

ORANGE COUNTY MASTER AGING PLAN



2012-2013

Year 1 Implementation Plan: Goals, Objectives, and Strategies

Prepared under the leadership of:

The Master Aging Plan Steering Committee

The Orange County Advisory Board on Aging

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2012-2013 MAP IMPLEMENTATION PLAN

GOALS, OBJECTIVES, STRATEGIES, AND INDICATORS

Goal 1: Empower older adults, their families, and other consumers to make informed decisions and to easily access available services and supports.

Objective 1.1: Increase the accessibility of information about resources, programs, and services for older adults in Orange County.

- Strategy 1.1.1:** Create a social marketing plan that will: 1) assess how both urban and rural residents currently access information; 2) determine what communication strategies are preferred by older residents and their families; 3) identify information gaps that can be met with an organized marketing plan; and 4) design an outreach program that will provide needed information to both urban and rural populations of older adults.

Indicator 1.1.1a: Creation of a social marketing plan to advertise programs and services available to older adults living in both rural and urban parts of Orange County, available at all levels of literacy and in different languages.

Agencies responsible: Department on Aging, Chatham-Orange Community Resource Connections (CRC) member organizations.

Lead Agency: DoA/Aging Transitions

- Strategy 1.1.2:** Implement a countywide social marketing plan that distributes needed information to older adults through a variety of means.

Indicator 1.1.2a: Designation of a person to be in charge of implementation of the social marketing plan.

Indicator 1.1.2b: Expansion of the SeniorNet partnership and other resources to help older adults use information technology.

Indicator 1.1.2c: Creation of a mobile information table that goes to different events/places older adults frequent around the county to disseminate information about services, benefits, eligibility criteria, etc.

Indicator 1.1.2d: Department on Aging contact information and website address included in welcome packets provided to new residents.

Indicator 1.1.2e: Quarterly meetings held with faith-based groups to facilitate and monitor information dissemination.

Agencies Responsible: Department on Aging, Chatham-Orange Community Resource Connection (CRC) member organizations.

Lead Agency: DoA/Aging Transitions

Objective 1.2: Provide general information related to finances, long-term care insurance, and estate planning to older adults within Orange County.

- Strategy 1.2.1:** Utilize volunteers and existing educational materials to provide information related to finances, long-term care insurance, and estate planning to older adults.

Indicator 1.2.1a: Volunteers recruited and oriented by the RSVP 55+ Volunteer Program provide financial and estate planning information to older adults appropriate for their risk tolerance, life stage, and personal financial situation.

Indicator 1.2.1b: Financial and estate planning information posted on websites and provided through information outreach efforts and workshops.

Indicator 1.2.1c: Long-term care insurance information and advocacy provided by SHIP volunteers.

Agency Responsible: Department on Aging/ RSVP and Aging Transitions

Objective 1.3: Ensure the attention to diversity in Department on Aging programs and information sharing efforts.

- Strategy 1.3.1:** Create a dedicated program to link older adults from minority, refugee and immigrant groups and faith communities to Senior Centers.

Indicator 1.3.1b: Expansion of English as a Second Language classes at the Senior Centers.

Indicator 1.3.1c: Programs offered at the Senior Centers that celebrate diversity and are advertised in relevant languages.

Indicator 1.3.1d: Ensure that sexual minorities (lesbian, gay, bisexual, transgender, queer, and intersex) and their allies are included in OCDOA programs and information sharing efforts.

Indicator 1.3.1e: Develop (or obtain from e.g. Equality N.C.) training for OCDOA staff on sensitivity to the culture and needs of sexual minorities, and the particular needs and concerns of elderly LGBTQIA persons.

Agencies Responsible: Department on Aging; Orange County Health Department; Orange County Housing, Human Rights, and Community Development Department.

Lead Agency: DoA/ Senior Centers

Goal 2: Enable older adults to age in their place of choice with appropriate services and supports.

Objective 2.2: Preserve and increase the number of affordable housing options for low and middle-income older adults.

- Strategy 2.2.3:** Encourage and endorse partnerships that lead to the development of new housing options for older adults.

Indicator 2.2.3a: New partnerships created among commercial builders, local non-profit organizations, faith communities, and public bodies that increase housing choices.

Agencies Responsible: Orange County Planning Department; Orange County Housing, Human Rights, and Community Development Department; Habitat for Humanity of Orange County; Community Home Trust; faith communities

Lead Agency: Orange County Housing, Human Rights, and Community Development Department

- Strategy 2.2.4:** Encourage the organization of intentional communities (e.g., co-housing, cooperative housing, share-a-home arrangements, etc.) as a housing option for older adults in Orange County.

Indicator 2.2.4a: An organization identified to bring parties together who are interested in forming intentional communities.

Indicator 2.2.4c: More intentional communities created.

Agencies Responsible: Department on Aging with help from Charles House, Inc.

Objective 2.3: Increase the proportion of the housing stock that accommodates the needs of older adults through universal design features.

- Strategy 2.3.1:** Increase awareness about the value of universal design.

Indicator 2.3.1a: Workshops held at the Senior Centers and other locales (such as congregations, community centers and home improvement centers) on universal design and the positive benefits of home modifications on quality of life and property value.

Indicator 2.3.1b: Development of a media campaign to promote the benefits of universal design (through print, radio, and/or television).

Indicator 2.3.1c: Creation of a brochure with information on simple and low-cost home modifications to aid aging in place.

Agencies Responsible: Department on Aging; Orange County Planning Department, Orange County Housing, Human Rights and Community Development Department; Towns of Chapel Hill, Carrboro, Hillsborough; R.L. Mace Universal Design Institute **Lead:** DoA: Senior Centers and Aging Transitions
Lead Agency: DoA/Aging Transitions

Objective 2.4: Coordinate the navigation and transportation plans between the various counties, towns, and other regional bodies that enable community mobility for older adults.

- Strategy 2.4.3:** Designate an aging-related Mobility Manager to coordinate with other transportation providers to assist older adults across Orange County.

Indicator 2.4.3a: Funding secured for aging-related Mobility Manger.

Agencies Responsible: Department on Aging, in collaboration with the Orange County Planning Department

- Strategy 2.4.6:** Create a map with all Orange County navigation and transportation routes.

Indicator 2.4.6a: Continued communication with the Orange County Planning Department to complete the map that is currently in progress.

Indicator 2.4.6b: Map updated annually.

Agencies Responsible: Department on Aging/RSVP with help from the Orange County Planning Department

Objective 2.5: Orange County will encourage transportation services that enable community mobility for older adults.

- Strategy 2.5.1:** Expand existing volunteer driver programs, such as but not limited to Friend-to-Friend, A Helping Hand, and American Red Cross, that provide door-to-door, door-through-door, escorted, and other transportation to low-income older adults.

Indicator 2.5.1a: Increased number of volunteers providing transportation services.

Agencies Responsible: Department on Aging, Orange County Planning Department, Department of Social Services.

Lead Agency: DoA/RSVP

- Strategy 2.5.2:** Encourage private transportation providers to offer door-to-door, door-through-door, escorted, and other transportation to shopping areas for both urban and rural area residents.

Indicator 2.5.2a: Meetings held with existing private transportation providers (e.g. taxi services, existing group travel providers) and/or local businesses to determine feasibility of regular group transportation between urban and rural areas, the Senior Centers, and shopping areas.

Agencies Responsible: Department on Aging, Aging Advisory Board, Orange County Planning Department

Lead Agency: Aging Advisory Board

- Strategy 2.5.5:** Advocate for a consolidated transportation system within the county

Indicator 2.5.5a: The merger of Chapel Hill Transit and Orange Public Transportation.

Agencies Responsible: Department on Aging, Orange County Planning Department.

Lead Agency: Aging Advisory Board

- Strategy 2.5.6:** Establish and support senior driving education programs that address the driving task, the driver, and/or the social environment.

Indicator 2.5.6a: Driving education programs offered at the Senior Centers at least 2 times per year.

Agency Responsible: Department on Aging/ Aging Transitions

Objective 2.7: Expand in-home and community respite support services that enable Orange County residents to age in place.

- Strategy 2.7.1:** Encourage faith-based groups to provide respite services to caregivers through programs like Caregiver Day Out, as currently provided at the Seymour Center, to other locations in Orange County.

Indicator 2.7.1a: Technical assistance offered to faith-based groups to provide respite services to caregivers.

Indicator 2.7.1b: More caregivers provided respite services through faith-based groups.

Agencies Responsible: Department on Aging, in collaboration with faith-based groups, Triangle J Area Agency on Aging, and other community groups.

Lead Agency: DoA/Aging Transitions

- Strategy 2.7.2:** Offer Friend-to-Friend program through the senior centers to provide respite to caregivers and companion services to older adults living alone.

Indicator 2.7.2a: Respite services to older adults and their caregivers provided by the Friend-to-Friend program.

Agency Responsible: Department on Aging/ Aging Transitions

- Strategy 2.7.5:** Collaborate with the Carolina Villages Project to promote the creation of villages in Orange County, in which neighborhood networks assist with aging in place, through education, information sharing, volunteerism, and technical support.

Indicator 2.7.5a: Increased number of villages in Orange County.

Agencies Responsible: Department on Aging Advisory Board and Carolina Villages Board

Objective 2.8: Ensure that more older adults in Orange County are able to maintain, modify, and afford their homes.

- Strategy 2.8.1:** Explore the feasibility of raising the income qualification limit again under the Homestead Tax Exemption program.

Indicator 2.8.1a: Initiative added to the Board of County Commissioners and Senior Tar Heel Legislature’s legislative agenda to raise the tax limit of the Homestead Tax Exemption program.

Agencies Responsible: Department on Aging, Board of County Commissioners, Orange County Senior Tar Heel Legislature Delegates

Lead Agency: Aging Advisory Board

- Strategy 2.8.2:** Educate older adults about where they can obtain low-cost assistance with home modifications.

Indicator 2.8.2a: Home modification assistance information included in community resource guides and part of information fairs.

Agencies Responsible: Department on Aging, in collaboration with Orange County Housing, Human Rights and Community Development Department and Vocational Rehabilitation Center for Independent Living.

Lead Agency: DoA/Aging Transitions

Goal 3: Empower older adults to enjoy optimal health status and to have a healthy lifestyle.

Objective 3.1: Promote wellbeing and the prevention and maintenance of chronic disease for all older adults in Orange County through increased access to evidence-based programs.

- Strategy 3.1.1:** Use geo-mapping strategies to understand where older adults are concentrated in the county and encourage organizations, like congregations and township community centers, to host wellness and exercise classes.

Indicator 3.1.1a: Development and dissemination of GIS map displaying current population density of older adults in Orange County to faith-based communities and other county departments.

Indicator 3.1.1b: GIS map put on UNC Center for Aging and Health's and UNC Institute on Aging's websites for wide distribution.

Agencies Responsible: Department on Aging, in collaboration with Orange County Parks and Recreation Department, town recreation departments, local congregations, UNC Center for Aging and Health, and the UNC Institute on Aging, CRC

Lead Agency: Department on Aging/RSVP

- Strategy 3.1.2:** Train volunteers to offer evidence-based wellness programs, like A Matter of Balance and Living Healthy, at the Senior Centers, senior housing locations, and congregations, etc.

Indicator 3.1.2a: Two trainings per year at Orange County Senior Centers to train volunteers in how to lead evidenced-based exercise programs for older adults.

Indicator 3.1.2b: Ads and articles publicizing exercise program leader trainings sent to faith-based organizations, senior living environments, Senior Centers, and published in the Senior Times.

Agencies Responsible: Department on Aging, in collaboration with Triangle J Area Agency on Aging and local congregations.

Lead Agency: DoA/ Wellness

- Strategy 3.1.3:** Develop a health marketing campaign to encourage Orange County citizens aged 50 and above to exercise for wellness and disease prevention and maintenance.

Indicator 3.1.3a: Identification of faculty and students at UNC School of Public Health to help create, implement, and evaluate the health marketing campaign.

Indicator 3.1.3b: Focus groups held with older adults of different ages, races, genders, and socioeconomic status to discover motivations and barriers to exercise.

Indicator 3.1.3c: Development of marketing campaign materials, articles, television, or radio ads.

Agencies Responsible: Department on Aging, in collaboration with UNC School of Public Health and Orange County Health Department.

Lead Agency: DoA Wellness

Objective 3.2: Ensure that older adults and their families can access appropriate care for their health needs.

- **Strategy 3.2.1:** Collaborate with Chatham-Orange Community Resource Connections (CRC) member organizations to promote the model of primary medical homes and the inclusion of case managers/social workers on the team at public and private primary care practices to provide patient education and service coordination.

Indicator 3.2.1a: Information provided to older adults about benefits of choosing a primary medical home and a list of primary medical homes that serve older adults on Medicare and Medicaid in Orange County.

Indicator 3.2.1b: More older adults referred to the PACE (Program of All-Inclusive Care for the Elderly) program.

Agencies Responsible: Chatham-Orange Community Resource Connections (CRC) member organizations, including the Department on Aging, Department of Social Services, AccessCare of Central Carolina, Piedmont Health

Lead Agency: Chatham-Orange Community Resource Connections (CRC) member organizations

- **Strategy 3.2.2:** Collaborate with the Chatham-Orange Community Resource Connection (CRC) to promote and expand hospital transition programs that involve nurse follow-up on patients after discharge and linkages with community resources.

Indicator 3.2.2a: Decline in local hospital readmission rates.

Agencies Responsible: Chatham-Orange Community Resource Connections (CRC) member organizations, including the Department on Aging, UNC Hospitals, and Carol Woods Retirement Community

Lead Agency: Chatham-Orange Community Resource Connections (CRC) member organizations

Objective 3.3: Improve quality of and access to mental health and substance abuse services for older adults and their families.

- **Strategy 3.3.1:** Educate older adults on the importance of identifying mental health and substance abuse issues such as 1) misuse and abuse of prescription drugs, 2) depression and anxiety, 3) alcohol use and addictions, 4) drug use and abuse, and 5) dementia.

Indicator 3.3.1a: Articles in Senior Times published regarding the importance of identifying mental health and substance abuse issues.

Indicator 3.3.1b: Posters placed in Orange County Senior Centers and other community locations on the importance of identifying mental health and substance abuse issues and how to access services.

Agencies Responsible: Department on Aging, Piedmont Behavioral Health – Orange County.

Lead Agency: DoA/ Aging Transitions

- Strategy 3.3.3:** Expand free mental health and substance abuse screening, referrals, and brief counseling services at the Orange County Senior Centers.

Indicator 3.3.3a: Expanded mental health and substance abuse screening and referrals at the Orange County Senior Centers.

Indicator 3.3.3b: Expanded brief counseling services at the Orange County Senior Services.

Agencies Responsible: Department on Aging, Piedmont Behavioral Health – Orange County.

Lead Agency: DoA/ Aging Transitions

- Strategy 3.3.4:** Advocate for the identification of mental health needs of long-term care residents and encourage appropriate treatment for those with mental health diagnoses by 1) building connections with mental health providers and 2) advocating for long-term care facilities to provide enhanced dementia care and interventions for mental health concerns.

Indicator 3.3.4a: Long-Term Care Round Table meeting with long-term care facilities held to explore enhanced dementia care and interventions for mental health concerns.

Indicator 3.3.4b: Information fair of mental health providers in Orange County attended by directors or administrators of long-term care facilities.

Agencies Responsible: Department on Aging, in collaboration with Aging Advisory Board, Triangle J Area Agency on Aging and Piedmont Behavioral Health

Lead Agency: Piedmont Behavioral Health - OPC Community Operations Center

Goal 4: Promote the safety and rights of older and vulnerable adults and prevent their abuse, neglect, and exploitation.

Objective 4.1: Collaborate with Emergency Management Services (EMS) to improve services for older residents of Orange County.

- Strategy 4.1.1:** Collaborate with Orange County EMS to provide multi-media information and trainings on falls prevention to fall victims, their families, and relevant organizations.

Indicator 4.1.1a: Trainings provided to older adults, caretakers, and organizations on how to manage and prevent fall events.

Agencies Responsible: Department on Aging, Emergency Management Services (EMS), UNC Division of Geriatric Medicine, UNC Center for Aging and Health.

Lead Agency: DoA/ Wellness and OT

- Strategy 4.1.2:** Partner with Orange County EMS, managers of long-term care facilities, older adults, and their caretakers to prevent reliance on EMS ambulance services for emerging medical problems, such as falls-related events.

Indicator 4.1.2a: Meeting between EMS and long-term care administrators to determine which medical events in long-term care facilities could be dealt with appropriately in ways besides full ambulance services and to determine which long-term care facility procedures could be altered to appropriately care for residents without reliance on full ambulance services.

Indicator 4.1.2b: Development of protocols for EMS workers responding to calls related to older adults.

Agencies Responsible: Department on Aging, Emergency Management Services (EMS), long-term care facility administrators, UNC Division of Geriatric Medicine, and UNC Center for Aging and Health, Sheriff's Office

Lead Agency: Emergency Management Services

- Strategy 4.1.3:** Partner with EMS and DSS to make sure that frail older adults are in safe places during weather and environmental emergencies.

Indicator 4.1.3c: More older adults referred to the Department on Social Services Special Needs Registry for help in weather emergencies and disasters.

Indicator 4.1.4d: Portable generators located at the Senior Centers.

Agencies Responsible: Department on Aging, Emergency Management Services (EMS), Department of Social Services (DSS), Asset Management, Sheriff's Department, Chatham-Orange Community Resource Connections (CRC) member organizations

Lead Agency: DSS/EMS with help from Chatham-Orange Community Resource Connections (CRC) member organizations

Objective 4.2: Improve the quality of programs and services provided to residents of long-term care facilities, nursing homes, assisted living facilities, and family care homes in Orange County.

- Strategy 4.2.1:** Activate the Department on Aging's Long-term Care Round Table to develop a partnership among the leaders of Orange County long-term care facilities and the regional long-term care Ombudsman to implement a model of person-centered care within long-term care facilities.

Indicator 4.2.1a: Long-term Care Round Table sponsored meeting with long-term care facility administrators, staff, and advocates focused on person-centered care.

Indicator 4.2.1b: A model of patient-centered care adopted and promoted by Long-term Care Round Table members.

Agencies Responsible: Department on Aging, in collaboration with the Triangle J Area Agency on Aging and Long-term Care Round Table and Advisory Board on Aging

Lead Agency: Advisory Board on Aging

Objective 4.3: Increase older adults' ability to protect themselves from exploitation, abuse, and neglect.

- Strategy 4.3.2:** Help older adults access needed social service programs.

Indicator 4.3.2a: Food stamp, energy assistance, and Medicaid applications explained and processed at the Senior Centers and other places frequented by low-income older adults.

Indicator 4.3.2b: Information about how to report abuse and neglect of an older person distributed by the Orange County Department on Aging, Orange County Department of Social Services, and other local agencies.

Agencies Responsible: Department on Aging/Aging Transitions and Department of Social Services

Goal 5: Empower older adults to engage in the community through volunteerism, lifelong learning, and civic activities.

Objective 5.1: Promote lifelong learning of older adults through increased access to continuing education classes and programs throughout the community.

- Strategy 5.1.1:** Advertise lectures, continuing education classes, and resources offered at the Senior Centers, libraries, and other community locations.

Indicator 5.1.1a: Ads and articles for upcoming continuing education classes published in Senior Times.

Indicator 5.1.1b: Articles on continuing education classes and resources published in local newspapers such as Raleigh News & Observer, Chapel Hill News, The Herald Sun, Burlington Times and Mebane Enterprises.

Agency Responsible: Department on Aging/Senior Centers

- Strategy 5.1.2:** Develop relationships with faith-based community in hopes of coordinating education at their sites.

Indicator 5.1.2a: Meeting with local coalitions of faith-based organizations held to discuss the unique opportunities of faith based organizations to promote older adult lifelong learning.

Agencies Responsible: Department on Aging, in collaboration with faith-based community.

Lead Agency: DoA/ Wellness/Senior Centers

Objective 5.2: Encourage the participation of older adults and their advocates in housing and transportation planning efforts in Orange County.

- Strategy 5.2.1:** Sponsor forums to discuss the types of housing and transportation services that older adults want and need and promote attendance at public meetings.

Indicator 5.2.1a: Forums on housing and transportation needs sponsored bi-annually.

Agencies Responsible: Department on Aging; Orange County Housing, Human Rights and Community Development Department; Orange County Planning Department; Towns of Chapel Hill, Carrboro, and Hillsborough
Lead Agency: Department on Aging with help from the Advisory Board on Aging

- Strategy 5.2.2:** Maintain volunteer recruitment services through the RSVP program.

Indicator 5.2.2a: Volunteer services through RSVP prioritized based on unmet needs and focus areas as identified by federal RSVP sponsor.

Indicator 5.2.2b: No decline in number of RSVP volunteers engaged.

Agency Responsible: Department on Aging/RSVP

Goal 6: Prepare Orange County for an aging population.

Objective 6.2: Develop advocacy efforts for local, state, and federal programs, which will support older adults.

- Strategy 6.2.1:** Designate a member of the Department on Aging Advisory Board to participate in town and county housing and transportation planning efforts.

Indicator 6.2.1a: Orange County Advisory Board on Aging representative appointed to County Housing Planning body and to the Orange County Unified Transportation Board.

Agency Responsible: Orange County Advisory Board on Aging

- Strategy 6.2.2:** Support Complete Streets policies at the state, county, and local levels that address the needs of older adults.

Indicator 6.2.2a: Meeting with towns that have existing Complete Streets policies to ensure they are accounting for the needs of older adults and to determine how to support the creation of polices in other towns and at the state level.

Agencies Responsible: Department on Aging; Orange County Planning Department; Towns of Chapel Hill, Carrboro and Hillsborough; NCDOT

Lead Agency: Aging Advisory Board

Objective 6.3: Maintain existing and seek new revenues for services and programs that serve the aging needs of Orange County.

- Strategy 6.3.1:** Seek available funding for navigation and transportation services and housing initiatives.

Indicator 6.3.1a: New funding applications for Section 5310, Section 5317, Section 5316 state funds and grants from the National Center for Senior Transportation, etc.

Indicator 6.3.1d: Increases secured in housing subsidies, such as but not limited to rental assistance, tax credits, local home ownership assistance.

Agencies Responsible: Department on Aging; Orange County Planning Department; Orange County Housing, Human Rights and Community Development Department; Chapel Hill Transit; Triangle Transit

Lead Agency: Department on Aging in collaboration with Orange County Housing, Human Rights, and Community Development and Planning/OPT Departments

Goal 7: Promote an adequate direct care workforce for an aging population and opportunities for older workers.

Objective 7.1: Promote increased opportunities and rewards for professional training in aging issues relevant to Orange County.

- Strategy 7.1.1:** Promote opportunities for professional healthcare providers (nurses, pharmacists, social workers, physician assistants, etc.) and students to learn more about aging-related issues.

Indicator 7.1.1b: Aging program and services information distributed to health professionals in the county, especially primary care physicians.

Indicator 7.1.1c: Resources and class announcements about UNC Certificate in Aging made available to public health, allied health, and social work students at UNC.

Indicator 7.1.1d: Outreach conducted to high school, technical school, and college faculty to raise awareness of aging-related careers and training opportunities.

Agencies Responsible: Department on Aging, in collaboration with Chapel Hill and Durham Eldercare Resources; AHEC; UNC Schools of Public Health, Medicine, Nursing and Social Work; UNC Institute on Aging; UNC Center for Aging and Health; Carol Woods Retirement Community, Community colleges

Lead Agency: UNC Center for Aging and Health

Goal 8: Maintain good stewardship of publicly funded services.

Objective 8.1: Monitor the Orange County Department on Aging’s fulfillment of the 2012-2017 Master Aging Plan so that county resources are used wisely.

- Strategy 8.1.1:** Develop an evaluation plan to assess achievement of the 2012-2017 MAP’s goals, objectives, strategies, and indicators.

Indicator 8.1.1a: MAP evaluation plan created.

Indicator 8.1.1b: Identify objectives and strategies that have not been achieved and address them.

Agency Responsible: Orange County Advisory Board on Aging

- Strategy 8.1.2:** Develop a process to make adjustments to objectives, strategies, and indicators that are not being achieved as planned or to incorporate newly identified needs and opportunities.

Indicator 8.1.2a: MAP monitoring data reviewed by the Department on Aging Advisory Board on a quarterly basis.

Indicator 8.1.2b: MAP Steering Committee meets twice a year to review monitoring data and to propose solutions to implementation problems.

Indicator 8.1.2c: Members of original 2012-2017 MAP work groups meet as needed to propose solutions to MAP implementation problems.

Agency Responsible: Orange County Advisory Board on Aging

- Strategy 8.1.3:** Present an annual MAP update to the BOCC.

Indicator 8.1.3a: Report provided to the BOCC on MAP successes and barriers each year.

Agency Responsible: Department on Aging

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