

A group of six diverse elderly people are laughing joyfully together. From left to right: a woman with blonde hair in a pink shirt, a woman in a white shirt and a wide-brimmed hat, a man in a red shirt, a woman in a yellow jacket, a man in a grey patterned sweater, and a man in a maroon polo shirt. They are all smiling broadly and looking towards the camera.

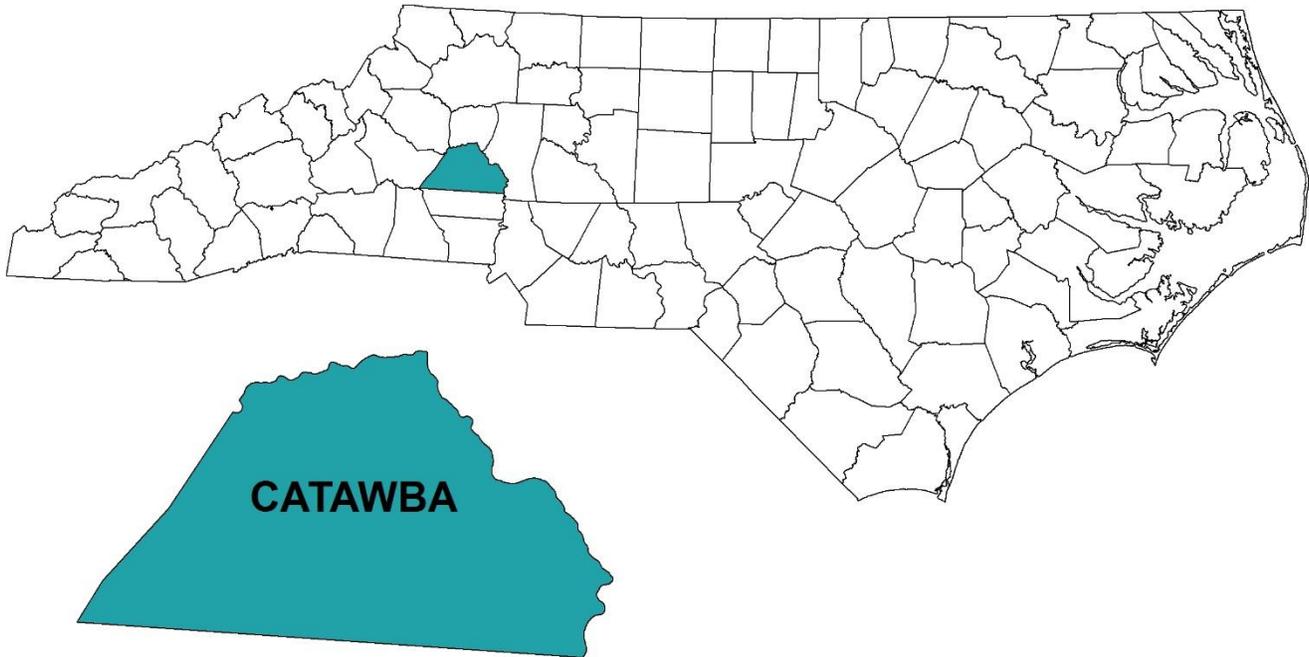
Blazing A Trail For Successful Aging

Catawba Aging Services Plan

July 1, 2016 - June 30, 2020

Developed by: Catawba County Aging Coalition

Catawba County



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EXECUTIVE SUMMARY



In 2009, the Catawba County Aging Leadership Planning team was formed to engage in a collaborative planning process to determine Catawba County’s “aging readiness” to provide programs, policies, and services that meet the needs of the growing senior population. The result of this process was development of the 2011-2015 Catawba County Aging Plan. The Catawba County Aging Coalition was formed to monitor and assist with the implementation of the Aging Plan objectives.

In 2015, the Catawba County Aging Coalition conducted a community wide survey. This survey targeted Catawba County seniors, caregivers, and professionals in the aging field. There were over 500 responses to the survey. The purpose of this survey was to garner relevant information that could be utilized to update the Aging Plan. The results of the survey are located beginning on page 21 in Exhibit 2.

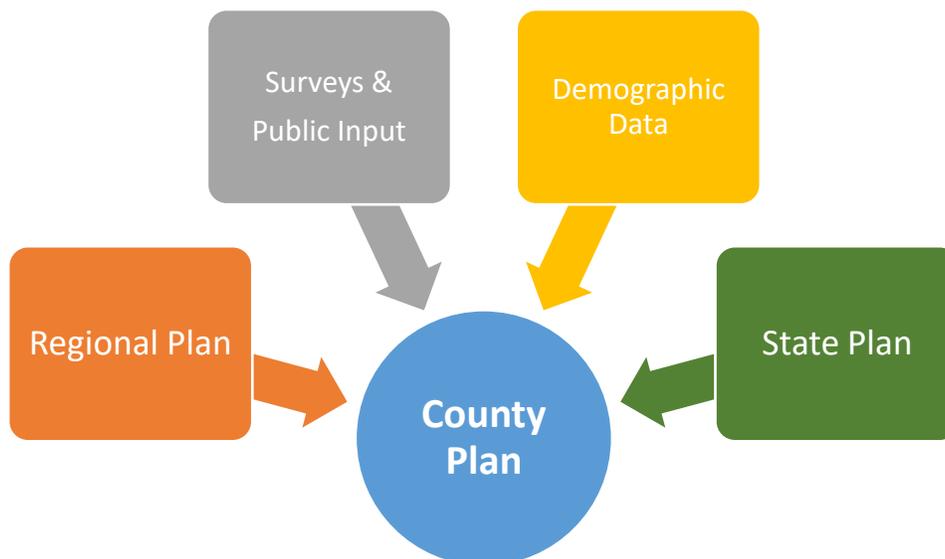
During the first half of 2016, the Catawba County Aging Coalition embarked on revising the Aging Plan. The plan includes six goal areas with corresponding strategies and measures of success. The six overarching goals include:

1. Assisting older adults and their families to make informed choices;
2. Empowering older adults to remain independent through the availability of community based services and supports;
3. Health and wellness;
4. Protecting the safety and rights of older and vulnerable adults
5. Volunteerism and social opportunities; and
6. Ensuring public awareness and responsiveness to the needs of older adults.

DEVELOPING THE PLAN



The members of the Catawba County Aging Coalition underwent an intense process of planning to provide the foundation for developing the Catawba County Aging Service Plan: “Booming Growth: Planning Today for a Successful Tomorrow”. A needs assessment survey was developed and distributed throughout the county. Input was received from aging service providers, older adults, caregivers, government officials and many others. The Regional Aging Plan developed by the Area Agency on Aging, the State Plan, data from the surveys and demographic data were also used in the development of the plan.



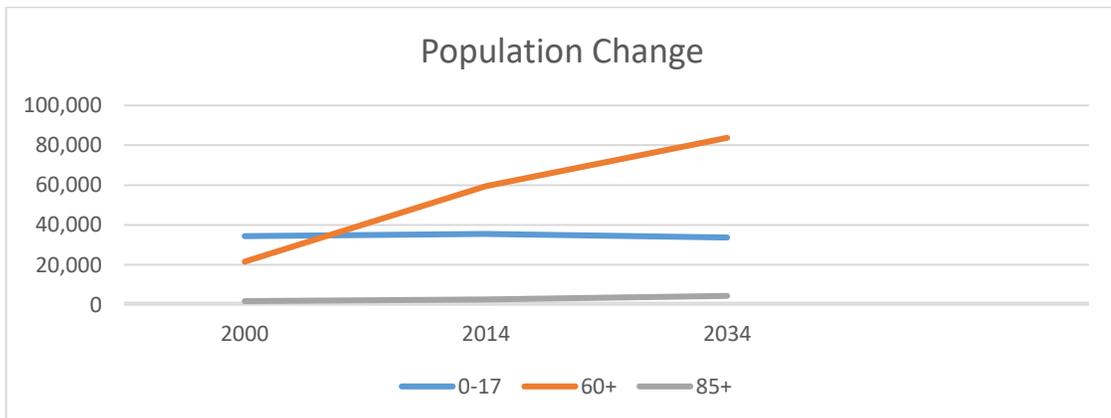
DEMOGRAPHICS



There is a huge demographic shift across the nation. This holds true in Catawba County. There are now more people age 60+ than those under the age of 18. This significant increase in growth in the older adult population is caused by the wave of the baby boomers (those born between 1946 and 1964) beginning to reach retirement age. In addition, people are living longer than ever before, and the county continues to attract people from other areas as a great place to spend their retirement years. This growth of the aging population in the coming decades will create opportunities and challenges for long-term supports and services.

CATAWBA COUNTY

Ages	2000	2014	2034
0-17	34,392	35,512	33,717
60+	21,598	59,413	83,739
85+	1,790	2,672	4,418



Source: NC Office of State Budget and Management, Oct. 2015

Catawba County

Ages	2014		2034		% Change (2014-2034)
	#	%	#	%	
Total	155,830		162,832		4.5%
0-17	35,512	23%	33,717	21%	-5.1%
18-44	52,067	33%	54,896	34%	5.4%
45-59	33,755	22%	27,165	17%	-19.5%
60+	34,496	22%	47,054	29%	36.4%
65+	24,917	16%	36,685	23%	47.2%
85+	2,672	2%	4,418	3%	65.3%

Source: NC Office of State Budget and Management, Oct. 2015

Race/Ethnicity, 65+

White Alone	Black or African American Alone	American Indian and Alaska Native Alone	Asian Alone	Hispanic or Latino Origin
92.3%	5.9%	0.2%	1.1%	1.5%

Source: American Community Survey 2010-2014

Other Demographics, 65 +

Characteristics	
Living alone	25.9%
Veterans	21.9%
Have a disability	37.0%
Have less than a high school diploma	25.9%
Have high school education, GED or alternative	35.2%
Median household income	\$33,524
Income below the poverty level	8.3%
Income is between 100%-199% of the poverty level	27.2%
In labor force	16.2%
Own their homes	86.4%

Source: American Community Survey 2010-2014

Of People Aged 65 + in Catawba County:

- Over 8% live below the poverty level
- Over 25% did not graduate from high school
- Over 25% live alone and are vulnerable to social isolation
- 37% have a disability
- Almost 22% are veterans

STRATEGIC GOALS



Goal 1:

Empower older adults and their families to make informed decisions, and easily access existing health and long-term care options

- ✚ **Objective 1.1: Educate the public on the availability of services to foster independence, self-sufficiency and their future planning for long-term needs.**

Strategies:

- Continue to collaborate with Senior Information Resources (SIR), a non-profit organization formed in Catawba County to enhance the lives of seniors by providing a comprehensive and collaborative point of contact, focusing on education, resources, and programs for seniors, their families, and their caregivers. Work with SIR to provide network opportunities, educational events, and resource information.

Measures:

- *Hold Prime of Life Expo and track number of seniors and caregivers reached as well as number of vendors attending.*
- *Hold network meetings for aging service providers to foster education of members in order to facilitate information to seniors.*

- *Publish and distribute Prime of Life magazine which includes area resources and informative articles on aging related topics.*

➤ **Partner with Area Agency on Aging (AAA), Department of Social Services (DSS), and Catawba Council on Aging (COA) to educate the public on the availability of services.**

Measures:

- *AAA will publish and distribute “Resource Directory for Older Adults” and the “Caregiver Service List”.*
- *DSS will continue to offer Options Counseling services to seniors in the county.*
- *COA will publish bimonthly newsletter, host events/programs, and provide social engagement opportunities for seniors.*

➤ **Educate the community on the importance of planning for the future.**

Measures:

- *Continue to educate the community about advance care planning and the importance of completing advance directives by partnering with the medical community, hospice agencies and other long-term care providers.*
- *Continue to promote awareness to the community about long-term care options and the impact of planning financially to allow for access to care.*
- *Emphasize the significance and value of legal planning related to aging issues.*

✚ **Objective 1.2: Encourage inclusion of diverse cultures and abilities in all aspects of the aging network.**

Strategy:

➤ **Increase outreach to older adults of diverse cultures and of all abilities.**

Measures:

- *Encourage aging network providers to provide outreach materials in various languages.*
- *Partner with SIR to host event on cultural competency to increase awareness.*
- *Provide forum within aging network for providers to share “Best Practices” in regards to cultural diversity and reaching special populations.*

Goal 2:



Enable older adults to remain independent and age in the place of their choice with appropriate services and supports

- ✦ **Objective 2.1: Maintain and expand the availability of community-based services and supports.**

Strategies:

- **Educate county and local leadership on the growing need for continued funding to support community-based services and supports for older adults.**

Measures:

- *Share Catawba Aging Plan to demonstrate the growing needs with county and local leadership.*
- *Maintain and/or increase funding levels to meet the identified needs.*
- *Share local examples of how funding impacts local older adults and their families.*

➤ **Continue to support specific programs for older adults and their caregivers.**

Measures:

- *Educate the community to increase awareness about and availability of the Program for All-Inclusive Care for the Elderly (PACE) model, Department of Social Services programs, adult day care/health, senior centers, community programs, and the entire spectrum of health, safety, and wellness programs of care.*
- *Help the community to navigate the process of accessing services through Options Counseling.*

➤ **Support persons with dementia or Alzheimer's and their caregivers who are living at home.**

Measures:

- *Promote the Western Carolina Chapter of the Alzheimer's Association in their mission to enhance care and support for those affected by Alzheimer's and related dementias.*
- *Promote the availability of respite vouchers for caregivers of persons with Alzheimer's or dementia through Project C.A.R.E. (Caregiver Alternatives to Running on Empy).*

➤ **Advocate for availability of mental health services and supports for older adults.**

Measure:

- *Educate county and local leadership about the need for mental health services for the older adult population.*

Goal 3:

Empower older adults to engage in a healthy lifestyle



✚ Objective 3.1: Promote engagement in health/wellness programs, disease specific programs, and initiatives.

Strategies:

- Encourage providers to offer health/wellness and disease specific programs.

Measure:

- Support aging service providers in offering the following: Catawba Council on Aging programs and services, wellness and fitness programs, AAA supported evidence-based health promotion programs, Unifour Senior Games, SIR prime of life expo, health and wellness fairs, support groups, Seniors Morning Out congregate nutrition program, free or reduced cost health services, etc.

- Utilize local aging network resources to publicize events to the community.

Measure:

- Advertise programs and events through newsletters, websites, monthly SIR meetings, social media, etc.

✚ Objective 3.2: Enhance quality of life through social connections and community involvement.

Strategy:

- Educate community leaders, older adults, and caregivers on the impact of research supporting community engagement.

Measure:

- Promote the availability and encourage continued development of community events, outings, and programs that are accessible and inclusive of older adults.



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

✚ Objective 4.1: Maximize collaboration, outreach, and training to prevent abuse, neglect and exploitation.

Strategies:

- AAA, DSS, and SIR will partner to educate the community on elder abuse, neglect and exploitation.

Measures:

- Hold Scam Jam event in Catawba County by 2017.
- Distribute information at annual Prime of Life Senior Expo.
- Publish information in Prime of Life Resource magazine.

- Annually recognize National Elder Abuse Awareness during the month of June.

Measure:

- Provide resource information on Elder Abuse to educate community partners and encourage dissemination to the public.

- AAA will partner with Catawba County Department of Social Services (DSS) to educate law enforcement, emergency services, and the community at large to recognize elder abuse.

Measure:

- Conduct elder abuse training for law enforcement, emergency services and the general public.

✚ **Objective 4.2: Strengthen emergency preparedness and response for older adults and people with disabilities.**

Strategy:

- AAA, DSS, Emergency Services, and SIR will partner to educate the community on emergency preparedness and response.

Measures:

- Distribute information at annual Prime of Life Senior Expo.
- Publish information in Prime of Life Resource magazine.
- Provide information and resources at community outreach events.
- Educate the community on the existence of the Special Needs Registry, Project Life Saver, Lifeline, etc.



Goal 5: Facilitate communities and older adults working together to plan and prepare for the future

✚ Objective 5.1: Promote volunteerism and other active engagement.

Strategies:

- Inform the community about volunteer opportunities within the county.

Measures:

- Collaborate with United Way and SIR to identify and publicize volunteer opportunities for seniors.
- Encourage active community involvement with volunteerism with senior programming.

- Educate seniors about opportunities for active engagement.

Measure:

- Inform seniors about ways to thrive in the community through active involvement that enriches the mind, body, and spirit.

✚ **Objective 5.2: Build support for the development of new senior center in Catawba County.**

Strategy:

- **Form a steering committee to research and justify the need for a new senior center.**

Measure:

- *By the end of 2016 a Catawba County Senior Center Development committee will be formed, comprised of older adults, aging service providers, business leaders, government representatives, and other interested parties.*

Goal 6:

Ensure public awareness and responsiveness to the needs of older adults and their impact on the community.



✚ **Objective 6.1: Support communities, to better prepare and plan for an aging population.**

Strategy:

- **Advocate for increased awareness of the needs of older adults within the community.**

Measures:

- *Make community presentations on aging issues and represent older adult needs on various committees.*
- *Utilize available resources to educate the public and increase awareness on issues impacting older adults.*
- *Encourage the development and support of dementia and senior-friendly communities.*

CONCLUSION



The Catawba County Aging Coalition is committed to meeting the many needs of our county's growing aging population. The six goals outlined in this Plan provide the vision and guidance for moving our county forward. To reach the goals defined in this Plan, we must work together with regional and local agencies, as well as our volunteers who serve on our various committees and groups. The Coalition, our local service providers, and older adults continue to face increasing economic challenges. Continuing to provide programs and services to the growing number of seniors in our county is a challenge with our limited funding sources. Our best outcomes will be achieved when we work together to face these challenges. We will need to improve collaboration, target available resources, and underscore accountability for ourselves and our provider agencies for enhanced results. The Plan's goals can only be achieved with the support and strength of our many and varied stakeholders.

EXHIBITS



Exhibit 1: Catawba County Aging Coalition Members

Name	Organization	Title
Mark Bumgarner	Adult Life Programs, Inc.	Executive Director
Tamara Faulkner	City of Hickory Public Library and Senior Information Resources (SIR)	Senior Outreach Coordinator President
Rodney Franklin	Catawba County Department of Social Services	Adult Services Program Manager
Tina Miller	Western Piedmont Council of Governments	Area Agency on Aging Director
Mary Mode	Catawba Council on Aging	Executive Director
Dianna-Lee Osborne	Neighbors Network, Inc.	President
Julie Packer	Palliative Care Center and Hospice of Catawba Valley	Director of Professional Development
Michelle Roseman	Palliative Care Center and Hospice of Catawba Valley	Chief Operating Officer
Lee Syria	United Church Homes and Services	President and CEO

Exhibit 2: Catawba County Aging Plan Survey Results

The following best describes me

Adult age 60+	79.24%
Older Adult Caregiver	8.38%
Professional in the Aging Field	11.38%
Other	8.58%

Age

50 or under	9.18%
51-60	11.98%
61-70	29.94%
71-80	31.14%
81 or over	17.76%

Gender

Male	21.96%
Female	78.04%

Marital Status

Married/Domestic Partner	50.90%
Single	10.98%
Divorced	10.18%
Widowed	27.94%

Race

American Indian or Alaskan Native	1.61%
Asian	0.20%
Black or African American	9.86%
Native Hawaiian or other Pacific Islander	0.00%
White	88.93%

Ethnicity

Hispanic or Latino	0.91%
Non Hispanic or Latino	99.09%

Living Accommodations

Own	76.05%
Rent	15.57%
House	36.33%
Condo	2.99%
Apartment	5.19%
Mobile Home	3.99%
Independent Living Facility	1.20%
Assisted Living Facility	1.40%
Nursing Home	0.40%

Do you

Live Alone	37.72%
Live with a Spouse/Domestic Partner	49.70%
Live with other Family	10.78%
Live with a Caregiver	0.60%
Live with others (non-family)	3.39%

Individuals Gross Monthly Income (before deductions)

\$0-\$980	8.20%
\$981-\$1304	17.10%
\$1305-1471	8.20%
\$1472-\$1814	10.07%
\$1815-\$1961	4.45%
\$1962-\$2452	10.07%
\$2453-\$2942	9.13%
\$2943-\$3923	11.71%
\$3924 +	21.08%

Is Social Security your only source of income?

Yes	28.74%
No	54.89%
Doesn't Apply	16.37%

Work Status (check all that apply)

Full Time	19.76%
Part Time	9.98%
Retired	70.46%
Volunteer	11.58%

How would you rate your current health?

Good	66.51%
Fair	30.41%
Poor	4.08%

Do you feel older adults are valued in Catawba County?

Yes	53.36%
No	11.76%
Somewhat	34.87%

I regularly participate in activities which help me stay mentally and physically active

Yes	87.84%
No	8.39%
Doesn't Apply	3.77%

I have access to nutritional education

Yes	82.05%
No	10.26%
Doesn't Apply	7.69%

If I need medical care, I am able to see a doctor

Yes	96.46%
No	1.88%
Doesn't Apply	1.67%

If I need eye care I am able to see an eye care professional

Yes	93.96%
No	4.79%
Doesn't Apply	1.25%

If I need hearing assistance, I am able to see a hearing professional

Yes	82.70%
No	6.72%
Doesn't Apply	10.50%

If I need assistance with mental health services, I am able to see a mental health professional

Yes	74.04%
No	6.17%
Doesn't Apply	19.79%

I know where to get help if I have questions about Medicare, my prescription coverage, or other health insurance

Yes	88.77%
No	5.72%
Doesn't Apply	5.51%

I feel safe in my home and neighborhood

Yes	95.40%
No	3.35%
Doesn't Apply	1.26%

If I know of abuse, neglect or exploitation of an older or disabled adult I know where to report it

Yes	80.46%
No	15.76%
Doesn't Apply	3.78%

I worry about being a victim of fraud or identity theft

Yes	56.78%
No	39.83%
Doesn't Apply	3.39%

