in applying for food assistance programs, and food preparation, which depends on their time availability and ability to access food. Caregivers expressed needing the most help with balancing their caregiving duties and other family responsibilities. The most beneficial support that caregivers would like to have been respite care; however, they would also like more assistance with improving access to services and resources available to caregivers.

The TCARE program addresses the need for increased access to caregiver education and respite services to family caregivers. ElderSource's goal is to

continue the current TCARE program that was initiated with a grant. Program goals include expanding upon the current success of our program's launch and expanding access to support services available to family caregivers who reside in northeast Florida, as well as to increase the number of family caregivers served in rural and BIPOC communities. Caregiver education and respite services are the most needed areas of support as reported by caregivers. Respite services provide family caregivers with a paid professional who provides short-term relief from caregiving duties. Caregiver education provides knowledge, information, and referral support services to caregivers to help increase their understanding of the caregiver roles.

Ultimately, the Caregiver Support Program provides caregiver support services to northeast Florida, with a focus on serving the rural zip codes and BIPOC residents within our seven counties. The program will continue to focus on decreasing or maintaining stress levels, as measured by surveys, for family caregivers who participate in caregiver education or respite services. The program will also increase knowledge for family caregivers who participate in caregiver education by improving their confidence to provide care as measured by completed surveys.

ElderSource has significant experience providing this service. Not another provider in the region has this experience. This provided in combination with other caregiver support services such as Powerful Tools for Caregivers and Virtual Caregiver Support Groups makes this more cost effective for the Area Agency on Aging to provide PSA-wide than another entity or entities. The caregiver assessments through T-CARE and the resulting linkages to resources is a natural extension of the Aging and Disability Resource Center and the activities provided through the ADRC.

III. Provide documentation of the public hearing held to gather public input on the proposal to directly provide service(s).

ElderSource held 11 public hearings between March 25, 2022 and September 6, 2023 at locations within PSA 4. The list of public hearing locations and schedules are listed below

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DIRECT SERVICE WAIVER REQUEST FORM

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OAA Title: III B III C1 III C2 III D III E

Service: Telephone Reassurance

The Telephone Reassurance Program provides friendly telephone calls from trained volunteers to older adults who are living alone and/or are homebound. The goals of this program are to reduce isolation, loneliness, depression, anxiety and cognitive decline often faced by homebound seniors. Regular phone calls from volunteers help seniors stay connected to their community and engaged in meaningful relationships. Keeping seniors socially engaged also improves their overall quality of life physically, emotionally and mentally. Seniors who are interested in receiving a telephone call from volunteers could sign themselves up or be referred by a caregiver, family member, friend, Customer Service Specialist from the HelpLine, or service provider. Seniors would be eligible if they are 60 years old or older, live alone or are homebound, and reside in a county served by PSA 4.

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 - (iii) such services can be provided **more economically, and with comparable quality**, by such State agency or Area Agency on Aging.
- II. Provide a detailed justification for the waiver request.

Social contacts tend to decrease as we age for various reasons such as retirement,

death of friends and family, or lack of mobility. According to the US Census Bureau, 28 percent of people aged 65 and older live alone. One in three adults over 50 lack regular companionship. According to the National Center on Elder Abuse, studies show a connection between social isolation and higher rates of elder abuse. Researchers believe regardless of the reason a person is isolated, seniors who feel lonely and isolated are more likely to report having poor physical/ mental health. Establishing a friendly and caring relationship through regular communication provides social interaction and assists in eliminating isolation prevalent among those living alone or being homebound.

The calls made by volunteers in the agency's program is more cost effective than that offered by other entities using paid staff. The design of the program helps to keep costs low. In addition, this service is a natural extension of the Aging and Disability Resource Center, providing clients a connection that could reduce the frequent calls clients make to the Helpline simply to have someone to talk to, provides continued connection to clients whose needs may increase and require linkage back to the Helpline, provides support to clients sometime resulting in identifying other needs by the volunteer such as a referral to Adult Protective Services and making family members aware of a client's health decline.

III. Provide documentation of the public hearing held to gather public input on the proposal to directly provide service(s).

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OAA Title: III B III C1 III C2 III D III E

Service: Virtual Caregiver Support Group

The virtual caregiver support group is open to all caregivers to be able to connect with other caregivers, seek advice, and to share information. This group takes place on Zoom twice a week.

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 - (iii) such services can be provided **more economically, and with comparable quality**, by such State agency or Area Agency on Aging.

II. Provide a detailed justification for the waiver request.

While friends continue on their daily routines, some caregivers feel alone in their caregiving duties. Likewise, caregivers without support from other caregivers in similar situations may feel as though no one really understands their situation. This can lead to withdrawal from social activities and relationships that they previously enjoyed. Virtual Caregiver Support Group gives caregivers a safe place to share information, ask questions, voice personal feelings and stories. The support group will make it possible for caregivers to connect face-to-face in real time with other caregivers using today's technology. A skilled moderator will guide

the participants through their conversations. The groups will last six to eight weeks (once a week) with each session lasting 60 to 90 minutes.

Program coordinators are inviting any caregiver to sign up; however, the group will be focused on those who feel they cannot leave their loved one to attend a support group but would benefit from participating in one.

Caregivers need to have Internet access and some form of technology to participate such as a smart phone, tablet, iPad, desk top computer or laptop computer. A video conferencing app will be used and the facilitator will instruct the caregiver on how to use the app.

ElderSource has significant experience providing this service. Not another provider in the region has this experience. This provided in combination with other caregiver support services such as Powerful Tools for Caregivers and TCARE makes this more cost effective for the Area Agency on Aging to provide PSA-wide than another entity or entities.

III. Provide documentation of the public hearing held to gather public input on the proposal to directly provide service(s).

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Assurances & Attestations

Section 306 Older Americans Act

Northeast Florida Area Agency on Aging dba ElderSource assures that all provisions of 42 U.S.C. § 3026 and 42 U.S.C. § 3027, including but not limited to the specific provisions detailed below, are adhered by, including:

1. The AAA assures that an adequate proportion, as required under section 307(a)(2) of the OAA and ODA Policy 205.00, Priority Services, of the amount allotted for part B to the planning and service area will be expended for the delivery of each of the following categories of services: services associated with access to services (transportation, health services including behavioral and mental health services, outreach, information and assistance and case management services), in-home services, and legal assistance; and assurances that the AAA will report annually to the State agency in detail the amount of funds expended for each such category during the fiscal year most recently concluded. (§306(a)(2))
2. The AAA assures it will set specific objectives for providing services to older individuals with greatest economic need, greatest social need, or disabilities, with particular attention to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas, and include proposed methods of carrying out the preference in the area plan. (§306(a)(4)(A)(i))
3. The AAA assures that it will include in each agreement made with a provider of any service under this title, a requirement that such provider will:
 - a. Specify how the provider intends to satisfy the service needs of low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas in the area served by the provider.
 - b. To the maximum extent feasible, provide services to low-income minority individuals, older individuals with limited English proficiency, and older individuals residing in rural areas in accordance with their need for such services; and
 - c. Meet specific objectives established by the AAA, for providing services to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas within the planning and service area. (§306(a)(4)(ii))
4. The AAA assures it will use outreach efforts that will identify individuals eligible for assistance under this Act, with special emphasis on:
 - a. Older individuals residing in rural areas;
 - b. Older individuals with greatest economic need (with particular attention to low-income minority older individuals and older individuals residing in rural areas);

- c. Older individuals with greatest social need (with particular attention to low-income minority older individuals and older individuals residing in rural areas);
- d. Older individuals with severe disabilities;
- e. Older individuals with limited English proficiency;
- f. Older individuals with Alzheimer's disease or related disorders with neurological and organic brain dysfunction (and the caretakers of such individuals); and
- g. Older individuals at risk for institutional placement, specifically including survivors of the Holocaust.

5. The AAA further assures that it will inform the older individuals referred to above, and the caretakers of such individuals, of the availability of such assistance. (§306(a)(4)(B))

6. The AAA assures it will ensure that each activity undertaken, including planning, advocacy, and systems development, will include a focus on the needs of low-income minority older individuals and older individuals residing in rural areas. (§306(a)(4)(C))

7. The AAA assures it will coordinate planning, identification, assessment of needs, and provision of services for older individuals with disabilities, with particular attention to individuals with severe disabilities and those at risk for institutional placement, with agencies that develop or provide services for individuals with disabilities. (§306(a)(5))

8. The AAA assures that it will provide a grievance procedure for older individuals who are dissatisfied with or denied services under this title. (§306(a)(10))

9. The AAA assures it will provide information and assurances concerning services to older individuals who are Native Americans (referred to in this paragraph as older Native Americans) including:

- a. Information concerning whether there is a significant population of older Native Americans in the planning and service area and if so, an assurance that the AAA will pursue activities, including outreach, to increase access of those older Native Americans to programs and benefits provided under this title;
- b. An assurance that the AAA will, to the maximum extent practicable, coordinate the services provided under Title VI; and
- c. An assurance that the AAA will make services under the area plan available to the same extent; as such services are available to older individuals within the planning and service area, who are older Native Americans. (§306(a)(11))

10. The AAA assures it will maintain the integrity and public purpose of services provided, and service providers, under 42 USCS §§ 3021 *et seq.* in all contractual and commercial relationships. (§306(a)(13)(A))

11. The AAA assures it will disclose to the Assistant Secretary and the State Agency:

- a. The identity of each non-governmental entity with which such agency has a contract or commercial relationships relating to providing any service to older individuals; and
- b. The nature of such contract or such relationship. (§306(a)(13)(B))

12. The AAA assures it will demonstrate that a loss or diminution on the quantity or quality of the services provided, or to be provided, under 42 USCS §§ 3021 *et seq.* by such agency has not resulted and will not result from such non-governmental contracts or such commercial relationships. (§306(a)(13)(C))

13. The AAA assures it will demonstrate that the quantity and quality of the services to be provided under this title by such agency will be enhanced as a result of such non-governmental contracts or commercial relationships. (§306(a)(13)(D))

14. The AAA assures it will, on the request of the Assistant Secretary of State, for the purpose of monitoring compliance with this Act (including conducting an audit), disclose all sources and expenditures of funds such agency receives or expends to provide services to older individuals (§306(a)(13)(E))

15. The AAA assures that funds received under this title will not be used to pay any part of a cost (including an administrative cost) incurred by the AAA to carry out a contract or commercial relationship that is not carried out to implement this title. (§306(a)(14))

16. The AAA assures that preference in receiving services under this title will not be given by the AAA to particular older individuals as a result of a contract or commercial relationship that is not carried out to implement this title. (§306(a)(14))

17. The AAA assures that funds received under this title will be used:
- a. To provide benefits and services to older individuals, giving priority to older individuals identified in paragraph (4)(A)(i); and
 - b. In compliance with the assurances specified in paragraph (13) and the limitations specified in section 212. (§306(a)(15))

18. The AAA assures that data will be collected to determine that services are needed by older individuals whose needs were the focus of all centers funded under title IV in fiscal year 2019 and to determine the effectiveness of the programs, policies, and services provided by AAAs in assisting such individuals. (§306(a)(18))

19. The AAA assures that outreach efforts will be used to identify individuals eligible for assistance under this Act, with special emphasis on those individuals whose needs were the focus of all centers funded under title IV in fiscal year 2019. (§306(a)(19))

Area Agency on Aging Director

Name: Linda Levin Signature: *Linda J. Levin*

Date: Sep 17, 2023

DEPARTMENT OF HEALTH AND HUMAN SERVICES REGULATIONS TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

HEREBY AGREES THAT it will comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d *et seq*) and all requirements imposed by or pursuant to the Regulation of the Department of Health and Human Services (45 CFR§ 80) issued pursuant to the title, to the end that, in accordance with Title VI of that Act and the Regulation, no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the recipient receives federal financial assistance from the Department; and HEREBY GIVES ASSURANCE THAT it will immediately take any measures necessary to effectuate this agreement.

If any real property or structure thereon is provided or improved with the aid of federal financial assistance extended to the recipient by the Department, this assurance shall obligate the recipient, or in the case of any transfer of such property, any transferee, for the period during which the real property or structure is used for a purpose for which the federal financial assistance is extended or for another purpose involving the provision of similar service or benefits. If any personal property is so provided, this assurance shall obligate the recipient for the period during which it retains ownership or possession of the property. In all other cases, this assurance shall obligate the recipient for the period during which the federal financial assistance is extended to it by the Department.

THIS ASSURANCE is given in consideration of and for the purpose of obtaining any and all federal grants, loans, contracts, property, discounts, or other federal financial assistance extended after the date hereof to the recipient by the Department, including installment payments after such date on account of the applications for federal financial assistance which were approved before such date. The recipient recognizes and agrees that such federal financial assistance will be extended in reliance on the representations and agreements made in this assurance, and that the United States shall have the right to seek judicial enforcement of this assurance. This assurance is binding on the recipient, its successors, transferees, and assignees, and the person or persons whose signatures appear below are authorized to sign this assurance on behalf of the recipient.

Area Agency on Aging Director

Name: Linda Levin Signature: *Linda J. Levin*

Date: Sep 17, 2023

DEPARTMENT OF HEALTH AND HUMAN SERVICES SECTION 504 OF THE REHABILITATION ACT OF 1973

Northeast Florida Area Agency on Aging dba ElderSource, hereinafter called the "recipient,"

HEREBY AGREES THAT it will comply with Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), all requirements imposed by the applicable HHS regulation (45 C.F.R. § 84), and all guidelines and interpretations issued pursuant thereto.

Pursuant to [45 C.F.R. § 84.5(a)], the recipient gives this Assurance in consideration of and for the purpose of obtaining any and all federal grants, loans, contracts, (except procurement contracts and contracts of insurance or guaranty), property, discounts, or other federal financial assistance extended by the Department of Health and Human Services after the date of the Assurance, including payments or other assistance made after such date on applications for federal financial assistance that were approved before such date. The recipient recognizes and agrees that such federal financial assistance will be extended in reliance on the representations and agreements made in this Assurance and that the United States will have the right to enforce this Assurance through lawful means.

This Assurance is binding on the recipient, its successors, transferees, and assignees, and the person or persons whose signatures appear below are authorized to sign this Assurance on behalf of the recipient.

This Assurance obligates the recipient for the period during which federal financial assistance is extended to it by the Department of Health and Human Services or provided for in [45 C.F.R. § 84.5]. Pursuant to 45 C.F.R. § 84.7(a), if the recipient employs fifteen or more persons, the recipient designates the following person(s) to coordinate its efforts to comply with the regulation.

Name of Designee(s): _____

Title: _____

Recipient's Address: _____

Pursuant to 45 C.F.R. § 84.7(b), if the recipient employs fifteen persons or more, the recipient shall adopt grievance procedures that incorporate appropriate due process standards and that provide for the prompt and equitable resolution of complaints alleging any action prohibited by this part. Such procedures need not be established with respect to complaints from applicants for employment or from applicants for admission to postsecondary educational institutions.

IRS Employer I.D. Number: _____

AAA Board President (or other authorized official)

I certify that the above information is complete and correct to the best of my knowledge.

Name: _____ Signature: _____

Date: _____

AVAILABILITY OF DOCUMENTS

Northeast Florida Area Agency on Aging dba ElderSource HEREBY GIVES FULL ASSURANCE that the following documents are current and maintained in the administrative office of the AAA and will be filed in such a manner as to ensure ready access for inspection by DOEA or its designee(s) at any time.

The AAA further understands that these documents are subject to review during monitoring by DOEA.

- (1) Current board roster
- (2) Articles of Incorporation
- (3) AAA Corporate By-Laws
- (4) AAA Advisory Council By-Laws and membership composition
- (5) Corporate fee documentation
- (6) Insurance coverage verification
- (7) Bonding verification
- (8) AAA staffing plan
 - (a) Position descriptions
 - (b) Pay plan
 - (c) Organizational chart
 - (d) Executive director's resume and performance evaluation
- (9) AAA personnel policies manual
- (10) Financial procedures manual
- (11) Functional procedures manual
- (12) Interagency agreements
- (13) Affirmative Action Plan
- (14) Civil Rights Checklist
- (15) Conflict of interest policy
- (16) AAA Board of Directors and Advisory Council meeting minutes
- (17) Documentation of public forums conducted in the development of the area plan, including attendance records and feedback from providers, consumers, and caregivers
- (18) Consumer outreach plan
- (19) ADA policies

- (20) Documentation of match commitments for cash, voluntary contributions, and building space, as applicable
- (21) Detailed documentation of AAA administrative budget allocations and expenditures
- (22) Detailed documentation of AAA expenditures to support cost reimbursement contracts
- (23) Subcontractor Background Screening Affidavit of Compliance

Certification by Authorized Agency Official:

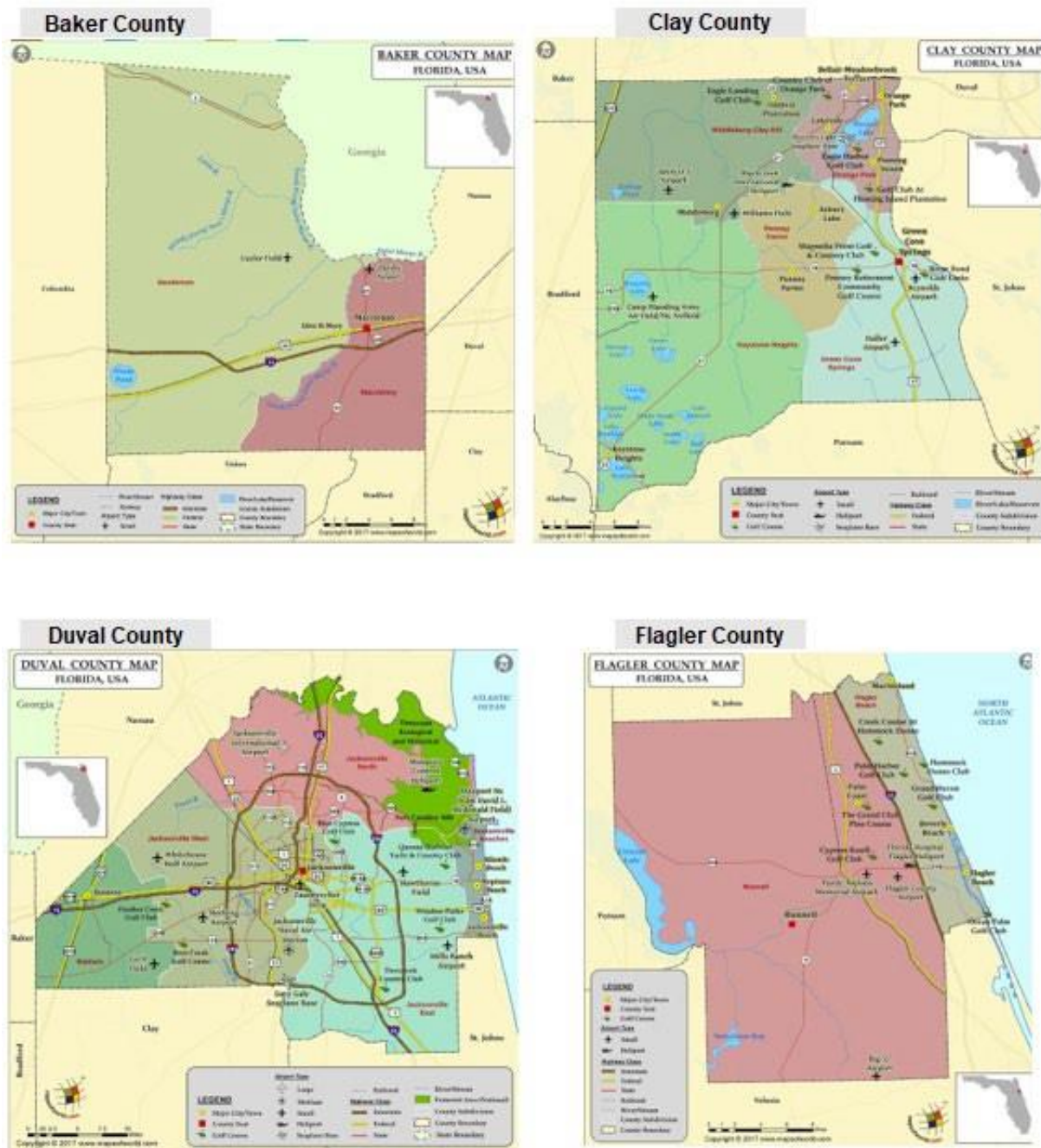
I hereby certify that the documents identified above currently exist and are properly maintained in the administrative office of the Area Agency on Aging. Assurance is given that DOEA or its designee(s) will be given immediate access to these documents, upon request.

AAA Board President (or other authorized official)

Name: _____ Signature: _____

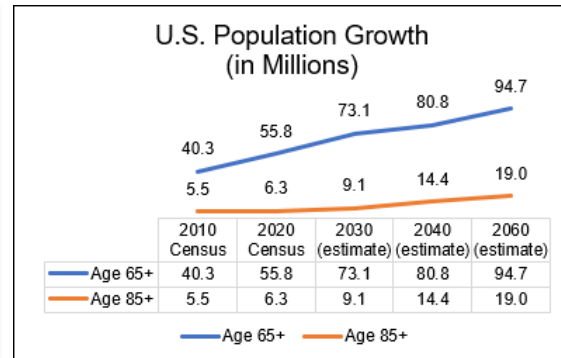
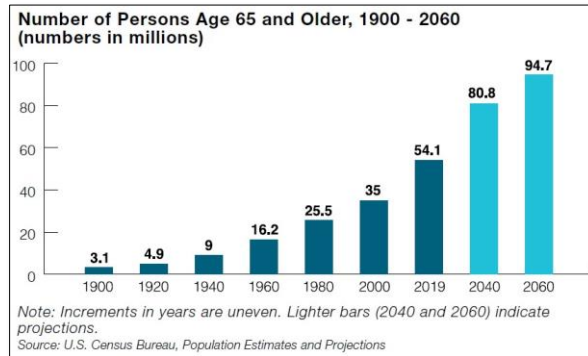
Date: _____ Title: _____

Attachment I - Identification of Major Communities

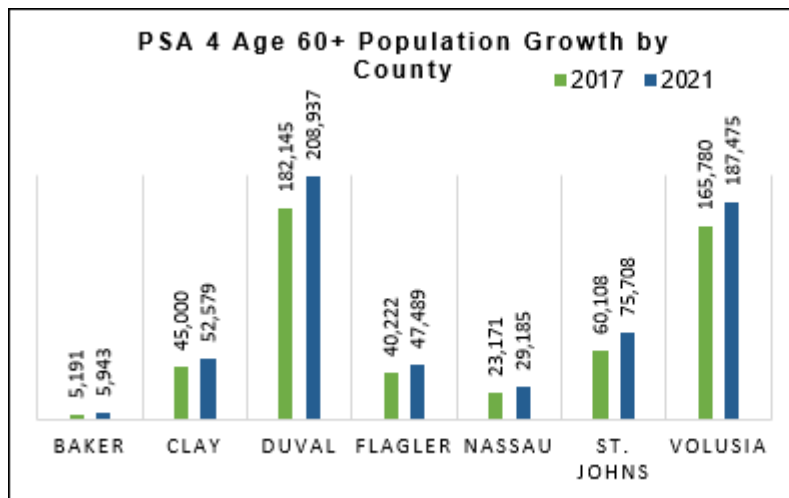


Attachment II – Socio-Demographic and Economic Factors

Population Growth of Older Adults:



www.census.gov/

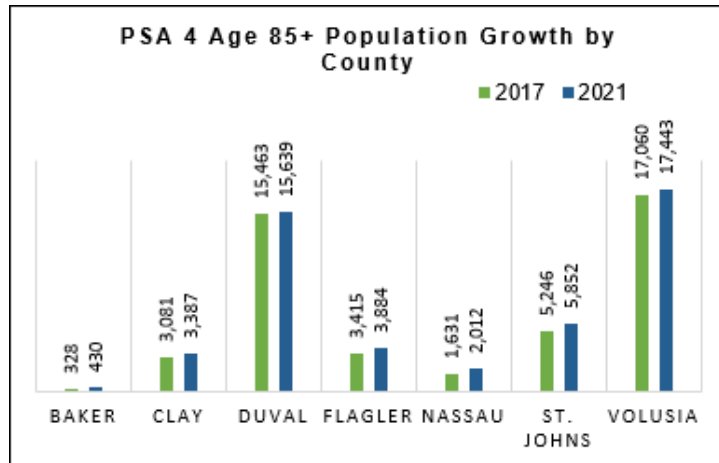


County	Increase (%)	Difference (#)
Baker	14%	752
Clay	17%	7,579
Duval	15%	26,792
Flagler	18%	7,267
Nassau	26%	6,014
St. Johns	26%	15,600
Volusia	13%	21,695

www.flhealthcharts.gov/

PSA 4 Age 60+ Population Growth by County from 2017 to 2021								
Year	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
2017	5,191	45,000	182,145	40,222	23,171	60,108	165,780	521,617
2018	5,356	46,189	187,473	41,570	24,523	64,528	169,090	538,726
2019	5,606	48,415	195,351	43,317	25,584	68,039	173,182	559,997
2020	5,705	50,613	203,469	45,249	26,794	73,587	178,580	583,997
2021	5,943	52,579	208,937	47,489	29,185	75,708	187,475	607,316

www.flhealthcharts.gov/



County	Increase (%)	Difference (#)
Baker	31%	102
Clay	10%	306
Duval	1%	176
Flagler	14%	469
Nassau	23%	381
St. Johns	12%	606
Volusia	2%	383

www.flhealthcharts.gov/

PSA 4 Age 85+ Population Growth by County from 2017 to 2021								
	Baker	Clay	Duval	Flagler	Nassau	St. Johns	Volusia	PSA 4
2017	328	3,081	15,463	3,415	1,631	5,246	17,060	46,224
2018	346	2,922	14,794	3,489	1,625	5,297	16,566	45,039
2019	369	3,087	15,253	3,649	1,741	5,474	16,733	46,306
2020	399	3,119	15,491	3,823	1,821	5,793	16,780	47,226
2021	430	3,387	15,639	3,884	2,012	5,852	17,443	48,647

www.flhealthcharts.gov/

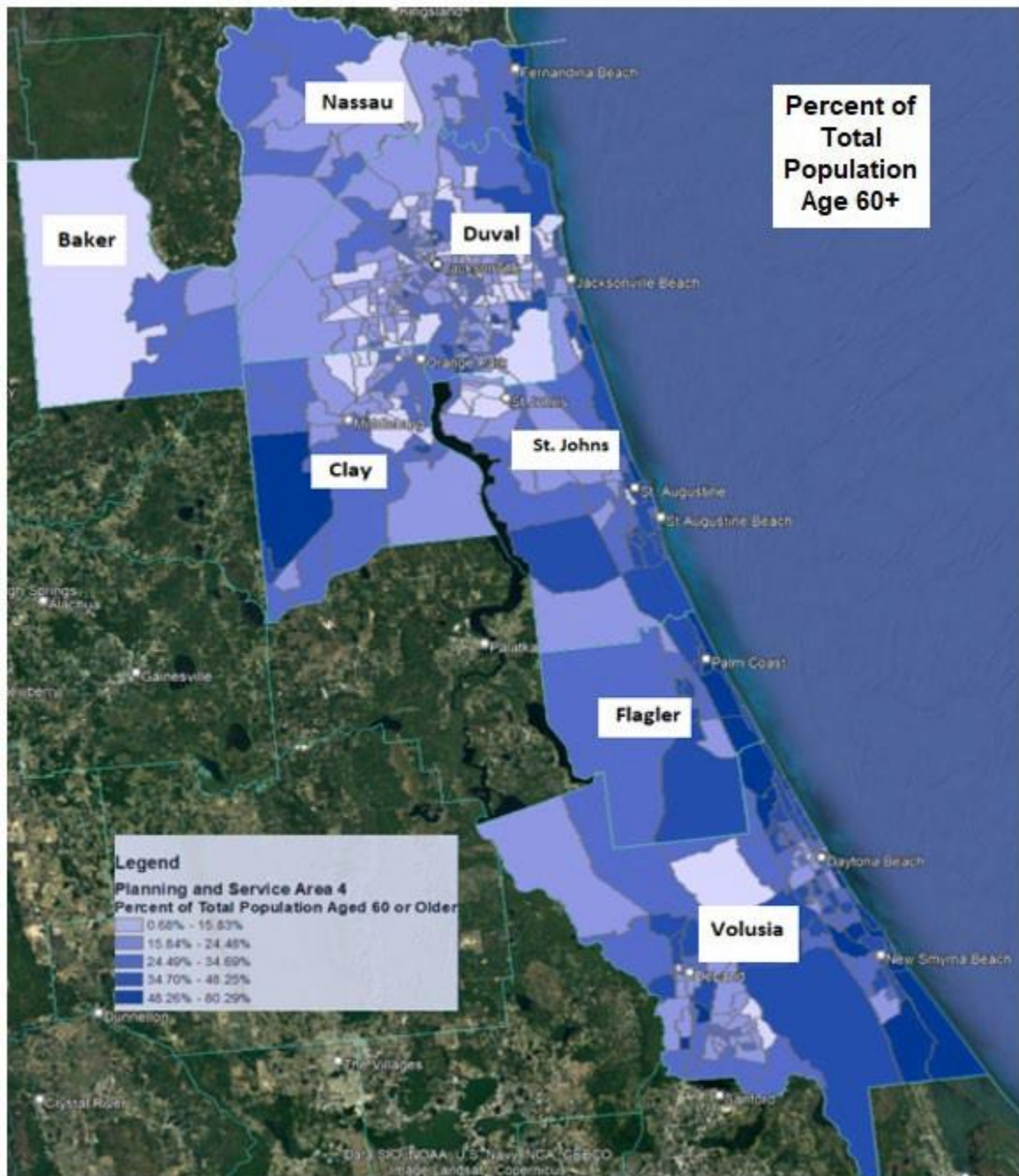
Demographic Makeup of PSA 4 (as of 2022)									
PSA Counties	Total Population	Total Population Age 60+		Population Age 65+		Population Age 70+		Population Age 75+	
	#	#	%	#	%	#	%	#	%
Baker	28,731	6,011	21%	4,182	15%	2,726	9%	1,616	6%
Clay	223,562	50,419	23%	36,081	16%	24,513	11%	15,056	7%
Duval	991,995	214,632	22%	151,589	15%	100,526	10%	61,517	6%
Flagler	117,335	42,884	37%	33,531	39%	24,282	21%	15,481	13%
Nassau	92,699	29,194	31%	21,548	23%	14,788	16%	9,009	10%
St. Johns	268,136	73,770	28%	54,228	20%	37,614	14%	23,451	9%
Volusia	562,008	188,849	34%	141,476	25%	99,103	18%	63,273	11%
PSA 4	2,284,466	605,759	27%	442,635	19%	303,552	13%	189,403	8%

PSA Counties	Population Age 80+		Population Age 85+	
	#	%	#	%
Baker	828	3%	363	1%
Clay	8,017	4%	3,723	2%
Duval	34,289	3%	18,136	2%
Flagler	8,256	7%	3,827	3%
Nassau	4,676	5%	2,173	2%
St. Johns	12,652	5%	6,696	2%
Volusia	36,292	6%	19,346	3%
PSA 4	105,210	5%	54,264	2%

Note: Percentages are of total population of specified county

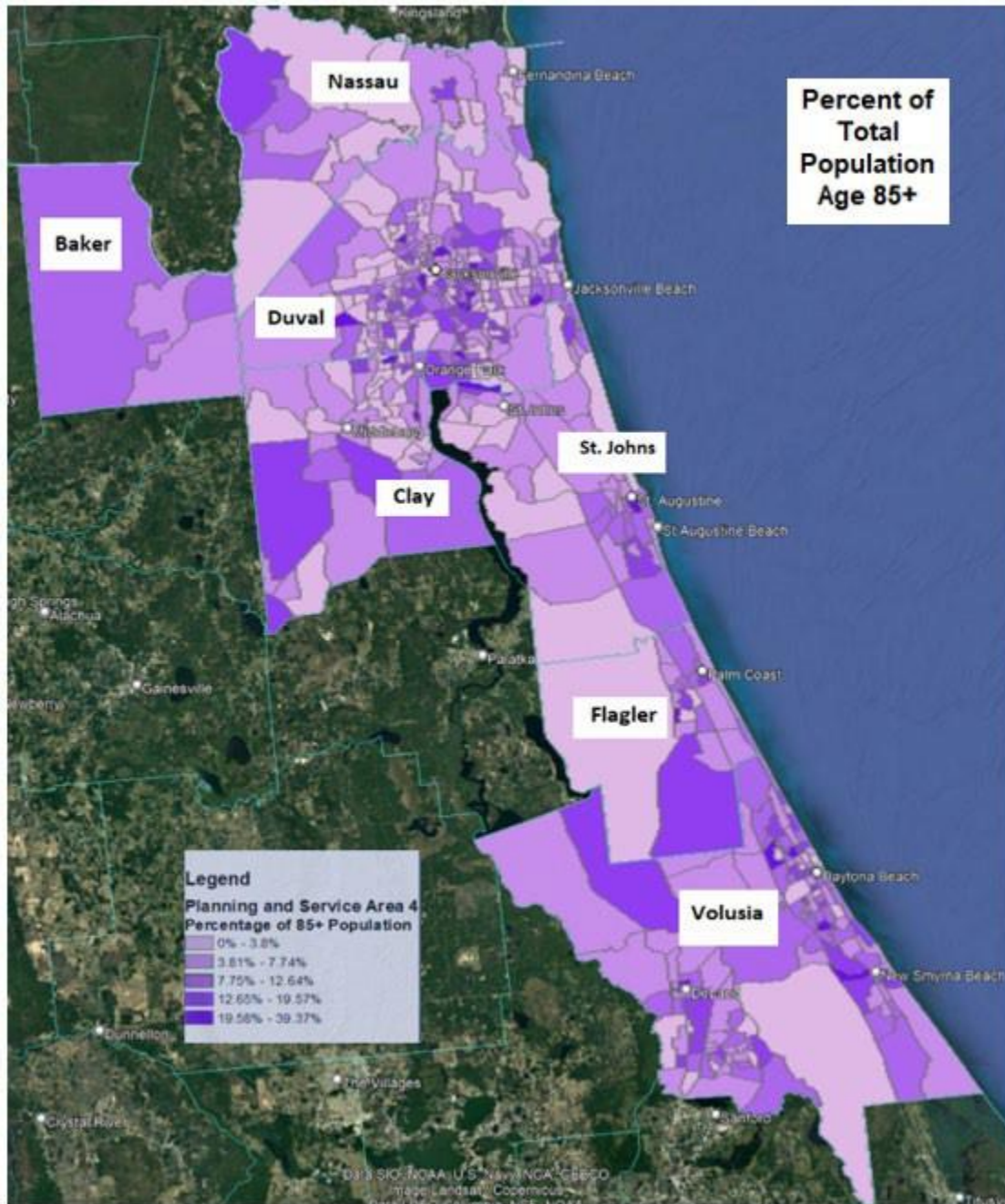
Source: DOEA 2022 County Profiles of Older Floridians; BEBR, 2022

Location and Concentration of the Populations Age 60 and Over in PSA 4:



Source: DOEA 10/21/2022; Google Earth Pro

Location and Concentration of the Populations Age 85 and Over in PSA 4:



Source: DOEA 10/21/2022; Google Earth Pro

Older Adults with Low-Incomes and Minority Older Adults with Low-Incomes:

PSA Counties	60+ Population	Low-Income Older Adults			
		Number of adults 60+ that are At Poverty Guideline	Percent At Poverty Guideline (60+)	Number of adults 60+ that are below 125% Poverty Level	Percent of adults 60+ that are 125% below Poverty Level
Baker	6,011	360	6%	765	12.7%
Clay	50,419	3,755	7%	4,275	8.5%
Duval	214,632	14,820	7%	28,810	13.4%
Flagler	42,884	3,910	9%	4,640	10.8%
Nassau	29,194	1,835	6%	2,430	8.3%
St. Johns	73,770	5,090	7%	5,805	7.9%
Volusia	188,849	18,370	10%	24,765	13.1%
PSA 4	605,759	48,140	8%	71,490	12.0%

Color scale= scaled from red which is highest percent to green which is lowest percent

Source: DOEA 2022 Profiles of Older Adults; AGID 2015-19 ACS

PSA Counties	60+ Population	Low-Income <u>Minority</u> Older Adults			
		Minorities Below Poverty that are 60+	Percent At Poverty Guideline (Minority age 60+)	Number of Minority adults 60+ that are at 125% poverty level	Percent at 125% poverty level (Minority age 60+)
Baker	6,011	70	1.2%	70	1.2%
Clay	50,419	755	1.5%	1,035	2.1%
Duval	214,632	9,550	4.4%	14,055	6.5%
Flagler	42,884	805	1.9%	1,365	3.2%
Nassau	29,194	304	1.0%	389	1.3%
St. Johns	73,770	335	0.5%	935	1.3%
Volusia	188,849	4,265	2.3%	5,775	3.1%
PSA 4	605,759	16,084	2.7%	23,624	3.9%

Color scale= scaled from red which is highest percent to green which is lowest percent

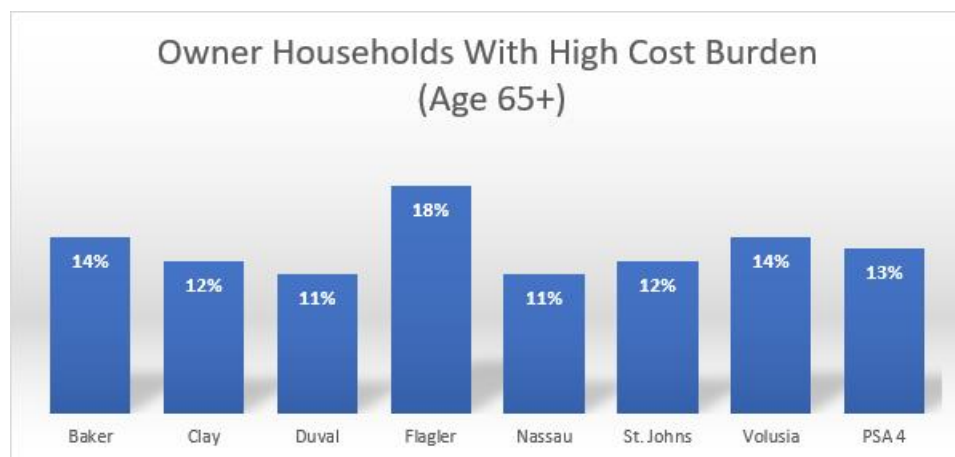
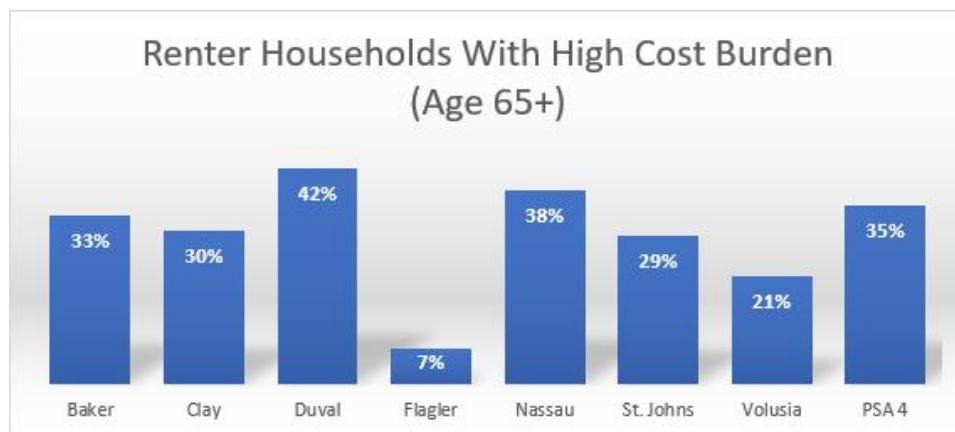
Note: Percentages are of total age 60+ population for specified county

Source: DOEA 2022 Profiles of Older Adults; AGID 2015-19 ACS

Cost of Living Based on Conditions						
PSA Counties	Single, renter 1 bedroom (65+)	Couple, renter 1 bedroom (65+)	Single, owner <u>without</u> a mortgage (65+)	Single, owner <u>with</u> a mortgage (65+)	Couple, owner <u>without</u> a mortgage (65+)	Couple, owner <u>with</u> a Mortgage (65+)
Baker	\$22,236	\$32,952	\$20,040	\$30,876	\$30,756	\$41,592
Clay	\$23,940	\$34,236	\$19,032	\$29,220	\$29,328	\$39,516
Duval	\$24,300	\$34,824	\$20,028	\$28,764	\$30,552	\$40,428
Flagler	\$26,388	\$37,128	\$20,568	\$30,888	\$31,308	\$41,628
Nassau	\$24,276	\$34,800	\$19,860	\$30,696	\$30,384	\$41,220
St. Johns	\$24,540	\$35,124	\$21,156	\$36,960	\$31,740	\$47,544
Volusia	\$24,900	\$35,064	\$19,632	\$29,160	\$29,796	\$39,324
PSA 4	\$24,369	\$34,875	\$20,045	\$30,938	\$30,552	\$41,607

Cost of living is an index of how much income retired older adults require to meet their basic needs to live in their community without assistance.

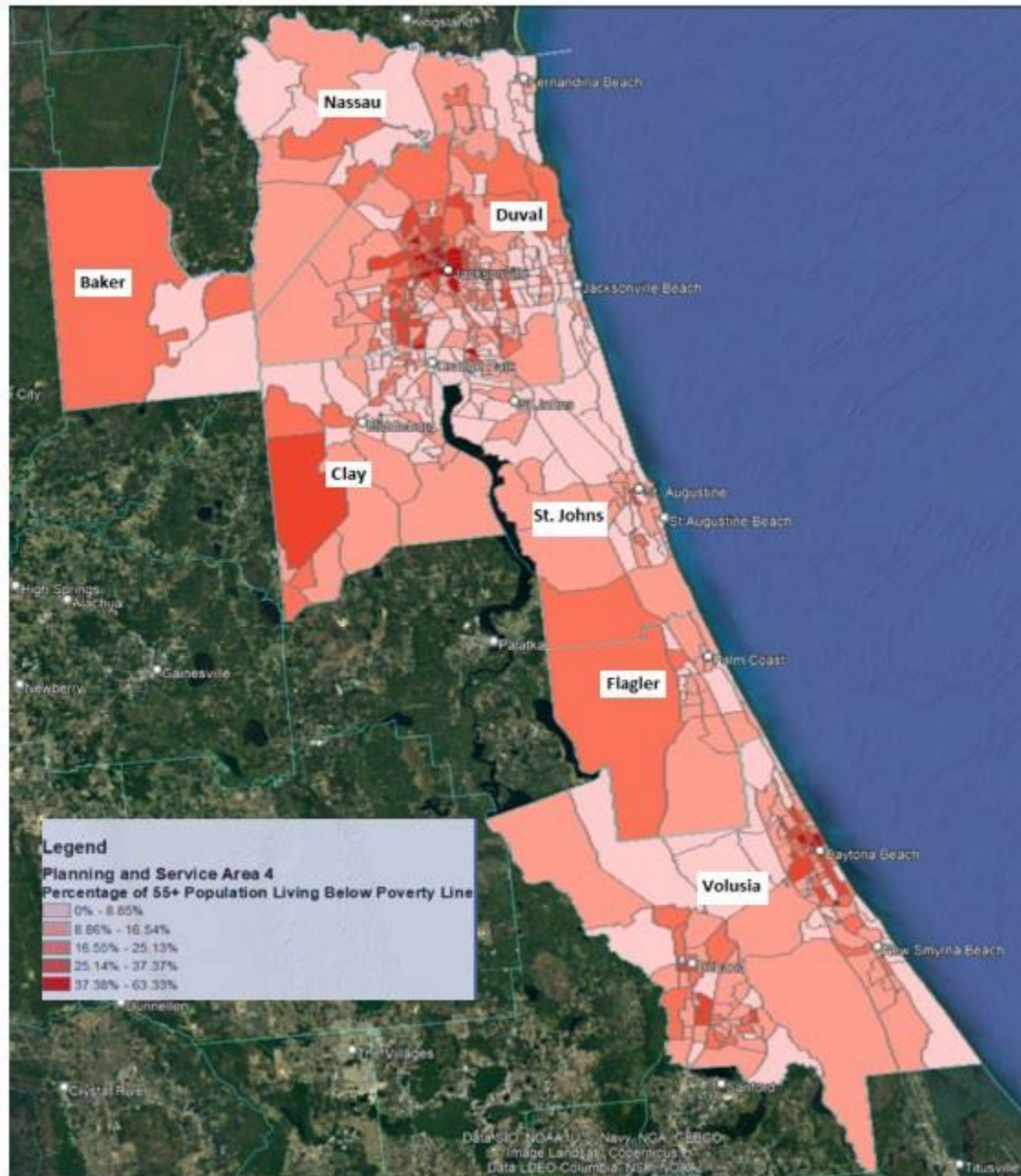
Source: U.S. Census Bureau, 2016-2020 ACS and Elder Index. (2020).



Households with a high cost burden have occupants age 65+ paying more than 30% of income for housing costs and having an income below 50% of the area median income.

Source: 2022 DOEA County Profiles; The Shimberg Center for Housing Studies, 2020

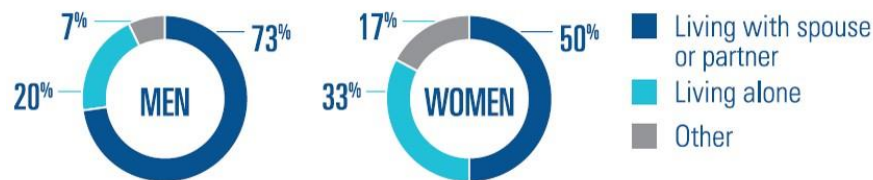
Location and Concentration of the Percentage of Age 55+ Living Below Poverty Line in PSA 4:



Source: DOEA 10/21/2022; Google Earth Pro

Socially Isolated Older Adults:

Living Arrangements of Persons Age 65 and Older, 2020 (in the U.S.)



Source: U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplement

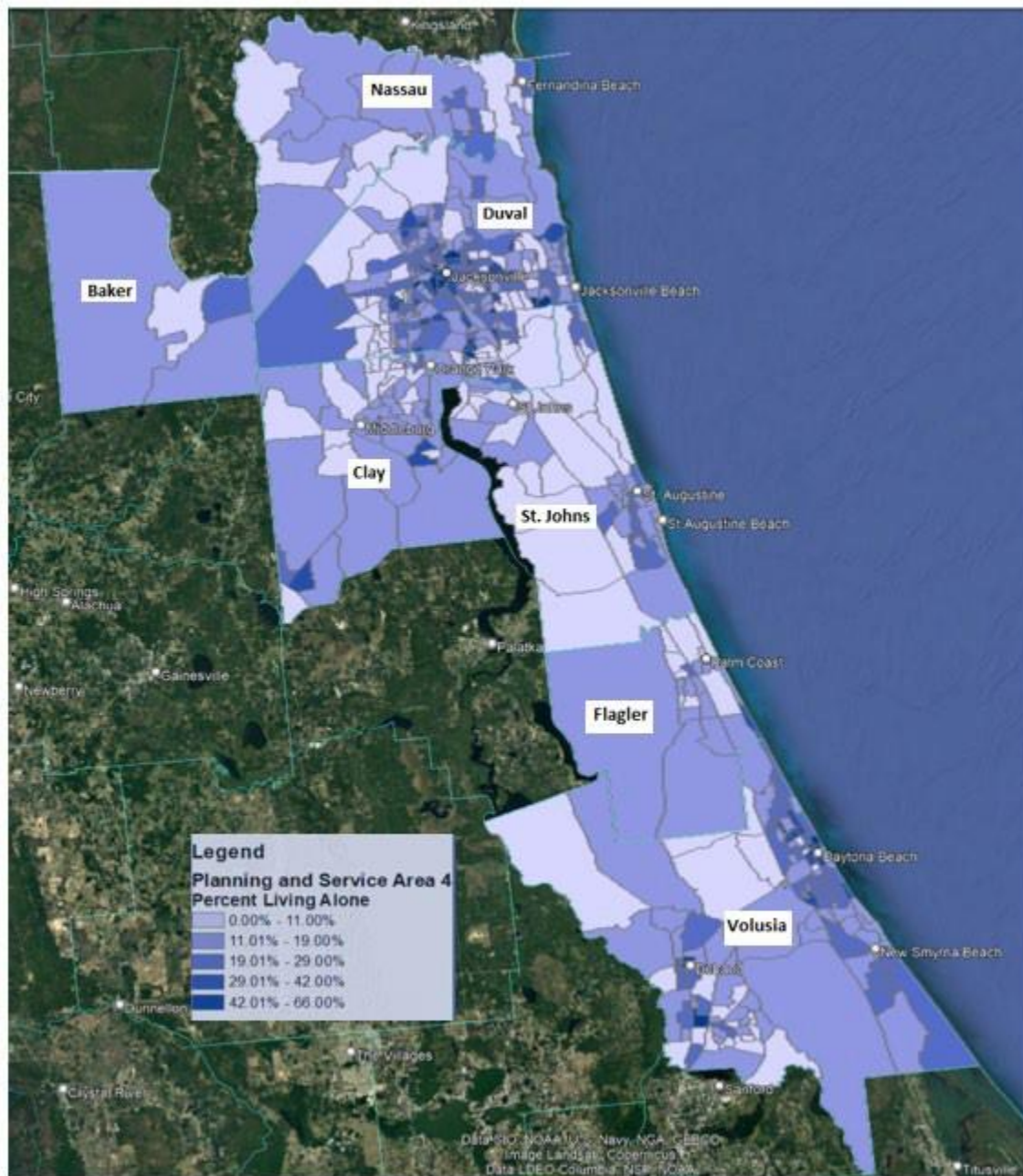
Out of The Total Age 60+ Population: The Percent Living Alone, including the Male and Female Living Alone							
County	Total Population Age 60+	60+ Living Alone	% Living Alone Male & Female Combined	# Male Living Alone	Of the Total Age 60+, the % that are Males Living Alone	# Female Living Alone	Of the Total Age 60+, the % that are Females Living Alone
Baker	6,011	1,170	19%	445	7%	725	12%
Clay	50,419	9,420	19%	3,910	8%	5,510	11%
Duval	214,632	49,820	23%	19,060	9%	30,760	14%
Flagler	42,884	8,250	19%	3,540	8%	4,710	11%
Nassau	29,194	4,550	16%	1,845	6%	2,705	9%
St. Johns	73,770	7,710	10%	3,365	5%	4,345	6%
Volusia	188,849	45,400	24%	18,700	10%	26,700	14%
PSA 4	605,759	126,320	21%	50,865	8%	75,455	12%

Source: DOEA 2022 County Profiles of Older Floridians; AGID 2015-19 ACS

Out of Those Age 60+ Living Alone: The Percent of Male vs. Female Living Alone						
County	Total Population Age 60+	60+ Living Alone	# Male living Alone	Of those that are Age 60+ Living Alone, the % that are Male	# Female Living Alone	Of those that are Age 60+ Living Alone, the % that are Female
Baker	6,011	1,170	445	38%	725	62%
Clay	50,419	9,420	3,910	42%	5,510	58%
Duval	214,632	49,820	19,060	38%	30,760	62%
Flagler	42,884	8,250	3,540	43%	4,710	57%
Nassau	29,194	4,550	1,845	41%	2,705	59%
St. Johns	73,770	7,710	3,365	44%	4,345	56%
Volusia	188,849	45,400	18,700	41%	26,700	59%
PSA 4	605,759	126,320	50,865	40%	75,455	60%

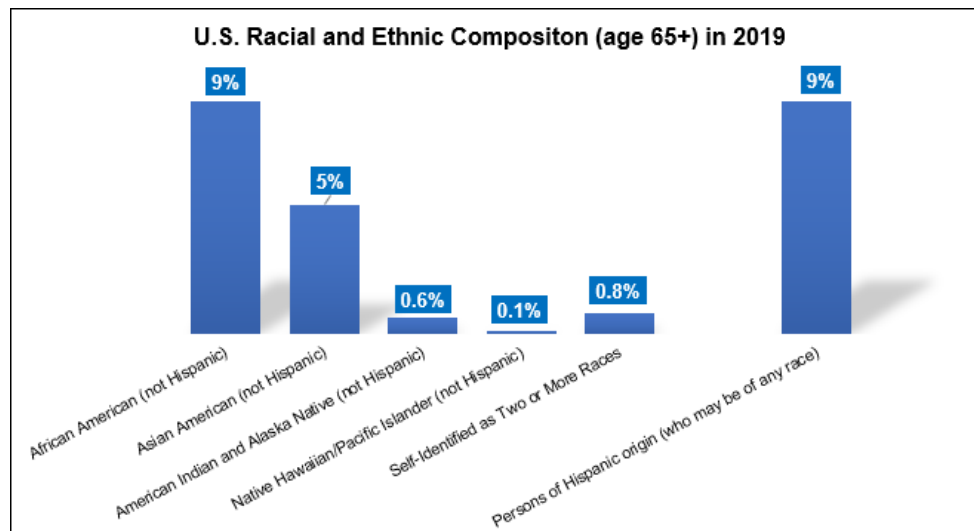
Source: DOEA 2022 County Profiles of Older Floridians; AGID 2015-19 ACS

Location and Concentration of the Percentage of Age 65+ Living Alone in PSA 4:



Source: DOEA 10/21/2022; Google Earth Pro

Minority and Culturally Diverse Older Adults:



Source: ACL 2020 Profile of Older Americans

Minority Population Age 60+			
PSA 4 Counties	Total Population Age 60+	Total Minority Age 60+	Percent of the Total 60+ Population that are Minorities
Baker	6,011	770	13%
Clay	50,419	9,043	18%
Duval	214,632	74,908	35%
Flagler	42,884	7,907	18%
Nassau	29,194	2,299	8%
St. Johns	73,770	7,598	10%
Volusia	188,849	31,480	17%
PSA 4	605,759	134,005	22%

Color scale=scaled from red which is highest percent to green which is lowest percent

Note: The minority population is the summation of black, other, and Hispanic

Source: DOEA 2022 County Profiles of Older Floridians; BEBR 2022

Population by Race & Ethnicity Age 60+									
PSA 4 Counties	Total Population Age 60+	White (Age 60+)	Percent White (60+)	Black (Age 60+)	Percent Black (60+)	Other Minorities (Age 60+)	Percent Other Minorities	Total Hispanic (Age 60+)	Percent Hispanic (60+)
Baker	6,011	5,352	89%	599	10%	60	1%	111	2%
Clay	50,419	44,394	88%	4,030	8%	1,995	4%	3,018	6%
Duval	214,632	152,308	71%	52,746	25%	9,578	4%	12,584	6%
Flagler	42,884	37,748	88%	4,235	10%	901	2%	2,771	6%
Nassau	29,194	27,371	94%	1,506	5%	317	1%	476	2%
St. Johns	73,770	68,961	93%	3,395	5%	1,414	2%	2,789	4%
Volusia	188,849	172,671	91%	13,327	7%	2,851	2%	15,302	8%
PSA 4	605,759	508,805	84%	79,838	13%	17,116	3%	37,051	6%

Color scale=scaled from red which is highest percent to green which is lowest percent

The minority population is the summation of black, other, and Hispanic

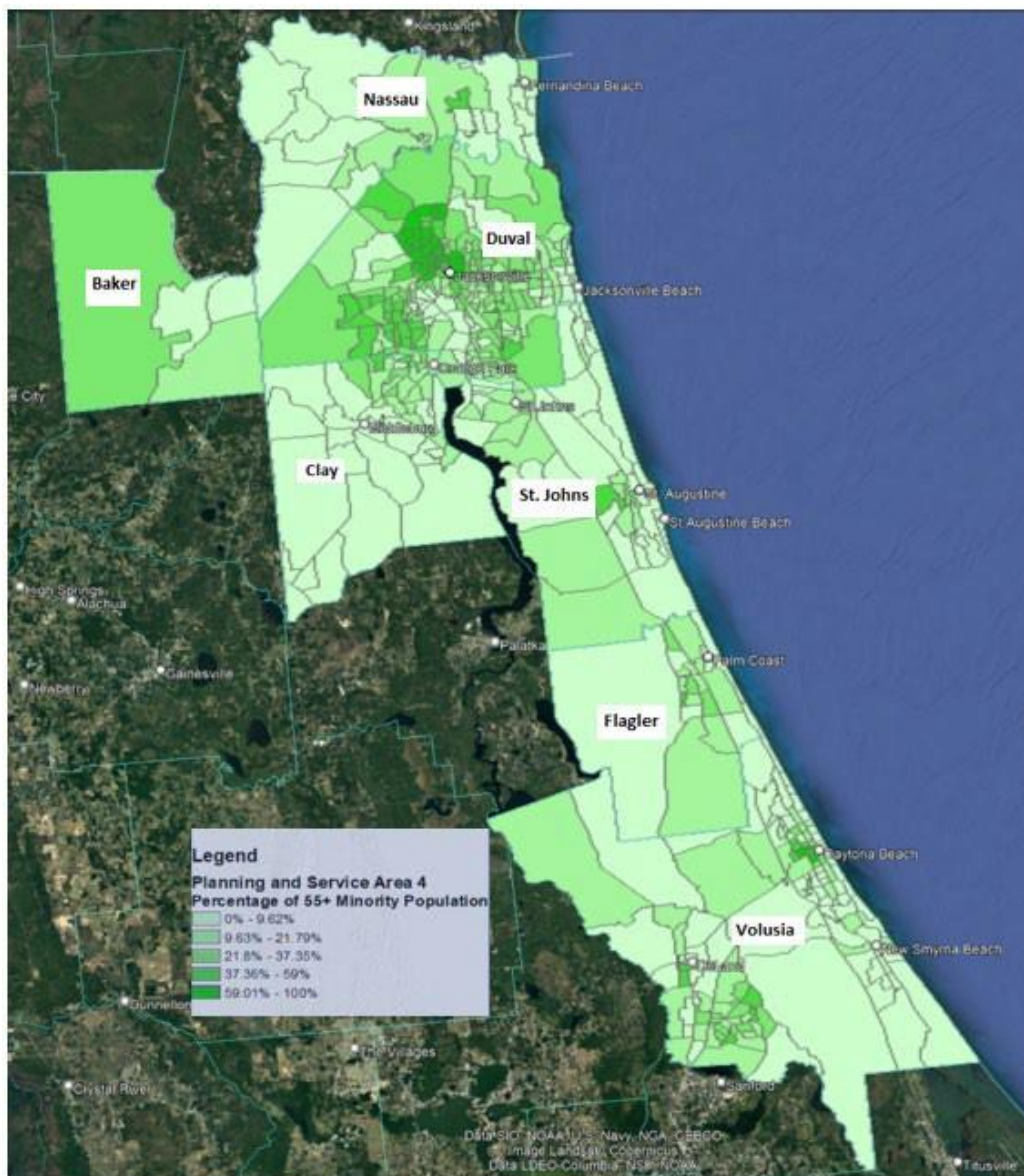
Source: DOEA 2022 County Profiles of Older Floridians; BEBR 2022

Limited English Proficiency (LEP) Age 60+			
PSA 4 Counties	Total Population Age 60+	Limited English Proficiency (Age 60+)	Percent Limited English Proficiency (60+)
Baker	6,011	60	1%
Clay	50,419	860	2%
Duval	214,632	5,815	3%
Flagler	42,884	1,420	3%
Nassau	29,194	40	0.1%
St. Johns	73,770	310	0.4%
Volusia	188,849	2,440	1%
PSA 4	605,759	10,945	2%

Color scale=scaled from red which is highest percent to green which is lowest percent

Limited English Proficiency = a limited ability in reading, writing, speaking, or understanding English

Location and Concentration of the Percentage of Age 55+ Minority Population in PSA 4:



Source: DOEA 10/21/2022; Google Earth Pro

Older Adults in Urban and Rural Areas:

Urban & Rural Populations (all ages) Living in PSA 4					
PSA Counties	Total Population (all ages)	Urban Population		Rural Population	
		#	%	#	%
Baker	9,809	3,897	40%	5,912	60%
Clay	85,049	71,878	85%	13,171	15%
Duval	435,033	424,445	98%	10,588	2%
Flagler	55,565	51,568	93%	3,997	7%
Nassau	41,628	26,223	63%	15,405	37%
St. Johns	119,090	102,435	86%	16,655	14%
Volusia	272,325	251,497	92%	20,828	8%
PSA 4	1,018,499	931,943	92%	86,556	8%

Color scale=scaled from red which is highest percent to green which is lowest percent

Source: <https://data.census.gov/>

Attachment III A Economic and Social Resources – Partnerships

Partnership	Description and Counties/Areas Served
Mrs. Dolores Barr Weaver, through The Community Foundation	Provides financial support for the Northeast Florida Senior-to-Senior fund; to assist seniors to resolve a crisis situation. Counties served are: Baker, Clay, Duval, Nassau and St. Johns
Jim Moran Foundation	Provide financial assistance supporting the Senior-to-Senior fund started by Mrs. Weaver; to assist Flagler and Volusia County seniors experiencing a financial crisis due to unexpected life challenges- funds are used for things such as helping with minor home repairs, dental care and energy bills
United Way, with funding from the Baldwin Foundation	Provides additional funding for Home-Delivered Meals for clients on the waiting list. The funding for these additional meals is intended to provide support to an already strained system and has helped to reduce the number of people on the waiting list for this very important service. Counties served are: Baker, Clay, Duval, and Nassau.
Emergency Home Energy Assistance Program (EHEAP) and Low Income Home Energy Assistance Program (LIHEAP)	Coordinate resources to ensure they are maximizing the resources for the number of families served.
Florida's First Coast Relief Fund	Helps those affected by natural disasters. One hundred percent of donations to Florida's First Coast Relief Fund benefit local nonprofit organizations in Duval, Clay, Baker, St. Johns, and Nassau counties who provide disaster-relief services
Jacksonville Chamber of Commerce	ElderSource belongs to the Chamber, which is a valued economic resource for Northeast Florida, serving Duval, Clay, Baker, Nassau, St. Johns and Putnam counties (Putnam is in a nearby PSA).
Northeast Florida Regional Council (NEFRC)	Promotes area-wide coordination of federal, state, and local governments to provide a regional perspective and help to resolve issues and problems that transcend each county's/city's individual boundaries. Serves Duval, Clay, Baker, Flagler, Nassau, St. Johns and Putnam counties (Putnam is in a nearby PSA)
Nonprofit Center of Northeast Florida	Contributes to both economic and social needs of Northeastern Floridians by strengthening the nonprofits that serve them. The Nonprofit Center provides a number of services to local nonprofit organizations, including advocating on issues impacting the nonprofit sector, networking and peer learning opportunities, and research. The Nonprofit Center's Northeast Florida Link offers a broad range of interactive tools and shared resources in Baker, Clay, Duval, Nassau and St. Johns Counties.

Northeast Florida Community Action Agency, Inc. (NFCAA)	Works to promote awareness of the causes of poverty in Northeast Florida. This agency further encourages self-sufficiency through educational and housing programs and provides programs and services which raise the health, education and economic standards of citizens living at the lowest social and economic levels.
University of North Florida's "Meals on Wings" Program	Recovers food from Baptist Medical Center and repackages the food into healthy meals that are delivered by diabetic student volunteers to homebound seniors.
Abuse Later in Life - ElderSource partnership with The Women's Center of Jacksonville, Jacksonville Sheriff's Office, State Attorney's Office and the Hubbard House	A partnership established to advocate for seniors effected by abuse later in life. The partners work together to provide trainings for criminal justice professionals, and direct service providers on the signs of abuse, how to help a senior who has been abused and support system in the area for the senior.
Florida Non-Profit Hospital Partnership	a partnership of the largest hospitals in the Duval County area, including Mayo Clinic, Baptist Health, St. Vincent's Health Care, UF Health Jacksonville and Brooks Rehabilitation, that train resident physicians to recognize and help people in a mental health crisis physicians to recognize and help people in a mental health crisis

Attachment III B Economic and Social Resources – In-Kind Resources

In-kind Resource	Description
Advisory Council Membership	A group of community advocates, experts and leaders who share knowledge, contacts, and leadership skills for the betterment of the aging community.
Board of Directors Membership	A minimum of fifteen members consisting of one member elected from each of the seven counties of PSA 4, who provide directorship and who are responsible for fiduciary role within the organization
Clerical/Administrative Assistance	Under direction, performs complex clerical and administrative work tasks in support of one or more persons serving in an administrative or professional capacity; completes routine administrative tasks directly related to the work of their supervisor(s); and performs other related work as required.
Adult Day Care Volunteers	Volunteers assist providers with services provided at Adult Day Care facilities. These services may include meal preparation, social/recreational outings and general companionship.
Congregate Meals	Volunteers assist with preparation and distribution of meals to older adults who cannot prepare or obtain nutritionally adequate meals for themselves, or when the provision of such meals will decrease the need for more costly supports to provide in-home meal preparation
Home-delivered Meals	Volunteers assist with delivery of meals to home-bound older adults who are unable to participate in the congregate meals program
Home Repair	Volunteers assist with home improvement, remodeling or handyman work.
Information and Referral	Volunteers provide in-depth information and referral services directing seniors to appropriate programs and resources based on specialized knowledge of aging services and seniors' needs within their community.
Intergenerational Activities	Programs that increase cooperation, interaction or exchange between any two or more generations.
Recreation	Volunteers assist with social activities at senior center locations as well as with programs specifically designed for older adults in the area of health education, physical activity, coordinated screening and mental health
Respite for Elders Living with Everyday Families (RELIEF)	Volunteers provide respite services to caregivers of frail older adults and those with Alzheimer's disease and related dementia.
Senior Companion	Volunteers provide services to older adults at risk of institutionalization due to chronic illness, disability or isolation. Services include things such as transportation to medical appointments, shopping assistance, meal preparation, companionship and advocacy, as well as respite for caregivers.
Serving Health Insurance Needs of Elders (SHINE)	Provides educational materials and free, unbiased insurance counseling to Florida elders, caregivers and family members.

Telephone Reassurance (Caring Connections)	Volunteers are matched with seniors who live alone or are homebound, giving the seniors an opportunity to share their experiences, and to help reduce feelings of isolation, as well as increase life satisfaction by providing regular contact.
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Attachment III C Economic and Social Resources – Community Resources

Community Resource	Description
Alzheimer's Association	Provides education, resources and support to older adults and caregivers affected by Alzheimer's.
American Red Cross	Offers disaster relief, health and safety training, and education to seniors and the community as a whole.
Arthritis Foundation	Offers education, powerful health tracking tools, and interactive offerings to families affected by arthritis.
Baptist AgeWell Center for Senior Health	Is a specialized outpatient center and primary care team focused on promoting healthy aging for older adults with complex needs. The center is designed to serve patients 65 and older who have experienced an unexplained decline in health and/or have had two or more hospital visits in the past twelve months. Services available include care coordination, medication therapy management, behavioral health care, senior rehabilitation services, bladder training programs, nutritional counseling, preventive and proactive care, house calls, palliative care and pastoral counseling.
Brooks Rehabilitation	Provides resources to assist people with disabilities in order to remain independent living within their community. Brooks also houses a temporary loan closet which provides durable medical equipment on a temporary basis to older adults in need, provided by Independent Living Resource Center.
Caregiver Coalition of Northeast Florida	Helps to address the needs of caregivers by promoting awareness of, sensitivity to and support for family caregiving in Northeast Florida. Each member is committed to helping caregivers find the information and support they need to provide excellent care. Coalition members include representation from the following organizations; Community Hospice of Northeast Florida, AARP, Aging True, Alzheimer's Association, Baptist Health (AgeWell Center for Senior Health), Brooks Rehabilitation, City of Jacksonville – Senior Services Division, ElderSource, Jewish Family and Community Services, Mayo Clinic Florida and YMCA of Florida's First Coast.
Catholic Charities	Is committed to providing the basic needs necessary to prevent homelessness.
Dementia Care and Cure Initiative (DCCI)	Engages communities to be more dementia friendly, promote better care for Floridians affected by dementia, and support research efforts to find a cure
Hart Felt Ministries	Is a network of community volunteers to provide, at no charge, non-medical services to frail seniors aged 70 and above that have been diagnosed with a chronic illness or disability. Services include: friendly visits/companionship, grocery shopping, meal preparation, transportation to appointments (non-wheelchair), light housekeeping, advocacy, respite care, yard mowing/clean-up projects, wheelchair ramp construction, emergency financial assistance and minor home repairs.

Jewish Family and Community Services	Offers senior transportation, home-delivered meals, counseling services, emergency financial services and a food pantry.
Lutheran Social Services	Is a faith-based social service ministry solely focused on improving the quality of life for people in need in Northeast Florida. They also have a diverse refugee services program team who assist with refugees during the resettlement process by conducting a 90-day orientation program and connecting them with vital resources in the community
Mayo Clinic	Through the memory disorder clinic, offers free diagnostic tests and physician evaluations to people who have signs of memory loss or dementia. They also provide training for providers who work with client who have diagnosed with Alzheimer's or dementia
Memorial Hospital	Offers an association called National Association of Senior Friends that provides health screenings and pharmacy and travel discounts.
Northeast Florida Community Action Agency (NFCAA)	Collaborates with community partners to provide financial assistance to vulnerable families. Their mission is to stabilize vulnerable households in Northeast Florida to achieve self-sufficiency through education, employment and advocacy. Some of the programs, NFCAA supports include Low-Income Energy Assistance Program (LIHEAP) and Weatherization Assistance Program (WAP).
St. Vincent's Hospital	Has a special program of benefits available for individuals age 55+. Services include referrals, computer and video resources.
Salvation Army	Offers recreational and educational programs for people 55 and over on a planned basis.
Shepherds Center of America	Is an interfaith umbrella organization that brings together over 100 locations throughout the United States. Their purpose is to enrich seniors' lives with opportunities to serve others with meaningful work.
United Way	Developed the 2-1-1 number for accessing free information about community services to find help when it is needed or to find places where you can assist. This service is available in each of the seven counties in PSA 4
YMCA	Offers opportunities for older adults to participate in exercise classes, educational seminars, health screenings, cooking demonstrations, Zumba, chair yoga, Lunch and Learns and other activities; their "Age 50 & Better" members experience a strong sense of belonging through a network of friends, and discover purpose through group exercise classes, educational series and cause driven volunteer programs. Increase self-confidence and sense of achievement while building relationships, and celebrate the successes and milestones of others

Attachment III D Economic and Social Resources – Attractions, Recreational, Educational and Art/Cultural Opportunities

Attractions, Recreational, and Art/Cultural Opportunities:

County	Attractions, Recreation and Parks	Arts and Cultural Communities
Baker County	Olustee Battlefield- in Sanderson, Olustee Beach, St Mary's Shoals Park, Macclenny Heritage Park, Franklin Mercantile in Glen St. Mary, Rachel's Farmhouse in Macclenny, Glen St. Mary Nurseries, Old Baker County Jail, Black Heritage Museum Macclenny, Crooked River Brewery, and the St. Mary's River	Baker County Historical Society, and Baker County Fair
Clay County	Kingsley Lake, Camp Blanding Lake, Camp Blanding Museum and Memorial Park, Mike Roess Gold Head Branch State Park, Clay County Historic Museum and Triangle, Clay County Military Museum of North Florida, Middleburg Historic Museum, Historic Natural Spring, Penney Farms Equestrian Center, and The Military Museum of Northeast Florida	Orange Park Community Theatre, Thrasher-Horne Center for the Arts, Orange Park Performing Arts Academy, and Concert on the Green
Duval County	African American Heritage Trail, Jacksonville Zoo and Gardens, Veterans Memorial Arena, Museum of Science and History, the Jacksonville Beaches, Jacksonville Beach Fishing Pier, Horseback riding and paddle boarding on the Intracoastal Waterway, and Hanna Park	Florida Theatre, Museum of Contemporary Art (MOCA), Cummer Museum of Art and Gardens, The Ritz Theater and Museum, Florida State College of Jacksonville Artist Series, Jacksonville Symphony, Museum of Contemporary Art, Riverside Arts Market (RAM), and The Times Union Center for the Performing Arts
Flagler County	Washington Oaks Gardens State Park, Sugar Mill Plantation Bulow Plantation Ruins State Park, Jungle Hut Road Park, Marineland, Graham Swamp Conservation Area, Flagler Beach, American Beach, Flagler Beach and Fishing Pier, Flagler Beachfront Winery, Wadsworth Park, and Matanzas Inlet	Flagler County Art League Gallery, Art LaMay Studio, Flagler Playhouse, The Baliker Gallery, Flagler Gallery of Art, and City Repertory Theatre
Nassau County	Amelia Island Museum of History, Fort Clinch State Park, Isle of Eight Flags Shrimp Festival, Kelly Seahorse Ranch, Amelia Island Lighthouse, Guana Tolomato Matanzas National Estuarine Research Reserve, Big Talbot and Little Talbot Island	Amelia Community Theatre, Island Art Association, Amelia Musical Playhouse, and Florida Community College at Jacksonville's Betty P. Cook Nassau Center

St. Johns County	Fourth of July Golf Cart Parade at Nocatee, Ripley's Believe It or Not Museum, The Alligator Farm, Spanish Military Hospital Museum, Potter's Wax Museum, Fort Matanzas, St. Augustine Lighthouse and Museum, TPC Sawgrass, Ponce De Leon Fountain of Youth, St. Augustine and Vilano Beaches, and Haven Horse Ranch	St. Augustine Art Association, Lightner Museum, Excelsior Museum and Cultural Center, St. Augustine Amphitheater, Limelight Theatre, Metalart Gallery, the St. Augustine Historical Society, Graves International Art, and Moultrie Creek Studios
Volusia County	New Smyrna Black Heritage Museum, DeLand House Museum, Daytona International Speedway, Southwest Museum of Photography, Museum of Arts and Sciences, Gillespie Museum, and the Daytona Beaches	Art League of Daytona Beach, Museum of Art Deland, Ormond Memorial Art Museum, and the Halifax Art Festival

Educational:

County	Higher Education	Added Notes; Special Recognitions
Baker County	Baker County Adult Education Center	The <u>Baker County Adult Education Center</u> is offering adults the opportunity to complete a high school diploma, and also CNA and Phlebotomy certification programs
Clay County	St. Johns River State College (Orange Park Campus), Fortis College of Orange Park (Nursing, Dental and Medical Tech), Palmer College of Chiropractic	
Duval County	Jacksonville University, University of North Florida, Florida State College at Jacksonville, Edward Waters University, Nova Southeastern University	<u>Edward Waters University</u> - private Christian historically Black university. <u>Nova Southeastern University-Jacksonville</u> - well known for its' physician assistant and anesthesiology assistant programs. Local partners include the JAX Chamber- Health Council, Florida Advisory Council Military Education, and the Jacksonville Diversity Council. <u>Florida State College at Jacksonville's</u> (FSCJ) Center for Civic Engagement works to foster service-learning and civic engagement efforts more deeply and consistently across the College. Civic engagement includes service-learning and refers to individual and collective actions that address issues of public concern. <u>The Vision Education & Rehabilitation Center</u> is a community-based rehabilitation program for adults and high school students with blindness or visual impairment. Through specialized training, the students learn the necessary skills to gain independence in the home, workplace and community.

Flagler County	Bethune-Cookman University, Daytona State College (Flagler/Palm Coast Campus)	
Nassau County	Florida State College at Jacksonville - Nassau Center	<u>Florida State College at Jacksonville - Nassau Center's</u> Outdoor Education Center program offers team building, leadership, programs to corporations and businesses, non-profit organizations and educational institutions at all levels. College credit outdoor education classes are also offered.
St. Johns County	St. Johns River State College (St. Augustine Campus), Flagler College in St. Augustine	<u>Flagler College</u> is ranked #2 out of 132 Regional Colleges South
Volusia County	Daytona State College, Embry Riddle Aeronautical University, Stetson University, Palmer College of Chiropractic	<p><u>Bethune-Cookman University</u>- in 2023, U.S. News & World Report's university/college rankings, Bethune-Cookman was #18 out of 196 Top Performers on Social Mobility, and ranked #49 out of 79 Historically Black Colleges and Universities. Of note: Social mobility measures how well schools graduated students who received federal Pell Grants – typically from households earning less than \$50,000 annually.</p> <p><u>Daytona State College (DSC)</u> was the highest ranked public state college in Florida according to U.S. News & World Report's 2023 rankings for Best Online Bachelor's Degree Programs (11th straight year). DSC also retains top rankings for Best Online Bachelor's Program for Veterans and Best Online Bachelors Business Program.</p> <p><u>Stetson University</u> has been recognized as one of the leading undergraduate institutions in the nation by The Princeton Review for the sixth straight year. This honor is given to only about 15 percent of America's four-year colleges.</p> <p><u>Embry–Riddle Aeronautical University</u> is a private university and known as the world's largest, fully accredited university specializing in aviation, aerospace, and security/intelligence.</p>

Attachment IV Description of Service System:

Programs:

PSA 4 Programs in Place to Address Needs	
Program	Description
Alzheimer's Disease Initiative (ADI)	In-home and facility-based respite and support group services, as well as Alzheimer's-related trainings are offered to the caregivers of individuals with Alzheimer's Disease and related memory disorders.
Benefits Enrollment Center (BEC)	Person-centered program that unifies the process for seniors age 60 and older or older adults with disabilities in Northeast Florida; funding provided by a two-year grant through the National Council on Aging.
Community Care for the Elderly (CCE)	Provider Case Managers help frail elders and their caregivers find and coordinate needed Home and Community Based Services and resources; funding is administered by ElderSource, which subcontracts with the lead agency in each of the seven counties of PSA 4.
Emergency Home Energy Assistance Program (EHEAP)	Financial assistance is provided to low income households that include a person 60 or older in order to resolve an emergency energy crisis; eligible households may be provided one benefit per season (heating or cooling), up to \$600 per season.
Home Care for the Elderly (HCE)	A monthly financial subsidy and elder care support services are given to the in-home caregivers that meet financial criteria.
Information and Referral/ADRC Helpline	As an Aging and Disability Resource Center (ADRC), ElderSource operates the ADRC Helpline for Northeast Florida. The ADRC Helpline is available to the entire community to answer questions, triage for services, assist with State Managed Medicaid Managed Care Long-Term Care and Food Stamp applications, eligibility determination or make referrals for services as needed.
Local Services Programs (LSP)	Provides funding to expand long-term care alternatives enabling elders to maintain an acceptable quality of life in their own homes and avoid or delay nursing home placement; PSA 4 utilizes LSP funding to preserve elder independence, support caregiver, and target at-risk persons through the provision of meals.
Non-DOEA Resources	In addition to United Way funding, private foundation funding and other city or county support, the ADRC Helpline maintains an extensive database of resources and utilizes other reference tools to provide appropriate information and referral to seniors and their caregivers.
Nutrition Services Incentive Program (NSIP)	A program authorized under Section 311 of the Older American's Act; formerly known as the Nutrition Program for the Elderly (NPE). NSIP supplements funding for food used in meals served under the Older American's Act. The NSIP reimburses AAAs and service providers for the costs of congregate and home-delivered meals through a supplement of approximately \$0.72 per meal.

Older Americans Act (OAA) Services	<p>Provides a variety of in-home and community-based services such as adult day care, caregiver training and support, chore, congregate dining, home-delivered meals, homemaker services, information and referral, medical transportation, nutrition education, personal care and shopping. Services funded through the Area Agency on Aging in PSA 4 fall under the following OAA categories:</p> <p> IIIB = Supportive Services IIIC = Nutrition Programs IIIC1 = Congregate Meals IIIC2 = Home delivered Meals IIID = Health and Wellness IIIE = Caregiver Support IIIEG = Grandparent/Guardian IIIES = Supplemental Services VII = Elder Abuse Prevention </p>
Respite for Elders Living in Everyday Families (RELIEF)	A state-funded program that provides in-home respite for homebound elders; respite services allow the caregiver to leave the premises of homebound elders for a brief period of time; services are provided by carefully selected, screened and trained volunteers of varied ages.
Senior-to-Senior Fund	Funded by a grant provided by Delores Weaver and the Community Foundation of Northeast Florida designed to assist seniors in Baker, Clay, Duval, Nassau and St. Johns counties by providing financial assistance to resolve a crisis situation. In many cases, ElderSource staff will seek, through collaborative efforts, matching funds for each crisis.
Serving Health Insurance Needs of Elders (SHINE)	Counselors trained by the Department of Elder Affairs provide counseling, assistance, information and advocacy of health insurance claims.
Supplemental Nutrition Assistance Program (SNAP)	Commonly known as the food stamp program, ElderSource will walk clients through the process of applying for SNAP; helping them determine eligibility and how to receive food assistance.
Telephone Reassurance	Communications with designated clients by telephone on a mutually agreed schedule to determine their safety and to provide psychological reassurance, or to implement special or emergency assistance.
United Way Baldwin	Provides additional funding for Home-Delivered Meals for clients on the waiting list in Baker, Clay, Duval and Nassau Counties
Veteran-Directed Home and Community Based Services (VDHCBS)	Program that uses internet video conferencing to give caregivers a safe place to share information and ask questions. A trained facilitator is used for instruction

Services:

PSA 4 Services in Place to Address Needs		
Service	Description	County(s)
Adult Day Care*/Adult Day Health Care*/Specialized Adult Day Care	Therapeutic social and health activities and services provided to elders who have functional impairments; services are provided in a protective, community-based environment.	Clay, Duval, Flagler, St. Johns, Volusia
Basic Subsidy	Fixed cash payment made to approved caregivers each month to offset some of their expenses for providing support and maintenance of the elder care recipient; may include medical costs not covered by Medicaid, Medicare or other insurance.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Caregiver Support	Training of caregivers, individually or in group settings to reduce stress, increase coping skills, provide strategies for effective management of caregiving tasks, and enable them to provide high quality care to recipients within the home; may be provided through forums, which include community workshops, seminars, support groups and other organized local, regional or statewide events.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Case Management/Case Aide*	Client-centered series of activities which includes planning, arrangement for and coordination of appropriate community-based services for eligible clients; involves development as well as coordination of community resources; CCE Case Management also incorporates administration and coordination of the HCE, the HCBS, LSP and the ADI Programs.; provides a single point of contact through which elders can access needed services, with an emphasis on the exhaustion of other community resources prior to use of program funding.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Chore/Enhanced Chore*	<u>Chore</u> - the performance of routine house or yard tasks, including such jobs as seasonal cleaning; yard work; lifting and moving furniture, appliances or heavy objects; household repairs which do not require a permit or specialist; and household maintenance. Pest control may be included, when not performed as a distinct activity. <u>Enhanced Chore</u> - beyond the scope of chore due to the level of service needed. The service includes a more intensified, thorough cleaning to address more demanding circumstances. Pest control may be included when not performed as a distinct activity.	Nassau, Volusia

Companionship	Companionship is visiting a client who is socially and/or geographically isolated, for the purpose of relieving loneliness and providing continuing social contact with the community; includes activities such as engaging the client in casual conversation, providing assistance with reading, writing letters, escorting a client to a medical appointment and diversional activities such as playing games, going to the movies, the mall, the library or grocery shopping.	Clay, Duval, St. Johns
Congregate Meals*/ Congregate Meals Screening	Program offered in a social setting that provides a balanced, nutritionally sound meal designed to meet one-third of the Recommended Dietary Allowance (RDA) for adults that complies with Dietary Guidelines for Americans published by the U.S. Department of Health and Human Services and the U.S. Department of Agriculture; supports healthy living and reduces isolation amongst elders; the majority of the dining sites in PSA 4 are also senior centers, which offer a variety of educational and recreational activities including games, day trips, and exercise.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Counseling (Gerontological,* Mental Health)	<u>Gerontological Counseling</u> - provides emotional support, information, and guidance through a variety of modalities including mutual support groups for older adults who are having mental, emotional, or social adjustment problems that have arisen as a result of the process of aging.; clients are helped to maximize the use of available community resources in order to assure physical and mental well-being. <u>Mental Health Counseling</u> - focusses on the unique treatment of psychological disorders and rehabilitation for impairments for persons suffering from a mental illness, including depression and anxiety; services include specialized individual, group and family therapy provided to individuals using techniques appropriate to the senior population and their caregivers.	Baker, Clay, Duval, Nassau, St. Johns
Education and Training	A formal or informal opportunity for seniors to gain necessary knowledge, skills, and experiences; the goal is to increase awareness in areas such as medication management, management, crime, accident prevention, or personal enrichment.	Baker, Clay, Duval, Nassau, St. Johns, Volusia
Emergency Alert/Response (EARS)	A community-based electronic surveillance service that monitors frail, homebound elders age 60 and over, by means of an electronic communication link with a response center; 24/7 remote location surveillance, a client actuated signal from a wireless, waterproof portable electronic button is responded to by a monitoring company; this service responds to emergencies, reduces days of institutional care and lessens anxiety for seniors living alone or with another functionally impaired person.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia

Escort*	Personal escort and assistance to a person who has difficulties using transportation; provided to individuals to or from service providers, medical appointments, or other destinations; helps to provide safety, security, and support to elders.	Clay, Duval, Nassau
Financial Risk Reduction	provide assessment of problem area(s) or coaching and guidance for managing income, assets, liabilities and expenditures. The service may include the establishment of checking accounts and direct deposits that reduce the risk of financial exploitation of the recipient.	Duval, Nassau
Health Support	Helps seniors age 60 and over to secure and use necessary medical treatment, as well as preventative, emergency and health maintenance services, including therapy.	Baker, Clay, Duval, Flagler, Nassau, St. Johns
Home-Delivered Meals*	A hot or frozen, low cost, nutritionally balanced meal which meets one third of the Recommended Dietary Allowance (RDA) is delivered to the home of functionally impaired, homebound elderly, ages 60 or over.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Home Repair/Modification	Home repairs or alterations, as well as assistance in obtaining needed repairs for the client's home; repairs and modifications are also made to improve safety, security, or sanitation of the client's home and to improve the quality of housing.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Homemaker*	Assists functionally impaired and disabled elderly ages 60 or older with housekeeping, meal preparation, grocery shopping, and other home management tasks.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Information	Information is an "access" service and is defined as responding to an inquiry from a person, or on behalf of a person, one-to-one interaction, regarding public and private resources and available services.	
Legal Assistance	Legal advice and/or counseling for elders; provided by attorneys and paralegals in the client's home, in the community, or in institutional settings.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia

Material Aid	<p>a) Aid in the form of goods or food such as the direct distribution of commodities, surplus food, clothing, smoke detectors, eyeglasses, hearing aids, security devices, etc.</p> <p>b) Food item(s) necessary for the health, safety, or welfare and may include condiments or paper products necessary for food consumption and delivery charges; Alcohol, drug, and tobacco products are excluded.</p> <p>c) The repair, purchase, delivery, and installation of any household appliance necessary to maintain a home or assist with household tasks necessary for the health, safety, or welfare of the person.</p> <p>d) The purchase of materials necessary to perform the services Chore or Enhanced Chore (refer to Chore and Enhanced Chore services).</p> <p>e) The purchase of construction materials necessary to perform housing improvements, alterations, and repairs (refer to Housing Improvement service).</p>	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Mental Health Screening	Assessing for possible psychological disorders and need for rehabilitation for impairments of elders with a mental illness, including depression and anxiety.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Nutrition Counseling*	Nutrition counseling is the evaluation of an individual's nutritional history and dietary intake and development of a plan which ensures that the person's nutritional needs are met; includes a review of the individual's food habits and preferences, an assessment of his or her feeding skills and eating problems and an analysis of variables such as the person's height and weight and the fat content of his or her body; also includes nutrition education, such as the purchase and preparation of nutritionally balanced meals and assistance in the development of special diets.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Nutrition Education	A formal or informal opportunity for seniors to gain necessary knowledge, skills, and experiences; goal is to increase awareness in area of nutrition.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Outreach	Face-to-face, one-to-one intervention with clients initiated for the purpose of identifying potential clients or caregivers and encouraging their use of existing and available resources.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Personal Care*/ Home Health Aide*	Assists the functionally impaired elderly with bathing, dressing, ambulation, housekeeping, supervision, emotional security, eating, and assistance with securing health care from appropriate sources; does not include medical services.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia

Recreation	Provides seniors the opportunity to participate in or attend planned leisure events, such as games, sports, arts and crafts, theater, trips and other social activities; helps seniors to maintain or enhance self-sufficiency and personal independence; helps increase both physical and mental stimulation; improves self-concept; prevents loneliness, isolation, monotony, and disengagement from others through socialization.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Referral, Assistance	Referral/assistance is an activity provided via telephone or one-on-one in person wherein information is obtained about the person's needs, and the person is directed to resources most capable of meeting the needs. Contact with the resource is made for the person, as needed; follow-up is mandatory; may include in-depth interviewing and assessment.	
Respite - Facility-Based*/ In-Home*	Relief or rest for a primary caregiver from the constant/continued supervision, companionship, therapeutic and/or personal care, of a functionally impaired older person for a specified period of time.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Screening & Assessment*	Administering standard assessment instruments for the purpose of gathering information about and prioritizing clients at the time of active enrollment or to reassess currently active clients to determine need and eligibility for services.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Shopping Assistance*	Shopping assistance is defined as assisting a client in getting to and from stores or shopping on behalf of a client, including the proper selection of items to purchase. The service also includes storing purchased items upon return to the client's home. However, if the client is isolating at home due to illness (including illness of someone residing within the house) or is self-isolating to limit exposure to COVID-19 or other health concerns, then the purchased items can be delivered to the home, so long as the provider ensures the client, caregiver, or other individual has moved the items inside. An individual shopping aide may assist more than one client during a shopping trip.	
Specialized Medical Equipment, Services, & Supplies	a) Adaptive devices, controls, appliances or services that enable clients to increase their ability to perform activities of daily living; also includes repair of such items and replacement parts.b) Dentures, walkers, reachers, bedside commodes, telephone amplifiers, touch lamps, adaptive eating equipment, glasses, hearing aids, and other mechanical or non-mechanical, electronic, and non-electronic adaptive devices.c) Supplies may include items such as adult briefs, bed pads, oxygen or nutritional supplements.d) Medical services pay for doctor visits or dental visits.e) Pharmaceutical services payment for needed prescriptions.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia

Telephone Reassurance	Communications with designated clients by telephone on a mutually agreed schedule to determine their safety and to provide psychological reassurance, or to implement special or emergency assistance.	Baker, Clay, Duval, Flagler, Nassau, St. Johns, Volusia
Transportation	Travel provided to and from congregate dining sites, senior centers, medical appointments and other community resources.	Clay, Duval, Flagler, Nassau, St. Johns, Volusia

*Registered Service

Attachment IV SWOT Analysis

County-Specific SWOT Summary:

Baker County			
Strengths	Weaknesses	Opportunities	Threats
Baker has one of the best transportation systems for the elderly and disabled; county is made up of tight-knit communities that work together to assist each other	There are no local providers, social workers and no one to provide regular services; services offered are often not local and this makes it exceedingly difficult to get them; no laundry that has wash and fold; no hair salon for persons-of color; lack of broadband in rural areas	A newspaper called the "Good News" prints only good news; suggestion for ElderSource/COA to post a column for seniors indicating the services they provide; Baker has a strong faith-based community	The cost of services, and the long wait list, makes the people feel forgotten. They eventually give up on trying to get services; older apartments are turning into Condos forcing seniors to relocate or buy the apartment.

Clay County			
Strengths	Weaknesses	Opportunities	Threats
There has been an increase of practicing physicians within Clay County; strong family supports; good parks, and community rural-centered activities	Clay County is transitioning from rural to urban, with large suburban communities developing south of Orange Park; although the population of Clay County is relatively high, much of the county remains rural with extensive farming and agricultural activities; stigmas related to having disabilities when seeking help	Clay County is working on some things to help the homeless Veterans in Clay County, to make sure Veterans have the benefits they deserve; the county Health Department is a good resource for lower income residents including older adults	Family members of seniors are moving out of the county, often times leaving the seniors with a lack of family supports; seniors living alone that move into Clay County have a difficult time knowing where to go for supportive assistance

Duval County			
Strengths	Weaknesses	Opportunities	Threats
The awesome Senior Centers - where resource information can be obtained, and they help many seniors remain independent and active; the many food distribution centers	Insurance on older homes being cut off due to age of home; over one-third of urban core residents live in poverty; there is no one to walk a senior through what to do when a spouse passes away with social security or even their banks or creditors; health care providers only addressing their current symptoms instead of applying a more preventative approach to meeting their health care needs	Suggestion to create a directory, list, or contact person available to assist consumers with finding reliable workers and fair prices; the need for additional funding for mental health and substance abuse treatment; need for general support groups for older adults issues (just general issues, not issue-specific like cancer or homebound); need for more vegetarian meals at Senior Centers - not plates where the meat is just removed.	The cost of living/rent is too expensive; Duval has one of the highest rates of homelessness in PSA 4; food insecurity; crime; and neighborhood blight; fear of not being involved in decision-making about where they live when no longer able to live alone; fear of getting help before, during and after a hurricane; Duval County has been one of the hardest hit by the opioid epidemic

Flagler County			
Strengths	Weaknesses	Opportunities	Threats
Radio opportunities are being utilized by our local Veterans Services and the County; concentration of retired and semi-retired veterans	Vendors for the In-Home services have staffing issues, and most are trying to rebuild after COVID; people do not know what ElderSource can do for them; in Flagler adequate transportation is an issue for things like going to the bank, post office or just running errands; the senior center is away from the main part/most populous part of the county, and it can take a long time to get there	Forming a committee or having a conversation on how to do more branding, and how Advisory Council members can get out into their communities to spread the word; CLSMF- could have outreach at locations (locations between Volusia and Flagler) to do a community event (counseling on site), for example, senior center at Flagler – maybe connect with a pre-hurricane prep activities (legal issues post-storm); veterans in the community can be reached out to for volunteering	Getting enough vendors to cover the services is a nightmare; older adults worry about how they are going to take care of themselves when they do not have family (paperwork, how to write checks, etc); home repair scams; homeowner insurance companies cancelling policies

Nassau County			
Strengths	Weaknesses	Opportunities	Threats
Many communities (eastern side of county) are “walkable” and minimal built environment barriers; the great services and supports provided by the Barnabus Center; the wonderful activities and learning opportunities that are provided by the Senior Center	Variation in available community resources, including social services and healthy nutrition from western side of county (more rural, services less and more spread out) to eastern side (more urban, more services, easier to get around); alcohol misuse/ alcoholism is high in Nassau	The county has a very motivated and strong homeless coalition; increasing access to technology through providing education to improve technical skills for utilizing devices and navigation of the internet - Senior Center can be a great help with this	Skyrocketing of home values – people can't afford to buy a home because of all the increases in taxes due to higher home values, and even with programs assisting, still can't afford to own; the age-adjusted rate of suicide deaths is almost two times higher for Hispanic individuals than non-Hispanic individuals.

St. Johns County			
Strengths	Weaknesses	Opportunities	Threats
St. Johns is #1 in Florida's County Health Rankings; strong faith community	Lack of knowledge about transportation availability when in preparation for and during hurricanes	St. Johns county has shown an increasing trend in grandparents being responsible for grandchildren; the Senior Center can, and does offer classes and opportunities for caregiving seniors	There's definitely pockets of St. Johns, like towards the area just a little west of downtown where there are a ton of homeless people

Volusia County			
Strengths	Weaknesses	Opportunities	Threats
Volusia has a strong network of non-profits who collaboratively work for the good of the community; Flagler and Volusia – A newspaper called “Seniors Today” is published within these two counties, and includes information from Flagler and Volusia on topics that are of concern to seniors;	Lack of affordable assistance for deep cleaning	Newspapers are everywhere - the reach and circulation are amazing, seniors appear to prefer the hard copy newspaper as opposed to electronic copies; good news- Volusia's core downtown Daytona area has recently gotten a new senior center.	Volusia has one of the highest rates of homelessness in PSA 4; older adult renters have a very high-cost burden ratio; high volume of seniors who have hoarding problems, and costliness of getting them assistance

