

**2012-2017 Master Aging Plan**  
**Community Engagement Work Group**  
**Objectives and Strategies**

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**MAP GOAL 1: Empower older adults, their families, and other consumers to make informed decisions and to easily access health and long-term care options.**

- **Objective 1: Increase the accessibility of information about resources, programs, and services available in Orange County for older adults.**
  - **Strategy 1:** Create multi-level contact strategies with other organizations, including 1) organizations with locations to drop off information about OCDOA programs and services, 2) organizations with which to partner and exchange information, 3) organizations at which to send OCDOA Speaker's Bureau members, and 4) organizations to which older adults who need more services than the senior centers offer can be referred.
  - **Strategy 2:** Create student internship program to provide media consultation and effective information dissemination with the long-term goal of becoming a permanent position. This program would be in charge of: advertising local helplines and senior center programs through a variety of media; creating and revising resources at lower levels of literacy and in different languages; marketing SeniorNet scholarships; creating consumer guides to available products and services; training older adults on available services so they can educate their peers and spread information; and perform other activities, as needed.
  - **Strategy 3:** Develop infrastructure, including staff positions, to screen and train volunteers and coordinate computer support program. Activities of the program include: increasing the number of computers available in drop-in space at the senior centers; advocating for the expansion of the SeniorNet partnership to add more computers, update existing computers, and allow computers to be available to the community when classes are not being held; **and partner with other organizations to conduct an assessment of what types of technology and services are being used by older adults.**
- **Objective 2: Ensure the inclusion of diverse cultures in OCDOA programs and information sharing efforts.**
  - **Strategy 1:** Conduct an assessment of the demographic information, needs, and strengths of immigrant and refugee communities.
  - **Strategy 2:** Create a dedicated program to link refugees and immigrants to senior centers that includes a liaison staff position at the OCDOA to network with organizations and community groups as well as language classes and other programs at the senior centers.

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

- **Objective 1: Increase older adults' ability to protect themselves from scams, frauds, and other forms of exploitation.**
  - **Strategy 1:** Advocate for additional funding for qualified staff or consultants to partner with police departments, North Carolina Department of Justice, North Carolina Department of Securities, and Victim Assistance Network to market existing programs; hold classes on frauds and scams, and promote Scam Jams and Shred-A-Thons.
  - **Strategy 2:** Advocate for North Carolina Department of Justice Consumer Scams and Fraud booklet to be translated and the wording made more accessible.

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

- **Objective 1: Decrease the amount of isolation experienced by older adults living in Orange County**
  - **Strategy 1:** Expand the senior centers to include more drop-in space and add an adult day health center at the Robert and Pearl Seymour Center.
  - **Strategy 2:** Add more community engagement activities and programs in long term care facilities.
  - **Strategy 3:** Continue and expand the Retired and Senior Volunteer Program.

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

- **Objective 1: Increase work support opportunities for older adults in Orange County.**
  - **Strategy 1:** Research data on the older adult workforce, including, but not limited to, the economic benefits of older adults working in the county, how many older adults are working, and contribution of working older adults to the county budget.
  - **Strategy 2:** OCDOA creates partnerships with organizations like AARP, trade unions, Social Security Commission, and others to offer classes and programs at the senior centers on topics like transitioning from work to retirement, applying to new jobs, grant writing, and business coaching.