

2017-2021 MAP Accomplishments: Civic Engagement and Employment



- Created, developed and published **Mature Job Seekers Resource Guide** brochure and online versions. Includes guidance and listing of available resources and services.
- Thus far in current year-to-date, **32 people started full-time or part-time work**—remote/work from home or at location of employer. An additional **7 started their own business**; and **12 people began volunteering**.
- Created and developed job search materials and presentations for **Elder Job Seekers**.
 - **Job Search Plan Elements**, resumes, cover letters, interviewing, networking, salary negotiations, LinkedIn and other social media, Preparing for a Job Fair, Addressing Age Discrimination, Guiding Your Contacts, Self-Introductions; and more.
- Conducted **2,200+ in-person and virtual meetings, phone calls, texts, emails**.
- **Presented Job Search Workshops** at Seymour and Passmore Centers, Cedar Grove, Efland-Cheek, and Rogers Road Community Centers.
- **Created and facilitated Exploring Options After Retiring**, half-day event of multiple classes, at Durham Tech's Orange County campus.
- **Scheduled availability at Orange County Public Library** to meet with job seekers.
- Developed and published **Job Search Thoughts** in *Endless Possibilities* newsletter.
- Created and facilitated **Becoming Better Than Before**, a free Webinar with thoughts and exercises on Creativity, Relational Networking, and key elements of an effective Job Search. Due to very positive evaluations and enthusiasm, have repeated and updated materials.
- **Initiated and/or increased collaboration with Black, African American, Spanish, Portuguese and other nationality community groups** (NCBA, El Centro Hispano), as well as organizations addressing elder populations (AARP). Identified and contacted leadership in 35 churches in Orange County whose members include people 55+ years of age.

2017-2021 MAP Accomplishments: Housing



- Through a collaboration between PeeWee Homes, Carol Woods, Towns of Chapel Hill/Carrboro, and Habitat for Humanity **six new affordable homes are open to seniors** who earn less than 30% of the area median income (<\$19,100/year). Five more homes are in the planning or building phases.
- Through a collaboration between the Department on Aging and UNC's Partnerships in Aging Program, a comprehensive **Senior Housing Guide was published** in 2018 and updated in 2021. The Guide, including data about housing costs and availability, was disseminated throughout Orange County.
- **Senior Housing interests** have been represented in multiple channels through:
 - Consultations with 4 developers to **introduce livable design features into architectural plans**
 - Speaking to Town Councils (Carrboro and Chapel Hill) at 4 public hearings to **foster housing developments that are aligned with the needs of older adults**
 - **Membership** in Orange County's Affordable Housing Coalition and PeeWee Homes Board of Directors
- Through collaboration between UNC Partnerships in Aging Program, Rebuilding Together of the Triangle, and a grant from the Southeastern Energy Efficiency Alliance, the Orange County Home Preservation Coalition - with leadership from Morgan Cooper, a Masters of Public Health student at UNC-CH - **conducted the first countywide program evaluation of home preservation coalitioning and service provision**, producing a comprehensive and publicly available report.
- Concrete advocacy efforts were implemented to **address access and equity to home preservation services** in Orange County in relation to both anti-racism and manufactured home communities. Additionally, the Orange County Home Preservation team presented findings from their program evaluation to the Carrboro Town Council to encourage further support of these efforts.

2017-2021 MAP Accomplishments:

Outdoor Spaces and Buildings



- **Improved communication and collaboration** among older adults, county/towns Planning, Parks and Recreation staff
- **A volunteer workgroup focused on advocacy for outdoor spaces** initiated and facilitated by OCDoA
- Use of outdoor spaces by older adults is encouraged through **organized, planned special events, and outdoor walks** with interpretive guides
- **Outdoor/Intergenerational Activities section** added to the *Senior Times/Endless Possibilities* with highlights of local parks and OC Interactive Trails and Greenway Map information
- Town of Hillsborough **bus stop made into a “wellness” stop** (additional wellness stops planned for 2021-22)

2017-2021 MAP Accomplishments:

Social Participation, Respect and Inclusion



- Multiple **educational, intergenerational and cultural programs** offered
- Programs and brochures **offered in different languages**
- **Expanded building space** added at both Senior Centers
- **Financial Assistance** policy and **Scholarship** awareness promoted in *Endless Possibilities* activity guide, e-newsletter and website
- Senior Center Without Walls – **virtual programs offered regularly**
- **YouTube channel created**; ongoing program creation and promotion
- Continue outreach to growing **refugee and immigrant populations**
- **Improved senior center accessibility** via Occupational Therapist:
 - **Durable Medical Equipment** advertised and available to residents
 - **Transportation Specialist** promoted as elder community resource
- **Social Connections at an all-time high** at the OC Senior Centers prior to COVID-19; extra efforts to connect with residents during COVID
- Many new “**Welcoming**” **Programs** were developed at Senior Centers prior to COVID and will continue

2017-2021 MAP Accomplishments: Transportation



Transportation Helpline (919.717.1853): A source of information for the public regarding the transportation options for senior citizens in Orange County.

- 3-5 calls per day on average
- 1350+ calls since 2017

The Volunteer Driver Program: Door-to-door transportation with companion service for transit dependent older adults with the focus of filling gaps in the public transportation system

- 1,450+ one-way trips provided since 2017
- 78 registered riders
- 6 volunteer drivers currently receiving ride requests
- 26 volunteers have been trained since 2017

Travel Training: Teaching older adults how to use the public bus system. Includes Bus Riding 101 classes on how to get the most out of the public transit services in Orange County and beyond, as well as one-on-one travel training on fixed routes with folks who are unfamiliar with the bus system riding, and day trips on public buses to destinations in and beyond Orange County

- 150+ seniors have attended a Bus Riding 101 class, trip, or had one-on-one travel training

Increased Community Outreach: Informing senior citizens about all of the above by utilizing:

- Transportation Information Display Table at Senior Centers
- Community events

Enhanced Cooperation between local transit services: OCPT, CHT, GO Triangle

- Relationship building with the staff of each of the public transit systems
- Work with OCPT on Elderly/Disabled Transportation Assistance Program (EDTAP) referrals and assist with applications
- Work with CHT on EZ Rider referrals and assist with applications
- Identifying and communicating the coverage gaps in the public transit system
- Advocating for older adults who have unmet transportation needs

2017-2021 MAP Accomplishments:

Community Support and Health Services



- **Addressed food insecurity throughout Orange County:**
 - RENA Community Center has served **~425 families**
 - OCDoA has served **310 older adults with food boxes** with the aid of local law enforcement and fire agencies (CHPD, CPD, HPD, CHFD, CFD, OCSO)
 - OCDoA has served **over 100,000 lunches** through curbside pick-up and delivery each week during COVID
 - Town of Chapel Hill food box distribution has served **over 47,000 families** during COVID
 - Meals on Wheels Orange County North Carolina has served **more than 125,000 meals** during COVID
- **Ageing Transitions maintained home safety inspections** – virtually or in-home following COVID safety protocols. Expanded Durable Medical Equipment program participation. Created Large Medical Device Connections Program. Created additional support groups. Completed 1,600 social isolation check-in calls.
- Sheriff's Office received a \$5,000 grant from the Alzheimer's Foundation to expand participation in the **Life Track** program; the Sheriff's Office is **currently serving 47 residents** throughout the county.
- **20+ community programs and presentations on End of Life Options** for community members and professionals, increasing knowledge and normalizing dialogue around these topics.
 - Green burial options are now being offered in the county.
- Hosted **2 major COVID vaccine distribution sites** at Senior Centers. Partnered with OCHD to serve as an enrollment point for pop-up vaccination sites. Partnered with EMS as a referral point to coordinate mobile vaccination.
- Partnered with EMS to finalize **DNR bracelet intake and distribution**. Actively re-enrolling County residents.
- UNC Hillsborough Hospital **recognized as NC's first Geriatric Accredited ED**. A Member of the age friendly hospital network. All staff trained and recognized as a dementia friendly hospital.

2017-2021 MAP Accomplishments:

Communication and Information



- Revamped and re-branded our quarterly print publication, *Senior Times*, now ***Endless Possibilities***, to be more user-friendly and accessible
- Capacity for electronic/digital information dissemination increased:
 - Website page “**Hits**” have increased **87%** (14,117 page views)
 - Facebook page “**Likes**” have increased; **78%** (659 have “Like” our page)
 - *Endless Possibilities* bi-weekly **e-newsletter subscriptions up 40%** since 2017 (3501 subscribers)
 - Nov. 2020 established a **monthly OCDOA Upcoming Programs e-news blast** to *Endless Possibilities* subscribers
 - Introduced **Community News for Caregivers** July 2018, **subscriptions have increased 32%** since that time (698 subscribers)
 - Launched **OCNC Department on Aging YouTube channel** in June 2020 offering programming in caregiving, health & wellness, educational and more (21 videos/70 subscribers)
- **Non-electronic sources are used regularly** to promote programs and services
- **Established new, and strengthened existing, community partnerships** which have been vital in promoting and supporting our programs
- Staff tabled at **62 resource fairs** disseminating information to 2000+ attendees
- **64 Senior Resource Leaders have graduated from Project EngAGE** and now share resources in their local communities
- Marketing and informational materials available in **English, Burmese, Karen, Mandarin and Spanish**
- **Utilized new technology** to promote programming: ScreenCloud digital monitors in 16 county locations, the county public access channel, and *Endless Possibilities* publication software