

**YEAR 1, #1**

<b>Priority Area (Please choose from drop down)</b>	Quality and coordinated healthcare				
<b>Goal #1</b>	Increase participation in Wellness Programs by expanding access through virtual session offerings.				
<b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b>	<p>Data from the Ohio Department of Health show that many counties in our region continue to face high fall-related rates, underscoring the ongoing need for additional support, targeted resources, and effective prevention strategies. In response, AAA7 has built a robust Evidence-Based curriculum that includes Matter of Balance, Bingocize, and Tai Chi for Arthritis and Falls Prevention, with the Stepping On program scheduled for implementation in mid-2026.</p> <p>Findings from our Community Solutions Data Report and Needs Assessment indicate that broadband availability and technology use have increased significantly across our service area. This trend creates an ideal opportunity to broaden the reach of our Falls Prevention programs by offering virtual delivery options. Additionally, socialization was identified as a major community need, and online learning environments provide another avenue for participants to engage, connect, and build supportive networks.</p> <p>As transportation demands continue to outpace available funding, virtual program formats also help reduce participation barriers by removing the need for travel. Together, these factors position AAA7 to expand Falls Prevention programs through virtual platforms to better meet the evolving needs of older adults in our region.</p>				
<b>Objectives</b>	<b>Projected Start and End Dates</b>	<b>Type of Activity/Funding Source(s)</b>	<b>Staff Position(s) Assigned to Action Steps</b>	<b>Strategies</b>	<b>Measures</b>
Increase total Wellness Program participation within 12 months by adding virtual sessions.	1/1/27-12/31/27	Evidence-Based Wellness/T3D and SCS	Community Health Educator(s), Director of Community Outreach	1) Launch a multi-channel promotional campaign, including social media, flyers, and partner emails. 2) Partner with healthcare providers to refer individuals to wellness programs. 3) Collect post-session feedback surveys	1) Track the total number of participants attending virtual Wellness Program sessions each month and cumulatively over 12 months. 2) Count the number of community partners actively referring participants and track the total number of referrals received from those partners.
Increase overall participation in Wellness Programs by 25% within 12 months by implementing both in-person and virtual sessions.	1/1/27-12/31/27	Evidence-Based Wellness/T3D and SCS	Community Health Educator(s), Director of Community Outreach	1) Launch a multi-channel promotional campaign, including social media, flyers, and partner emails. 2) Partner with healthcare providers to refer individuals to wellness programs. 3) Collect post-session feedback surveys	1) Track combined attendance across both in-person and virtual Wellness Programs to capture total program participation growth.
<b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b>	<p><b>Challenges:</b> Some participants may have limited access to devices or may feel uncomfortable using virtual platforms. Participants may not be aware of available classes. <b>Mitigation:</b> Provide step-by-step instruction and technical support to ensure participants can successfully join virtual sessions. Partner with community centers, libraries, and senior centers that have available devices and internet access, allowing participants to join sessions from supported locations. Implement a comprehensive promotion plan using all available outreach channels, including newsletters, flyers, social media, website updates, and direct communication. Engage case management staff, healthcare providers, and community partners to actively promote classes and refer participants who may benefit.</p>				
<b>Expected outcome(s) of this goal:</b>	1) Increased Program Participation 2) Expanded Reach Across Demographics 3) Strengthened Community Partnerships 4) Positive Participant Satisfaction 5) Increased Access to Health and Wellness Resources 6) Increased Visibility of Wellness Programs				

**YEAR 1, #2**

<p><b>Priority Area (Please choose from drop down)</b></p>	<p>Healthy food access</p>				
<p><b>Goal #2</b></p>	<p>Develop sponsorship opportunities that help seniors access the Senior Farmers Market Nutrition Program.</p>				
<p><b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b></p>	<p>With all COVID-19 pandemic relief funds now fully exhausted, we are confronted with a significant challenge: current funding levels for the SFMNP are insufficient to meet the rising demand. Both our Community Solutions Data Report and Needs Assessment highlight persistently high poverty rates across our counties, and the Needs Assessment further reflects growing concern about increasing food costs. To help bridge these gaps and expand access, we plan to pursue sponsorships from businesses, civic organizations, foundations, and individuals committed to supporting the wellbeing of older adults. Their contributions will enable more seniors to participate in—and benefit from—the SFMNP, ensuring greater access to fresh, nutritious foods.</p>				
<p><b>Objectives</b></p>	<p><b>Projected Start and End Dates</b></p>	<p><b>Type of Activity/Funding Source(s)</b></p>	<p><b>Staff Position(s) Assigned to Action Steps</b></p>	<p><b>Strategies</b></p>	<p><b>Measures</b></p>
<p>Secure at least 10 sponsorships (businesses, nonprofits, civic groups, or individuals) to support senior participation in the program.</p>	<p>1/1/27-12/31/27</p>	<p>Nutrition/Senior Farmers Market Nutrition Program Admin funds</p>	<p>Director of Community Outreach; Director of Community Services; Community Services Administrator; Director of Finances</p>	<p>Develop targeted outreach to businesses, civic groups, foundations, and individuals who have an interest in senior wellbeing, food access, or community nutrition.</p>	<p>1) Number of sponsors secured 2) Total sponsorship dollars raised</p>
<p>Increase the number of seniors receiving benefits through new sponsorships and partner outreach.</p>	<p>5/1/27-11/30/27</p>	<p>Nutrition/Donations; Senior Farmers Market Nutrition Program Admin funds</p>	<p>Director of Community Outreach; Director of Community Services; Community Services Administrator; Director of Finances</p>	<p>Work with case managers, healthcare partners, community centers, and senior programs to identify eligible seniors and connect them to program application.</p>	<p>Number of seniors receiving benefits.</p>
<p>Conduct an outreach campaign (social media, newsletters, flyers, community events) to promote sponsorship opportunities and increase senior awareness.</p>	<p>1/1/27-12/31/27</p>	<p>Nutrition/Senior Farmers Market Nutrition Program Admin funds</p>	<p>Director of Community Outreach; Director of Community Services; Community Services Administrator; Director of Finances</p>	<p>Create digital, print, and in-person promotional materials highlighting the need for sponsorships and the program's impact on food security for older adults.</p>	<p>1)Number of outreach campaigns launched. 2)Increase in sponsorship inquiries (tracked monthly). 3)Website or social media engagement metrics (clicks, shares, views).</p>
<p><b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b></p>	<p><b>Challenges:</b> 1) Potential demand may exceed available sponsorship funds, limiting the number of seniors who can be supported through the program. 2) Limited participation from local farmers, which may restrict voucher redemption options and reduce program accessibility for seniors. 3) Low awareness of the program among both seniors and potential sponsors, resulting in fewer participants and fewer funding opportunities to support them. <b>Mitigation:</b> 1)Engage local businesses, health systems, community foundations, and civic groups to broaden the sponsorship base. 2) Conduct targeted awareness campaigns using newsletters, social media, flyers, community events, and senior-facing communication channels. 3)Engage case managers, healthcare providers, and community partners to actively promote the program and refer eligible seniors.</p>				
<p><b>Expected outcome(s) of this goal:</b></p>	<p>1) Increased access to fresh, local produce for seniors 2) Expanded financial support for the seniors requesting benefits from SFMNP 3) Increase in seniors receiving benefits that exceed initial program funding 4) Strengthened community engagement in seniors wellbeing.</p>				

**YEAR 1, #3**

<p><b>Priority Area (Please choose from drop down)</b></p>	<p>Financial well-being</p>				
<p><b>Goal #3</b></p>	<p>Collaborate with community organizations to increase and leverage financial resources for senior services.</p>				
<p><b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b></p>	<p>Our Community Solutions Data Report shows that more individuals are remaining in the workforce longer due to the rising cost of living. Similarly, our Needs Assessment not only reflects concerns about increasing expenses but also highlights strong interest in financial planning and legal issues. Almost half (48%) of respondents reported that financial challenges have had a moderate or major impact on their lives. Among caregivers, financial planning ranked as the second-highest area of concern when given seven options. Additionally, when respondents were asked to identify their top concerns over the previous twelve months, financial issues ranked third out of 21.</p>				
<p><b>Objectives</b></p>	<p><b>Projected Start and End Dates</b></p>	<p><b>Type of Activity/Funding Source(s)</b></p>	<p><b>Staff Position(s) Assigned to Action Steps</b></p>	<p><b>Strategies</b></p>	<p><b>Measures</b></p>
<p>Collaborate with community partnerships to support financial resource development.</p>	<p>1/1/27-12/31/27</p>	<p>Financial Education/T3A</p>	<p>Director of Community Outreach; Director of Community Services; Community Services Administrator</p>	<p>1) Identify and reach out to organizations that provide financial educational materials. 2) Create an online resource center that provides financial educational materials and links to resources for easy access 3) Host Facebook Lives with willing organizations around financial education, scams and fraud</p>	<p>1) Number of financial education materials obtained 2) Number of engaged partners 3) Website or social media engagement metrics (clicks, shares, views).</p>
<p>Improve seniors' financial literacy to enhance their ability to make informed financial decisions.</p>	<p>1/1/27-12/31/27</p>	<p>Financial Education/T3A</p>	<p>Director of Community Outreach; Director of Community Services; Community Services Administrator</p>	<p>Develop a centralized digital hub where seniors can access financial tools, educational materials, scam alerts on financial topics.</p>	<p>1) Website or social media engagement metrics (clicks, shares, views). 2) Provided printed materials at outreach activities</p>
<p><b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b></p>	<p><b>Challenge:</b> Limited access to online information may prevent some seniors from using digital financial resources or educational materials. <b>Mitigation:</b> Ensure that materials can be printed and shared. Educate ARDN and CM staff on how to assist seniors and families on how to navigate and access online resources.</p>				
<p><b>Expected outcome(s) of this goal:</b></p>	<p>Seniors will experience improved access to financial education resources leading to increased financial knowledge and more informed decision-making.</p>				

Healthy food access

Strengthen senior access to healthy meals and socialization by increasing participation in congregate meal sites.

The Community Solutions Data Report identifies food insecurity as a major concern within our region. In addition, the Ohio Department of Health reports that “food deserts” persist in many areas of the state, and local observations confirm that these conditions are prevalent in our service area as well. Since the COVID-19 pandemic, participation in congregate meal programs has not returned to pre-pandemic levels. Although AAA7 has supported providers with strategies to increase attendance, it is evident that a more intentional, coordinated, and targeted approach is necessary to effectively boost participation and better address food access challenges.

Projected Start and End Dates	Type of Activity/Funding Source(s)	Staff Position(s) Assigned to Action Steps	Strategies	Measures
1/1/28-12/31/28	Nutrition/T3A	Director of Community Services; Director of Community Outreach	Use newsletters, social media, flyers, senior center announcements, and community events to promote services.	Website or social media engagement metrics (clicks, shares, views).
1/1/28-12/31/28	Nutrition/T3A/C1	Director of Community Outreach; Community Services Director, Administrator, and Coordinator	1) Maintain an online directory of all congregate meal site locations on the agency website to improve community access to information. 2) Host periodic Facebook Live events featuring congregate meal sites to showcase the benefits of congregate dining.	Number of new participants
1/1/28-12/31/28	Nutrition/T3A/C1	Community Services Director, Administrator, and Coordinator	Gather data and success stories from high-performing congregate sites and share the results with under-participating locations to demonstrate impact and encourage replication.	Number of new participating sites offering Grab-n-Go

**Challenges:** 1) Some participants may prefer Grab-n-Go meals instead of attending congregate meal sites, which can reduce opportunities for socialization. 2) Limited awareness of congregate meal sites among seniors, caregivers, and referral sources. **Mitigation:** Encourage congregate sites to increase social activities scheduled immediately before or after meal times to make onsite participation more appealing. Promote congregate meal sites through multiple channels, including case managers, social media, newsletters, and agency communications. Engage provider networks to share information and referrals.

1) Increase access to nutritious meals 2) Enhanced social engagement 3) Growth in congregate meals sites with more flexible option with Grab-n-Go.

**YEAR 2, #2**

Reliable transportation

Ensure senior perspectives are included in the regional transportation planning processes to improve access, safety, and mobility for older adults.

Transportation has been a longstanding challenge in our region. Although more counties now operate transit systems, significant barriers still limit seniors' access to dependable transportation. Out-of-county travel is often not available, creating substantial hardship for older adults who must visit larger cities for specialty medical care—services that are limited in much of our area. Existing funding simply cannot keep pace with the need. Our Needs Assessment further highlights these gaps: 23 percent of respondents are unable to grocery shop or run errands, 37 percent cannot attend medical appointments or obtain prescriptions, and 24 percent are unable to participate in community activities such as congregate meal service. As new transportation solutions are explored and implemented, we remain committed to advocating for the needs and voices of our seniors.

Projected Start and End Dates	Type of Activity/Funding Source(s)	Staff Position(s) Assigned to Action Steps	Strategies	Measures
1/1/2028-12/31/28	Transportation/T3A	Director of Community Services	1) Attend scheduled regional transportation meetings to provide senior-focused input. 2) Encourage county mobility managers to engage at the Advisory Council meetings	Will attend 75% of scheduled meetings
1/1/2028-12/31/28	Transportation/T3A	Director of Community Services; Director of Community Outreach	Share AAA7 resources at OVRDC meetings and provide OVRDC transportation updates to AAA7 staff and website for use in outreach and community information.	1) Number of community partners and/or the participants receiving the information 2) Website or social media engagement metrics (clicks, shares, views).

**Challenges:** 1) Limited awareness among seniors about available or changing transportation options. 2) Limited rural routes with longer distances and fewer options 3) Limited accessible vehicles **Mitigation:** 1) Ensure consistent attendance at regional transportation meetings to provide senior-focused perspectives 2) Post transportation resources on AAA7 website 3) Share transportation updates with AAA7 staff to disseminate information across the region.

1) Increased community awareness of up-to-date transportation options across the region 2) Greater collaboration and coordination in transportation initiatives

**YEAR 2, #3**

Caregiver supports

Increase participation in the GUIDE Program to strengthen support for caregivers.

Support for caregivers has emerged as a critical need not only within our region but across the country. According to our Community Solutions Data Report, more than ten percent of adults in our ten-county area are living with Alzheimer’s disease. We are also seeing an increasing number of care recipients in our Respite program who have Alzheimer’s or a related dementia. Our Needs Assessment further underscores the growing demand for support: nearly 30 percent of respondents identify themselves as caregivers, and more than half report experiencing physical or financial strain due to their caregiving responsibilities. When asked which services would be most helpful, caregivers most frequently cited assistance with day -to-day care for their loved one and access to respite.

Projected Start and End Dates	Type of Activity/Funding Source(s)	Staff Position(s) Assigned to Action Steps	Strategies	Measures
1/1/27-12/31/28	Caregiver/T3A; T3E; CCS Health	ADRN Staff; T3E staff; Director of Community Outreach; Director of Community Services; Director of ADRN	1)Promote the GUIDE program through community partners, AAA7 staff, healthcare providers 2) Use newsletters, social media, and caregiver-focused events to share information. 3)Provide partner organizations with GUIDE informational materials and referral protocols	1)Increase in referrals to GUIDE 2)Number of referrals per community partners 3)Number of community partners that engaged in GUIDE referral training
1/1/27-12/31/28	Caregiver/T3A; CCS Health	ADRN Staff	Completing assessments and reviewing eligibility criteria	Number of enrolled caregivers in GUIDE

**Challenges:** 1)Low awareness of the GUIDE program among caregives and providers. 2) Eligibility criteria. **Mitigation:** 1)Increase promotion through outreach with community partners and staff. 2) Will explore other community options with those that are not eligible.

1) Increased awareness and usage of supportive caregiver services 2)Improved caregiver well-being

**YEAR 3, #1**

<b>Priority Area (Please choose from drop down)</b>	Quality and coordinated healthcare				
<b>Goal #1</b>	Increase awareness and referrals to AAA7 programs and resources by engaging Federal Qualified Health Centers.				
<b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b>	In our region, where poverty rates exceed 14 percent (according to our Community Solutions Data Report), and where access to medical specialists is limited, many seniors are increasingly turning to Federally Qualified Health Centers for care. Transportation challenges further restrict their ability to travel to specialists outside the area. Additionally, many seniors and their families are unaware of the wide range of services available to them through the AAA and its community partners. Strengthening partnerships with FQHCs will help expand awareness of our role in the community and ensure that eligible individuals are connected to the services and supports they need.				
<b>Objectives</b>	<b>Projected Start and End Dates</b>	<b>Type of Activity/Funding Source(s)</b>	<b>Staff Position(s) Assigned to Action Steps</b>	<b>Strategies</b>	<b>Measures</b>
Outreach to Federal Qualified Health Centers to gauge interests in partnerships	1/1/29-12/31/29	Outreach/T3A	Director of Community Services; Director of Community Outreach; Director of ADRN	Collaborate with FQHC leadership, care coordinators, and social workers to promote AAA7 programs and increase referrals.	Number of FQHCs engaged with MOUs
Strengthen FQHCs engagement	4/1/29-12/31/29	Outreach/PP-Admin; T3A	ADRN Staff, Community Service Staff	Deliver training, resource packets, and updates to FQHCs	The number of times that AAA7 staff are able to coordinate with the FQHCs in-person
Increase Community Awareness	4/1/29-12/31/29	Outreach/PP-Admin; T3A	Community Services Dept; Community Outreach Dept; ADRN Dept	1) Promote AAA7 programs through ongoing engagement with the FQHCs 2) Share FQHC resources with community and AAA7 Staff	Number of referrals received from FQHCs
<b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b>	<b>Challenges:</b> Limited awareness of AAA7 services within FQHC staff <b>Mitigation:</b> 1) Provide in-service training with engaged FQHCs 2) Ensure AAA7 resources are added to FQHC resources				
<b>Expected outcome(s) of this goal:</b>	1) More seniors and caregivers will become aware of AAA7 services due to expanded communication through FQHC networks. 2) Seniors in underserved or rural areas will gain improved pathways to information and referrals through FQHC partnerships. 3) Increased referrals to AAA7 programs and services.				

**YEAR 3, #2**

<b>Priority Area (Please choose from drop down)</b>	Safe and accessible housing				
<b>Goal #2</b>	Develop visibility of housing options and resources that assist seniors in securing stable, suitable housing.				
<b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b>	Housing affordability and home repair needs emerged as major concerns in our Needs Assessment. When asked about financial challenges over the past year, respondents identified rent or mortgage payments, utilities, and property taxes as their most significant worries. Additionally, 40 percent reported that their homes require repairs related to health or safety issues, placing home repair among the most frequently needed services. Concerns about affordability were also substantial: 21 percent of respondents stated that housing is completely unaffordable, while 69 percent described it as moderately unaffordable - leaving only 9 percent who view housing costs as affordable. Another notable finding is that approximately 62 percent of respondents are unaware of affordable housing options should relocation become necessary.				
<b>Objectives</b>	<b>Projected Start and End Dates</b>	<b>Type of Activity/Funding Source(s)</b>	<b>Staff Position(s) Assigned to Action Steps</b>	<b>Strategies</b>	<b>Measures</b>
Expand Housing resource availability	1/1/29-12/31/29	Housing/T3A	Director of Community Services; Director of Community Outreach and Community Outreach Dept	Build and Maintain a Senior Housing Resource Guide by developing a user-friendly housing guide covering affordable housing, home modification supports, utility assistance, and emergency housing contacts. Update guides yearly and make digital and print versions that are readily available.	Each county will have information
Increase Access through Outreach	1/1/29-12/31/29	Housing/T3A;PP-Admin	Director of Community Services; ADRN Dept; Director of Community Outreach and Community Outreach Dept	Share housing resources through AAA7 social media, newsletters, community presentations, and partner organizations.	Website or social media engagement metrics (clicks, shares, views).
<b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b>	<b>Challenges:</b> 1)Limited affordable or accessible housing for seniors 2) Seniors may not know where to find housing information 3) Technology barriers to online resources <b>Mitigation:</b> 1)Advocate through local county coalitions for senior-friendly units 2) Increase visibility through community outreach, printed guides, and staff-assisted navigation. 3) Provide printed materials and offer staff support to help seniors navigate				
<b>Expected outcome(s) of this goal:</b>	1) Enhanced awareness among seniors 2) Stronger community collaboration				

**YEAR 3, #3**

<b>Priority Area (Please choose from drop down)</b>	Healthy food access				
<b>Goal #3</b>	Support a collaborative network of community meal providers to help meet the nutritional needs of seniors.				
<b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b>	Our Needs Assessment identified growing concern among older adults regarding both the rising cost of food and their ability to access essential nutrition services. Food costs were frequently reported as one of the most significant affordability challenges, and home-delivered meals ranked among the top five most needed services in our region. According to our Community Solutions Data Report, the poverty rate across the area is 14 percent, and more than 13,000 households with at least one older adult depend on SNAP benefits. Additionally, recent updates from our providers show that nearly 800 individuals across our ten-county region are currently on waiting lists for home-delivered meals. These indicators clearly demonstrate the urgent need for additional resources to support individuals who are waiting for services and to help ensure older adults can maintain reliable access to nutritious food.				
<b>Objectives</b>	<b>Projected Start and End Dates</b>	<b>Type of Activity/Funding Source(s)</b>	<b>Staff Position(s) Assigned to Action Steps</b>	<b>Strategies</b>	<b>Measures</b>
Increase meal provider collaboration	1/1/29-3/31/29	Nutrition/T3A	Director of Community Services; Community Services Administrator	Engage with community meal providers	Number of participating provider with MOUs
Increase awareness of community food resources	1/1/29-12/31/29	Nutrition/T3A	Director of Community Services; Community Services Administrator; Director of Community Outreach	Share food resources through AAA7 social media, newsletters, community presentations, and partner organizations.	Website or social media engagement metrics (clicks, shares, views).
Expand meal access to seniors	4/1/29-12/31/29	Nutrition/Donation	Community Services Coordinator; Community Services Administrator	Facilitate collaboration between participating meal providers with at need seniors	Number of seniors receiving donated meals
<b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b>	<b>Challenges:</b> 1) Providers may have limited capacity to expand services 2) Transportation barriers may limit seniors' ability to access. <b>Mitigation:</b> Pursue volunteers to assist meal providers in reaching at need seniors 2) Highlight meal providers that participate in newsletters, social media outlets and website to increase the awareness and recognition				
<b>Expected outcome(s) of this goal:</b>	1)Increase in community providers supporting seniors. 2) Increase seniors receiving meals. 3)Stronger community partnerships with awareness of senior needs.				

**YEAR 4, #1**

<b>Priority Area (Please choose from drop down)</b>	Caregiver supports				
<b>Goal #1</b>	Increase caregiver participation in Trualta's virtual webinars and support groups.				
<b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b>	<p>Supporting caregivers has long been a priority for our AAA, demonstrated through our continued focus on directing resources toward respite and related services. However, findings from our Needs Assessment indicate that caregivers are increasingly seeking education, guidance, and additional supports to help them manage the growing complexity of their caregiving responsibilities. The Trualta platform has emerged as a highly valuable tool, providing general information, educational webinars, skills -based learning, and support groups—all of which have been well-received by caregivers who use the service.</p> <p>As the number of caregivers continues to rise alongside the rapidly growing 85+ population, expanding awareness of available assistance will be critical. Strengthening outreach and ensuring caregivers are informed about the resources at their disposal will help them access the support they need to sustain their wellbeing and continue in their caregiving roles.</p>				
<b>Objectives</b>	<b>Projected Start and End Dates</b>	<b>Type of Activity/Funding Source(s)</b>	<b>Staff Position(s) Assigned to Action Steps</b>	<b>Strategies</b>	<b>Measures</b>
Increase attendance in Trualta virtual webinars and virtual support groups	1/1/30-12/31/30	Caregiver/T3A; T3E Admin	Director of Community Outreach Director of Community Services	Use newsletters, social media, email campaigns, AAA7 website, caregiver events, and community partners to promote webinar and support group offerings.	1)Number of social media posts and engagement metrics (likes/shares/clicks). 2)Increase in enrollment onto Trualta platform.
Increase referrals to Trualta from AAA7 staff and community partners	1/1/30-12/31/30	Caregiver/T3A; T3E Admin	Director of Community Outreach Director of Community Services	Partner with community partners (FQHCs, schools, hospital staff, county coalitions) to educate on the awareness of Trualta resource	1)Number of partners sharing Trualta material 2)Increase in enrollment onto Trualta platform
<b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b>	<p>Challenges: 1)Low awareness of Trualta 2) Technology barriers may limit participation Mitigation: 1)Conduct quarterly outreach campaigns with community partners highlighting webinar topics and benefits 2) Provide printed educational material for caregivers</p>				
<b>Expected outcome(s) of this goal:</b>	<p>1) More caregivers will participate in online webinars and support via Trualta 2) Caregivers will feel more supported, knowledgeable, and confident in their caregiving roles 3)Increased awareness of Trualta's resources 4)Stronger collaboration with community partners</p>				

**YEAR 4, #2**

<b>Priority Area (Please choose from drop down)</b>	Community supports and services				
<b>Goal #2</b>	Increase visibility of social engagement opportunities available to seniors.				
<b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b>	The AAA7 Needs Assessment asked respondents about various aspects of social connection in their lives. Findings show that feelings of loneliness, sadness, and isolation are significant concerns, with roughly 20 percent reporting dissatisfaction with their ability to participate in social activities. Community Solutions Data further highlights the issue: about one -third of adults aged 60 and older live alone, and approximately 45 percent are widowed, divorced, or single. Senior center engagement is also low - nearly 45 percent of respondents reported that they either do not visit their senior center at all or do so only once or twice per year. (Transportation challenges continue to be a major contributor to social isolation.) Without regular visits to senior centers or nutrition sites, many older adults are not aware of the social opportunities and supports available to them.				
<b>Objectives</b>	<b>Projected Start and End Dates</b>	<b>Type of Activity/Funding Source(s)</b>	<b>Staff Position(s) Assigned to Action Steps</b>	<b>Strategies</b>	<b>Measures</b>
Build Community Collaboration	1/1/30-12/31/30	Social Engagement/T3A	Director of Community Services; Director of Community Outreach and staff	Develop and maintain a monthly social engagement calendar by engaging focal points to share their calendars; Distribute at community events	Number of senior centers, libraries, and community groups that contribute to social activity calendars.
Expand Awareness of Social Opportunities	1/1/30-12/31/30	Social Engagement/T3A	Director of Community Services; Director of Community Outreach and staff	Create a social calendar of focal point activities on AAA7 Website by obtaining the focal point activity calendars	Number of social media posts and engagement metrics (likes/shares/clicks)
Increase senior participation in social events	1/1/30-12/31/30	Social Engagement/T3A	Director of Community Services; Director of Community Outreach and staff	Use newsletters, social media, flyers, AAA7 website, community boards, and direct communication to promote upcoming social activities.	Reported increase in senior participation by senior centers and other community partners at social events
<b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b>	<b>Challenges:</b> 1)Seniors may not be aware of the available social activities 2) Limited access to technology 3) Transportation barriers <b>Mitigation:</b> 1)Increase outreach through AAA7 staff and community partners. 2) Use multiple formats (print and digital) to reach seniors 3)Share transportation options and online options for engagement such as Trualta and WeThrive Together				
<b>Expected outcome(s) of this goal:</b>	1) Increased awareness of social engagement opportunities 2)Reduced social isolation among seniors 3)Stronger community partnerships				

**YEAR 4, #3**

<b>Priority Area (Please choose from drop down)</b>	Community supports and services				
<b>Goal #3</b>	Build a diverse, multi-generational volunteer base to support and engage local seniors.				
<b>Rationale (Describe how your goal is linked to your needs assessment findings and how it addresses reaching services and supports to those with greatest social and economic need).</b>	Although some respondents in the Needs Assessment reported that volunteering is part of their lives, it was not a common activity overall. In many cases, individuals are unsure how to get involved, and community organizations may not be fully aware of local needs. Given that isolation and loneliness were identified as concerns for many older adults, developing a volunteer base that reaches out to vulnerable populations can be mutually beneficial - providing meaningful interaction for both volunteers and those receiving support. By engaging school groups, sports teams, faith-based organizations, and college programs, a strong multi-generational volunteer model can be built to strengthen community connections.				
<b>Objectives</b>	<b>Projected Start and End Dates</b>	<b>Type of Activity/Funding Source(s)</b>	<b>Staff Position(s) Assigned to Action Steps</b>	<b>Strategies</b>	<b>Measures</b>
Launch a volunteer recruitment campaign using social media, community events, and local media.	1/1/27-12/31/30	Social Engagement; T3A	Director of Community Services; Director of Community Outreach and staff	Promote volunteer opportunities through schools, colleges, workplaces, senior centers, churches, and community groups.	1) Number of interested individuals 2)Number of social media posts and engagement metrics (likes/shares/clicks)
Recruit 30 volunteers across multiple age groups within the first 12 months, with an additional 15 per year.	1/1/27-12/31/30	Social Engagement; T3A	Director of Community Services; Director of Community Outreach and staff	1)Promote volunteer opportunities through schools, colleges, workplaces, senior centers, churches, and community groups. 2)Provide quarterly hybrid volunteer training sessions focused on senior engagement, communication, and safety. 3)Provide Sensitivity to Aging Training	Number of volunteers per year
Facilitate placement of trained volunteers into community programs where their skills can support seniors.	4/1/27-12/31/30	Social Engagement; T3A	Director of Community Services; Director of Community Outreach and staff	Collaborate with community partners to identify volunteer opportunities.	Number of successful collaborations with volunteer and volunteer openings
<b>What challenges or barriers might prevent your AAA from achieving this goal? How will your agency proactively mitigate these challenges to stay on track?</b>	<b>Challenges:</b> 1) Limited awareness of volunteer opportunities 2) Retaining volunteers long-term <b>Mitigation:</b> 1) Outreach among community partners and social media 2) Offer varied volunteer roles so individuals can change positions				
<b>Expected outcome(s) of this goal:</b>	1) Increased volunteer participation across multi-generations 2) Increase opportunities for seniors to socially engage 3) Provide increase community awareness and support				