

PART 1- 2019-2022 STRATEGIC AREA PLAN

Area Agency on Aging Region 9, Inc.

Contents

Introduction 2

Program and Signature Page 3

AAA Advisory Council 4

 Council Composition:..... 4

 Frequency of Meetings: 4

 Member Selection Schedule: 4

 Term(s) of Office: 4

AAA Advisory Council Members: 4

AAA Board of Director Members:..... 5

Funds Administered and Bid Cycles 6

Executive Summary 7

Mission and Vision Statements 9

 Mission: 9

 Vision: 9

Regional Profile..... 10

 Identification of Counties: 10

 Identification of Region (Map):..... 10

 Socio-Demographic and Economic Factors: 10

 Economic and Social Resources: 11

 Description of the PSA’s Service System: 11

 Role in Interagency Collaborative Efforts:..... 12

 Census Information: 14

Unmet Needs and Service Opportunities 15

 Access to Information and Advocacy Services (ADRN, priority populations & elder abuse):... 15

 Population Health (nutrition, health/and wellness, dementia, substance abuse/addiction): 16

 Caregiving (caregiver support and kinship care)..... 18

 Civic Engagement (volunteerism and older workers): 19

 Aging in Place (HCBS, transportation, housing, workforce shortage and safety needs):..... 20

 Targeted Outreach Plan: 22

Performance Recap of 2015-2018 Strategic Area Plan 26

Goals and Objectives 31

Introduction

The Older Americans Act (OAA) of 1965, as amended, requires each Area Agency on Aging (AAA) to prepare a Strategic Area Plan to foster the development of a comprehensive and coordinated service system to meet the needs of older persons in the Planning and Service Area (PSA). The development process and implementation of the Strategic Area Plan helps to establish the AAA as the focal point on aging in each PSA.

The goal of the process is to produce a plan that is strategic in nature and considers the aging environment and issues within the PSA. The plan serves as a long-range view of how systems and supports will be developed and aging services strengthened.

The plan includes the assurances that are required of all organizations that receive OAA funding. The format is designed to foster creativity on the part of the AAA and public involvement in development of the plan.

Annually, each AAA is required to submit an Area Plan Update with its respective components to report on status and plans for the coming year. Your budget exhibit pages included in the initial Strategic Area Plan shall be specific to PY 2019. For the annual updates, ODA will prepare and distribute to the AAAs, the updated instructions, documents, forms and budget pages.

Program and Signature Page

AREA AGENCY ON AGING (AAA) INFORMATION:

Legal Name of Agency: Area Agency on Aging Region 9, Inc.

Mailing Address: 1730 Southgate Parkway, Cambridge, Ohio 43725

Telephone: (740) 435-4700 FEDERAL ID NUMBER: 31-0887396

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 the Strategic Area Plan has 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 2019-2022 Strategic Area Plan.

President, Board of Directors

Name: Gwen Morgenstern Signature: _____

Date: _____

Chair, Advisory Council

Name: Ronald Hopkins Signature: _____

Date: _____

Executive Director, Area Agency on Aging

Name: James Endly Signature: 

Date: 10/10/18

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 Assurances of the Older Americans Act, Section 306.

AAA Advisory Council

Council Composition:

AAA9 has two members from each of the following counties: Carroll, Coshocton, Holmes and Tuscarawas; one member from each of the following counties: Belmont, Guernsey and Jefferson. There are no representatives from Harrison or Muskingum.

Frequency of Meetings:

Advisory Council meetings are held every other month, beginning in January of each year. However, additional meetings are held on an as needed basis, for approval of Area Plan and for Title III funding.

Member Selection Schedule:

Members are selected for a four-year term.

Term(s) of Office:

Four-year terms that are renewable.

AAA Advisory Council Members:

Name	Occupation / Affiliation	County	Member Since <mm/yy>	Current Term of Office <mm/yy> to <mm/yy>	Age	Race	Eth.
Ronald Hopkins	Belmont County Commissioners	Belmont	8/14/07	7/8/15-7/7/19	74	White	Not Hisp
Doris Logan	Carroll County Commissioners	Carroll	9/27/18	9/27/18-9/26/2022	*	White	Not Hisp
Elaine Myers	Carroll County COA	Carroll	9/27/18	9/27/18-9/26/2022	*	White	Not Hisp
Marjorie Groff	Coshocton County Commissioners	Coshocton	4/1/07	7/23/15- 7/22/19	82	White	Not Hisp
Joyce Sees	KnoHoCo Ashland	Coshocton	4/4/07	4/4/16- 4/4/20	75	White	Not Hisp
Joann Moore	Guernsey Senior Ctr	Guernsey	11/17/11	7/23/15-7/22/19	84	White	Not Hisp
Julia Gray	Holmes County Commissioners	Holmes	7/23/15	7/23/15-7/22/19	86	White	Not Hisp
Merlin Mullet	Holmes County COA	Holmes	7/23/15	7/23/15-7/22/19	92	White	Not Hisp
William Demjan	Jefferson County Commissioners	Jefferson	3/28/02	9/24/2015-9/23/18	85	White	Not Hisp
William Harding	Tuscarawas County Commissioners	Tuscarawas	3/16	3/16-3/20	75	White	Not Hisp
Norma Russ	Tuscarawas County COA	Tuscarawas	7/23/15	7/23/15-7/22/19	80	White	Not Hisp

*Will obtain the two new Carroll County members age.

AAA Board of Directors

Membership Composition:

AAA9 has three members from Belmont and Harrison Counties; two members from the following counties: Carroll, Guernsey and Tuscarawas; one member from each of the following counties: Coshocton, Holmes and Muskingum; There are no representatives from Jefferson County.

Frequency of Meetings:

Board meetings are held every month, beginning in January of each year. However, additional meetings are held on an as needed basis, for approval of Area Plan and for Title III funding.

Officer Selection Schedule:

Members have unlimited terms.

AAA Board Officers:

Title	Name	Term
Chair	Gwen Morgenstern	04/18 - 04/19
Vice Chair	Connie Hawthorne	04/18 - 04/19
Treasurer	Peggy Trolio	04/18 - 04/19
Secretary	Joyce Klingler	04/18 - 04/19
Immediate Past Chair	Robert Morgan	04/18 - 04/19

AAA Board of Directors Membership:

Name	Occupation / Affiliation	County	Member Since	Current Term of Office
			<mm/yy>	<mm/yy> to <mm/yy>
Ronald Hopkins	RAC Chair – Retired Pastor	Belmont	08/2007	Unlimited Term
Dr. John Mattox	Local historian & Founder of Underground Railroad Museum; Retired Insurance Agent	Belmont	07/2018	Unlimited Term
Gwen Morgenstern	Retired Teacher - School Administrator	Belmont	10/2001	Unlimited Term
Suzanne Bates	Hospice	Carroll	03/2016	Unlimited Term
Robert Morgan	Former Home Health CEO - Visiting Nurses	Carroll	09/2011	Unlimited Term
Berenice Lehner	Retired Teacher - College	Coshocton	04/2012	Unlimited Term
Daniel Atkinson	CEO of a Health Center - FQHC	Guernsey	04/2018	Unlimited Term
Connie Hawthorne	Retired AAA9 Site Director; RN Charge Nurse	Guernsey	02/2011	Unlimited Term
Dr. Michael Dunder	MD; Primary Care Physician at hospital; Medical Director of NF	Harrison	07/2018	Unlimited Term
Joyce Klingler	Retired from Social Security Administration	Harrison	09/2007	Unlimited Term
Nan Mattern	Former business owner; Curator of Clark Gable Foundation	Harrison	03/2016	Unlimited Term
Tracy Smith	RN at hospital; Nursing Administrator	Holmes	03/2016	Unlimited Term
Jeanie Blake	CQO & COO of a Health Center	Muskingum	08/2018	Unlimited Term
Rev. Hugh Berry	Retired Pastor	Tuscarawas	02/2014	Unlimited Term
Peggy Trolio	Retired Banker	Tuscarawas	12/2001	Unlimited Term

Funds Administered and Bid Cycles

The following funds are administered by Area Agency on Aging Region 9, Inc. for PSA 9. 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	Anticipated Publication	Anticipated Award
Older Americans Act (OAA)	III B	<input checked="" type="checkbox"/>	08/2017	1	06/2019	9/2019
	III C-I	<input checked="" type="checkbox"/>	08/2017	1	06/2019	9/2019
	III C-II	<input checked="" type="checkbox"/>	08/2017	1	06/2019	9/2019
	III D	<input checked="" type="checkbox"/>	08/2017	1	06/2019	9/2019
	III E	<input checked="" type="checkbox"/>	08/2017	1	07/2019	10/2019
	VII	<input type="checkbox"/>				
	VII	<input type="checkbox"/>				
General Revenue	SCS	<input checked="" type="checkbox"/>	08/2017	1	06/2019	09/2019
	Alzheimer's Respite	<input checked="" type="checkbox"/>			07/2019	10/2019
	Natl Sr Service Corp	<input checked="" type="checkbox"/>				
	SLTCO	<input checked="" type="checkbox"/>				
Other	MIPPA/ADRC	<input type="checkbox"/>				
	ADSSP	<input type="checkbox"/>				
	HEAP	<input checked="" type="checkbox"/>	9/2018	1	9/2019	9/2019
	USDA SFMNP	<input type="checkbox"/>				
	NSIP	<input type="checkbox"/>				
	MyCare Ombudsman	<input type="checkbox"/>				
	Resident Service Coord	<input type="checkbox"/>				
	Ombudsman Bed Fee	<input type="checkbox"/>				
	Other (optional)	<input type="checkbox"/>				

* This fund does not have an associated Bid Cycle. (Please add * to the relevant funds above)

Executive Summary

This section describes the role of Area Agency on Aging Region 9, Inc. as a AAA and includes major highlights, key initiatives, and how the significant and needs of the PSA will be addressed.

Area Agency on Aging Region 9, Inc. (AAA9) is a nonprofit organization dedicated to enhancing quality of life for older adults, people with disabilities, their families, and caregivers. We promote choice, independence, dignity, and quality of life by providing services, information and resources that help people remain in their homes for as long as possible. Founded in 1975, AAA9 is part of the national aging services network and is designated by the State of Ohio as the Area Agency on Aging for a nine-county region in East Central Ohio.

Through our ADRN, AAA9 links people to resources, information, and programs. As an Area Aging on Agency, we are responsible for operationalizing the Older Americans Act in our Planning and Service Area (PSA) that consists of: Belmont, Carroll, Coshocton, Guernsey, Jefferson, Harrison, Holmes, Muskingum and Tuscarawas Counties.

AAA9's mission is "We work with people, communities and organizations to help older adults and people with disabilities live independently and enjoy the highest quality of life possible." For over 40 years, AAA9 has been...

- A "front door" to information and resources for older adults and caregivers in our region.
- A provider of services and program administrator providing case management services, program oversight, information and assistance, and creator of resources designed to help people maintain their independence.
- A valuable community resource agency.
- A tireless advocate, AAA9 educates elected officials and individuals about the need and value of aging programs and home health options. These programs help older adults maintain their independence while saving the State money by reducing the occurrence of institutional care.

AAA9 is pleased to present our 2019-2022 Area Plan. This plan explains and details how we intend to address the long-term care needs of older adults in our region. In the fall of 2017, in anticipation of beginning a new Area Plan, AAA9 began collecting community input utilizing several methods; a community survey, interviews, focus groups with key stakeholders, community meetings, and face to face interviews with clients. A copy of the need's assessment is attached to this plan. The most urgent needs, as identified in the community needs assessment, are:

1. Transportation of all sorts including: to Medical Appointments & Dialysis, Wheelchair Transport, Transportation to Out-of-Region and Out-of-State Healthcare Facilities, Person-Centered Transportation Options
2. A general lack of Personal Care Providers and Home Health Care Workers.
3. Affordable Home Repair and Housing Options.

4. Home Delivered Meals and Access to healthy food choices.
5. Information and Referral, Guidance, Advice, Connection to resources.
6. Assistance applying for benefits and navigating the application and decision-making processes.
7. More funding for aging & disability programs.
8. Social Isolation.

With information obtained through the Community Needs Assessment, AAA9 prepared a Strategic Area Plan, aligned with the state's strategic priorities, to address concerns. The goals adopted by AAA9 are as follows:

GOAL 1: Older Ohioans, adults with disabilities and their caregivers will be able to make person-centered decisions through seamless access to information and advocacy services.
Develop standards and measures for quality and performance regarding operation, information and resources for a consistent front-door experience.

GOAL 2: Educate and empower older Ohioans, adults with disabilities and their caregivers to live active, healthy lives to maintain independence and continue to contribute to society.
Take steps to promote and offer interventions that assist older adults in prevention of chronic disease as well as assist older adults who are living with chronic diseases to reduce and control symptoms that would otherwise alter quality of life.

GOAL 3: Ohio's caregivers have access to resources and services to enable them to continue to provide care for their loved ones.
Increase the capacity of respite opportunities.

GOAL 4: Recognize and value older adults' knowledge, social and economic contributions and establish opportunities for engagement in their communities.
Provide comprehensive person-centered assessment and care services and supports that anticipate and address current and emerging needs as they arise.

GOAL 5: Enable older Ohioans, persons with disabilities and their caregivers to be active and supported in their homes and communities.
Promote intergenerational opportunities to benefit participants both personally and professionally. Within these goals, you will see strategies that specifically align to the community needs outlined above.

Census data shows that we are an aging society. In our nine-county region, 30% of the total population is at least 60 years of age and that percentage is growing rapidly. As an organization, we strive to be innovative, creative, resourceful, and flexible. When change is required – we change to meet the needs of our consumers. We embrace technology and try to capture the benefits and efficiencies it offers. We are not a “One-Size-Fits-All” agency. Each of our nine-counties is unique. Holmes County is our most affluent county and has a population consisting of nearly 50% Amish people. Harrison County is our smallest county by population and is economically depressed. All nine of our counties are within the federally designated Appalachian Region, and all are designated as rural.

Mission and Vision Statements

The Mission Statement is a clear concise explanation that describes the agency's purpose and reason for existence. The Vision Statement describes what the AAA will strive to achieve in the future.

Mission:

"We work with people, communities and organizations to help older adults and people with disabilities live independently and enjoy the highest quality of life possible."

Vision:

"To be the recognized community leader helping older adults and people with disabilities live independently, with dignity and choices in their homes and communities for as long as possible."

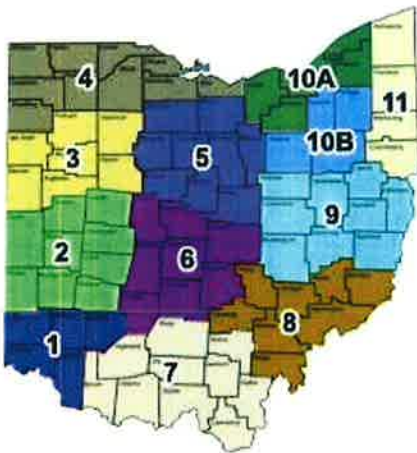
Regional Profile

This section provides an overview of the social, economic, and demographic characteristics of the PSA's region. The focus of this overview includes consideration of those geographic areas and population groups within the PSA of low-income older individuals, including low-income minority elders, as well as elders with limited English proficiency and those residing in rural areas.

Identification of Counties:

Belmont, Carroll, Coshocton, Guernsey, Harrison, Holmes, Jefferson, Muskingum and Tuscarawas

Identification of Region (Map):



Socio-Demographic and Economic Factors:

AAA9's region is predominately rural, although there are a few larger communities in several counties. One county that continues to skew our data is Holmes County. Holmes County's population has increased with the number of people retiring to that county and the growing numbers of the existing Amish population. Population in several counties is projected to decrease through the year 2040. Based on the annualized data from the U.S. Census Bureau for projected population for 2020 through 2040, three counties are projected to experience growth; Holmes County (3.69%), Carroll County (0.80%) and Tuscarawas County (0.35%). The remaining counties in the AAA9 region are projected to lose population with Coshocton County at -9.76% and Guernsey at -8.49 %

The longstanding reliance on the coal and steel industry has meant not many new companies or factories have come into our region to do business. We do have several large hospitals in our region, who are among our largest employers; Union Hospital in Dover, Southeastern Medical Center in Cambridge, East Ohio Regional Hospital in Martins Ferry and Trinity Hospital in Steubenville. There are other smaller hospitals located in several of our local counties.

Transportation is a big concern in our nine-county region. Only a few counties have a transit system and even those are sometimes overwhelmed with the number of requests coming in and none of them currently have the capabilities to deliver on demand transportation. Two of our counties are

looking into new software that would allow for transport on less than 24-hour notice. Adding to this issue, is the fact that 9.33% of our region does not have a car to use for their daily needs. This percentage is slightly higher than the state of Ohio, at 8.42%. A larger percentage of renters over the age of 65 report having no vehicle, at 6.87% compared to 6.09% for those who own their home.

Looking into the key issue of health insurance coverage, our numbers are different. In Holmes County, 11.71% of those who are 65+ are not covered, although this can be attributed to the number of older adults who are Amish and pay for their care out of pocket. The rest of our region reported less than 1.0% of 65+ adults have reported no health coverage.

Social isolation continues to be a concern in region 9. Depression may go together with social isolation and in terms of depression of Medicare recipients, our region at 20.7% is much higher than the state average of 18.05%.

Another area of concern is the increasing number of older adults in our region, who are living with diabetes. According to the Center for Medicare and Medicaid Services, the percentage of those with diabetes in region 9 is 28.8% compared to the state average of 26.1%.

Economic and Social Resources:

Within our nine-county region, there are big differences in the number of employment opportunities. Holmes County has consistently had a lower unemployment rate of 3.3% as Jefferson County has one of the highest rates per county in Ohio at 6.0%, as of August 2018, according to the Ohio Department of Job and Family Services.

Rural Ohioans have strong traditional ties to family and community. These ties remain strong and get stronger as one ages. However, older adults are finding themselves alone due to having little to no family residing in our region. This is where our county focal points are so important to our region. County senior centers are very popular for companionship, meals and socialization over all.

Eight of our nine counties have a senior levy which brings in additional monies to help with the shortfalls that occur due to decreased funding for older adult programs. Holmes County is the only one in our region without a senior levy. Belmont and Guernsey Counties have the highest dollar per person tax levies.

AAA9 offers evidenced based programming to address health concerns such as; chronic pain, diabetes, chronic diseases, fall prevention, arthritis, etc. Ongoing leader trainings will increase our ability in all of our nine counties to hold workshops and/or train other professionals to lead them.

Description of the PSA's Service System:

AAA9 serves nine counties in Ohio, which are considered rural and that alone has a unique distinction. Every service is harder to provide because of the distance from a senior center or an agency provider, who may not have available staff. AAA9 has many different service systems within the structure of our organization. AAA9 maintains the highest level of adherence to all federal, state and local rules and regulations.

Role in Interagency Collaborative Efforts:

Caregiver Program

Cambridge City Schools (kinship)

Senior Task Force

Ohio University (intern)

Local senior centers

Local libraries

VOCA

Local APS (I-Teams)

Ohio University (intern)

Zane State (volunteers)

HTFG/Ramp

CHIP

Rural Development

Habitat for Humanity

HARP Mission

HEAP

Local senior centers and community action agencies

MIPPA

OSHIIP

Supportive Services

Kontogiannis and Colony Terrace Apartments

Forrest Hills NF

Zandex

Others

County APS

Ohio University

Zane State

Oral Health Care Collaborative

Guernsey Hospice

Genesis Hospice

Community Hospice

HSAG

Union Hospital

Each Division in AAA9 has its own partnerships and collaborations, however, many times we cross divisions when working on similar or interagency events, etc. The Communications Officer for AAA9 attends local and community events, such as corporate employee health fairs, rotary and Kiwanis meetings, as well as county commissioner meetings.

Census Information:

Basic Demographics: 2010 Census²

County	60+	75+	85+	Rural 60+	Males	Females	Living Alone	Minority 60+	LEP ¹ 60+
Belmont	17170	6251	1998	17170	7466	7470	4838	540	255
Carroll	6777	2068	565	6777	3205	3572	1493	102	103
Coshocton	8291	2690	768	8291	3742	4549	2140	179	145
Guernsey	9011	2850	777	9011	4121	4890	2464	220	106
Harrison	3931	1303	348	3931	1837	2094	1023	109	83
Holmes	6743	2244	647	5549	3114	2435	1154	96	1401
Jefferson	17567	6202	1775	17567	7750	9817	5010	1007	527
Muskingum	18272	6236	1767	18272	7954	10,318	4823	827	224
Tuscarawas	20925	7410	2260	20925	9234	11681	5445	377	395
Totals	108,687	37,254	10,905	107,493	48,423	56,826	28,390	3,457	3,239

¹ Limited English Proficiency

² See <https://www.census.gov/> or <http://www.ncbi.nlm.nih.gov/pubmed/12044961>