

# CPAAA FIVE-YEAR PLAN

## 2006-2010



### Central Plains Area Agency on Aging

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### CPAAA Strategic Planning Process

The Central Plains Area Agency on Aging has been developing a five-year strategic plan during 2005. Area County Commissioners began the process by hosting six luncheons in January and February - gathering input from the entire tri-county area including Butler, Harvey, and Sedgwick Counties. Each group reviewed aging issues found in the Visioneering Wichita Report and discussed what CPAAA should keep in mind as they plan for the future.

In March, the CPAAA held a community meeting in Wichita, bringing together attendees from the six luncheons and newly identified community stakeholders. Over 75 participants worked together in small groups creating strategic goals for seven theme areas - awareness and coordination of services, caregivers, community involvement, education, health, and housing and neighborhoods. Recommendations for action steps to support these goals were also developed.

The Central Plains Area Agency on Aging staff and managers have refined the major strategies for the next five years and placed them on a “timeline to the future.” Specific objectives were developed for 2006 calendar year strategies.

This report outlines CPAAA plans through the year 2010. The involvement of concerned community members can be seen throughout these themes and strategies. As we implement plans, community partners will be called upon to accomplish our shared objectives.

Thank you to all who contributed to this process and to those who are dedicated to bringing these plans to fruition. If you have questions about this report or want to become more involved, please call Stacy Nilles at 660-5230.

Sincerely,

Annette Graham  
Executive Director

AG/sn

# CPAAA STRATEGIES

## **AWARENESS & COORDINATION OF SERVICES (AC)**

Participants stressed the importance of making the public more aware of CPAAA and its services - establishing CPAAA as the "first contact for aging issues."

- 1 Market services available to seniors and simplify accessibility to aging services.
- 2 Develop and refine/enhance the image or brand of CPAAA. Determine ideal identity and establish it in the community.
- 3 Develop an awareness and marketing campaign about programs and services using multimedia platforms. Specifically, market CPAAA as the single point of entry for caregiver programs and services.

## **CAREGIVERS (CG)**

This theme included providing support for those who are caregivers for older persons and also supporting employers with employees who are caregivers for older persons.

- 1 Educate service professionals to identify and refer caregivers to CPAAA as the single point of entry for services.
- 2 Educate employers about the need for caregiver services.
- 3 Create and market employer-based caregiver services for a fee.

## **COMMUNITY INVOLVEMENT (CI)**

Older adults are a vital resource in the community, including both work and volunteer settings. Providing transportation that is low cost, accessible, and timely plays a key role in keeping older adults involved in the community.

- 1 Expand meaningful volunteer opportunities for those ages 55 to 65. Recruit and place these targeted volunteers.
- 2 Expand transportation services in the tri-county area.

## **EDUCATION (ED)**

Participants stressed that the community should be educated about the aging process and pre-retirement planning, including redefining what "retirement" can mean. Continuing education and lifelong learning should be affordable and accessible.

- 1 Create website links to senior focused activities.

- 2 Develop a technical assistance resource for service coordinators, senior center directors, parks and recreation, fitness centers, and others offering education and health promotion for seniors. Partner with community resources to develop continuing education and personal growth.
- 3 Identify new partners to promote pre-retirement planning and education.

## **HEALTH (HL)**

Affordable, quality health care is important for everyone, especially older adults. Participants also discussed the value of encouraging overall wellness, including proper nutrition, exercise, and conditioning.

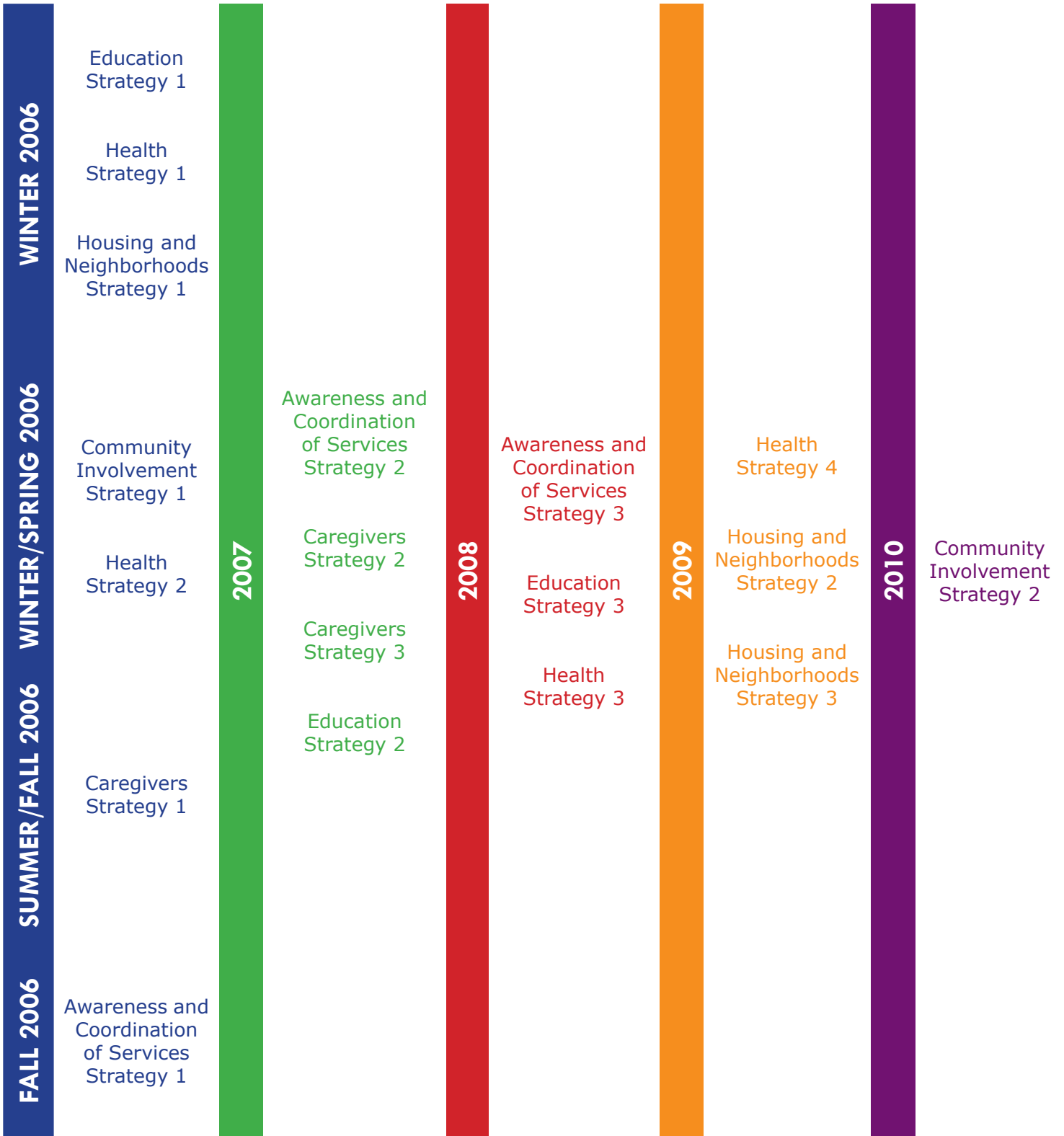
- 1 Develop and maintain free and low-cost dental services for seniors through grants and partnerships with local dental care resources.
- 2 Join with the Kansas Association of Area Agencies on Aging and the Kansas Department on Aging to add a health and wellness section to the 2007 Explore Your Options highlighting programs and resources that encourage healthy living.
- 3 Provide mental health services including assessments, peer counseling, volunteer program, and referral services.
- 4 Develop and implement a comprehensive health and wellness initiative.

## **HOUSING & NEIGHBORHOODS (HN)**

Participants developed ideas around quality housing options/alternatives, including the possibility of integrated communities. Older adults should receive the necessary support to maintain independent living as long as possible.

- 1 Influence the development of public facilities and environments to ensure "aging friendly" design.
- 2 Identify and secure funding to support a Housing Coordinator position to provide fee-based housing needs assessments, search and relocation assistance, and provide web-based information (supported by paid advertisement).
- 3 Cultivate interest and resources to support Universal Design in area housing stock which allows people to age in their homes.

# CPAAA FIVE-YEAR CALENDAR



# 2006 OBJECTIVES

## EDUCATION STRATEGY I

- 1 Research and identify 5 new links for developing life stories and 5 links for genealogy research by March 2006.
- 2 Promote website links in 7 local newspapers and through 50 public speaking engagements by December 2006.

## HEALTH STRATEGY I

- 1 Assist in developing and maintaining 10 new partnerships with local dental care providers by December 2006.
- 2 Develop 2 new partnerships with dental funders by September 2006.
- 3 Coordinate affordable services with new partners for at least 200 older adults seeking dental care by December 2006.

## HOUSING AND NEIGHBORHOODS STRATEGY I

- 1 By March 2006, convene an advocacy group of at least 25 professionals and concerned citizens to influence an "aging friendly" design for the airport and the arena.
- 2 Provide specific recommendations to planning committees for design features of the airport and the arena by July 2006.
- 3 The aging friendly design advocacy group will identify new projects for 2007.

## COMMUNITY INVOLVEMENT STRATEGY I

- 1 Increase recruitment of volunteers ages 55 to 65 by 10% annually.
- 2 Partner with Visioneering Wichita Mentoring Strategic Alliance to expand volunteer opportunities for ages 55 to 65.
- 3 Create 5 new volunteer opportunities beginning in 2006.
- 4 Increase outside funding for volunteer recruitment and placement by 5% for 2006.

## CAREGIVER STRATEGY I

- 1 By December 2006, target and educate 100 health care professionals to identify and reach caregivers and their families.
- 2 During 2006, establish a baseline for the number of caregiver referrals by targeted service professionals.

## HEALTH STRATEGY 2

- 1 During 2006, convene meetings with the Kansas Association of Area Agencies on Aging and the Kansas Department on Aging and propose a new health and wellness section to be added to the 2007 Explore Your Options (a guide of information and in-home services to help you through the maze of services available to older adults).
- 2 By June 2006, research and develop information to be added to the 2007 Explore Your Options.

## AWARENESS AND COORDINATION OF SERVICES STRATEGY I

- 1 Hold a media luncheon in February 2006 to promote CPAAA as the single point of entry for aging services.
- 2 Host the Secretary of the Kansas Department on Aging for a newspaper editorial board meeting to promote CPAAA as the single point of entry for aging services by April 2006.
- 3 During 2006, provide 12 "information stations" in the community to promote easy access to services.
- 4 Develop a 3-year, area-wide marketing plan by December 2006.

### ***HERE IS HOW YOU CAN GET INVOLVED!***

Volunteer to serve on the design group that will make "aging friendly" recommendations for the airport and arena.

Help CPAAA recruit volunteers ages 55 to 65.

Become involved as a volunteer mentor in your community.

Help CPAAA educate the public about use of newly developed genealogy and life stories web links.

Help CPAAA target and educate health care professionals about reaching out to caregivers.

Volunteer to serve on a committee to develop objectives for 2007 and beyond.

*For more information about these and other opportunities to partner with CPAAA, call Stacy Nilles at 660-5230.*