



# AREA AGENCY ON AGING



AREA PLAN 2001-2005  
MARGIE PALOMINO  
DIRECTOR



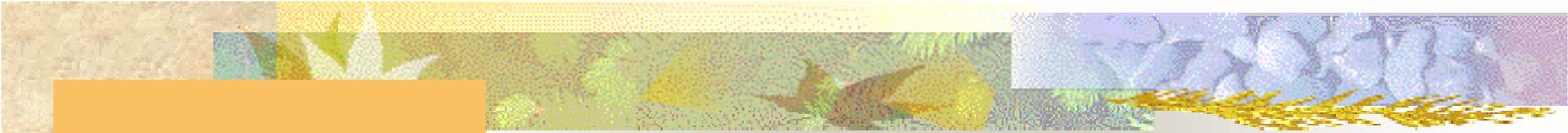
# PREFACE

- AAA created by Older American's Act with mandates:
  - Serve as visible and effective leaders ;
  - Serve as advocates ;
  - Accomplish state and federal program goals ;
  - \*Provide an **Area Plan** to receive program funding (Title III & CBSP)



# MISSION

- Stanislaus County AAA mission: “To promote the welfare and independence of seniors and veterans in Stanislaus County by developing systems of home and community based services, as well as linking them to other services available, in order to improve quality of life.”



# POPULATION

- **2000 CENSUS DATA:  
STANISLAUS COUNTY- 446,997**



## STANISLAUS COUNTY AGING POPULATION – YEAR 2000

Age Group	Total Number in County	% of Total Population
60-69	27,434	6%
70-79	21,515	5%
80-84	6,524	2%
85 +	5,819	1%
<b>Total: 60+</b>	<b>61,292</b>	<b>14%</b>



# Needs Assessment

- Strategic Marketing + Communications
- 3,000 Surveys mailed
- 1,008 Returned
- 33% Overall response= reliable sample



## Breakdown of completed surveys by cities

	<i>Number</i>	<i>Percent</i>
Ceres	81	8.1
Hughson	27	2.7
Modesto	440	44.0
Newman	35	3.5
Oakdale	52	5.2
Patterson	46	4.6



Riverbank	64	6.4
-----------	----	-----

Turlock	142	14.2
---------	-----	------

Waterford	25	2.5
-----------	----	-----

Other	87	8.7
-------	----	-----

Total Completed	999	100.0
--------------------	-----	-------

No Answer	9	
-----------	---	--

Total Surveys Returned	1008	
------------------------------	------	--



# TOP PRIORITIES

- 1) ENERGY/UTILITIES
- 2) CRIME PREVENTION & SAFETY
- 3) OBTAINING INFORMATION ABOUT SERVICES/BENEFITS
- 4) LACK OF FUNDS TO MEET EXPENSES
- 5) LONELINESS/DEPRESSION
- 6) HEALTH PROMOTION



# GOALS

Goal #1: To assist seniors with their energy/utility issues & provide information about services available.

- Create a discount fact sheet for distribution.
- Lobby for better energy discounts.



# GOALS

Goal #2: To reduce the fear of crime and increase safety for seniors.

- Personal safety seminars
- Distribute safety informational packets
- Cell phone project
- Partnership in safety project



# GOALS

Goal #3: Increase the awareness, as well as the accessibility of services to seniors.

- Semi-annual newsletter & Quarterly calendar
- Presentations to community & television outreach
- Increase public service announcements
- Grass roots information distribution
- Senior Awareness Day/Senior Diamond Day



# GOALS

Goal #4: Help reduce expenses facing seniors, targeting those most in need.

- Distribute fact sheet about discounts & assistance
- Farmer's Market Vouchers
- Conduct targeted outreach
- Advertise employment opportunities



# GOALS

Goal #5: Raise awareness about senior depression & loneliness and assist seniors with coping mechanisms.

- Telephone chains/buddy systems
- Christmas outing to view lights
- Workshops & periodic screenings
- Peer counseling
- Friendly visiting



# GOALS

Goal #6: Educate our senior community about the health benefits of staying active.

- Promotional seminars
- Health Fairs
- Information on importance of vaccinations
- Link I&A with local clinics



# COMMUNITY PARTNERS

- 1) Catholic Charities/SEAPA
- 2) Center For Senior Employment
- 3) CRLA
- 4) DMC Foundation/Miller's Place
- 5) Healthy Aging Association
- 6) Salvation Army
- 7) Stanislaus County Assistance Project (SCAP)
- 8) Stanislaus County BHRS
- 9) Valley Caregiver Resource Center

# AGING & VETERANS SERVICES

121 DOWNEY AVENUE, SUITE 102  
MODESTO, CA 95354 (209) 558-7825

For more information regarding  
services in your area for seniors  
or functionally impaired adults,  
call us Toll Free at

**800-510-2020**  
(within California only)

