

Chatham Council on Aging  
Goals and Objectives  
Calendar 2017 and Fiscal 2018 (July 1-June 30)  
Adopted by the COA Board on March 13, 2017

**Mission Statement:** We support Chatham residents age 60 and over with a range of health and wellness, social, educational and outreach programs and services to enhance the quality of their lives. We welcome the support of Chatham residents of all ages to promote our mission through community service and resource development.

**Values Statement:** Since its inception in 1974, the Chatham COA has worked to unify the community in enriching the lives of our over 60 population and those who are caregivers. We offer a wide range of programs and services which are health and wellness oriented and which promote congenial, social and educational opportunities. As a dynamic organization the COA must work in these times to meet the evolving needs of Chatham's over 60 population. To that end the COA shall be guided by these core values:

- A. We welcome all residents, both those age 60 and over who are eligible for our services and those of all ages who wish to contribute volunteer service to their community.
- B. We affirm the dignity and value of all Chatham residents.
- C. We safeguard privacy and confidentiality.
- D. We commit to ongoing outreach efforts to identify the needs of at-risk residents age 60 and over, and in partnership with other agencies and resources, arrange for consultation, intervention and referral as needed.
- E. We celebrate the contributions of all who partake in and support COA's programs and services.
- F. We commit to ongoing research and evaluation to identify new needs and self-assess our effectiveness.

**Excerpted from "The Future of Aging in the Town of Chatham: Chatham Council on Aging Needs Assessment Study", March 2016:**

Like many municipalities across Massachusetts, the population in the Town of Chatham is aging. Already, nearly half of Chatham's residents are age 60 or older, making Chatham the second oldest municipality in the Commonwealth. As a municipal entity, the Town of Chatham's Council on Aging is an important and valued resource, operating as the Town's central point of contact for older residents who seek to lead healthful and fulfilling lives while remaining independent in the community. As the demographic features of Chatham continue to shift toward a population that is older, demand for senior services will likely increase over time. Planning is necessary to assure that the Town is adequately prepared to meet the challenges and to capitalize on opportunities that an aging population presents. It is increasingly relevant and necessary for those who provide services and amenities in the Town to understand different stakeholder perspectives with regard to the aging related needs of Chatham's residents. Additionally, policymakers who are in tune with the needs of seniors can better anticipate shifting demands of the community.

**\*Note regarding Sub-Committees referred to below:**

*Sub-Committees may include representatives from the COA Board of Directors, the Friends of the Chatham COA Board of Directors, COA Staff, COA Volunteers, Town of Chatham Staff, other non-municipal Community Stakeholders and interested parties.*

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| <b>Goal I. Pursue Options for COA Facility Space</b>   |  |
| <b>Under the general guidance of BOS, participate in the process to pursue options for COA Facility Space.</b>   |  |
| <b>Action Item</b>   |  |
| To be continued (2017/FY18 BOS Goals and Objectives are currently pending)   |  |
| <b>Goal II. Plan for Improved Communication, Branding &amp; Marketing of COA Programs and Services</b>   |  |
| <b>Objective</b>   | <b>Action Item</b>   |
| <p>Create a COA Brand: <i>Branding is the marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products. Your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. Your brand is derived from who you are, who you want to be and who people perceive you to be.</i></p> <p>Using all appropriate technology, implement the Brand to communicate and promote the Transportation, Housing, Program, and Service options available through the COA and other community providers.</p> | <p>*Appointment by COA Board Chair of Branding, Marketing, Communication Sub-Committee.</p> <p>Specific starting recommendations from consultant Dr. Kathleen Schatzberg are:</p> <ul style="list-style-type: none"> <li>• Address the desires and capabilities of the multiple generations of seniors receiving this information by making information available in a variety of formats. Continue print communications for seniors not using computers.</li> <li>• Revamp website with interactive features and regular posting of new information and engagement opportunities.</li> <li>• Build email databases for distribution of Flash to minimize postage and printing costs.</li> <li>• Form a “COA Speakers Bureau” of Board members willing to speak about the COA and Senior Center at Rotary and other civic organizations, clubs, church groups, etc.</li> </ul> |
| <b>Goal III. Protect and Expand Outreach Programs and Services</b>   |  |

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| Objective   | Action Item  |
|---|--|
| Protect and strengthen Outreach services offered through the COA.   | Modify current Outreach Coordinator offices to maximize privacy and security for client meetings with caregivers and at-risk seniors.  |
|   | <p>Continue nurturing existing cross-departmental and public-private relationships; actively seek the creation of an increased number of collaborative partners.</p> <ul style="list-style-type: none"> <li>• Some partnerships are already in place between the COA and the Police Department, the Fire Department, and other Town offices. Continue to strengthen these partnerships which bring value to the community.</li> <li>• FISH, Nauset Neighbors, and supports offered through religious and other organizations are also assets to the senior and caregiving community in Chatham. Continue to work collaboratively with current community partners and actively seek new partnership organizations that bring value to the community.</li> </ul> |
| In collaboration with the COA Outreach team consider the expansion of programs and services directed toward “at-risk” seniors and caregivers. | Explore ways to increase preventive outreach by moving the responsibility of coordination of volunteers away from the Outreach Coordinator position.   |
|   | <p>LGBT Seniors and Caregivers:</p> <ul style="list-style-type: none"> <li>• Through outreach to relevant organizations and individuals, develop mechanisms for assessing the needs and issues of LGBT seniors in Chatham.</li> <li>• Use other communities, such as Orleans and Barnstable as models, to introduce the community conversation, provide resources, and develop programming to serve this population.</li> </ul>  |

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|   | Better address caregiver needs by: <ul style="list-style-type: none"> <li>• Considering the expansion of caregiver support programs in Chatham.</li> <li>• Improve access to in-home and short-term caregiver respite programs.</li> <li>• Improve access to adult day care programs, both Social and Medical models.</li> </ul> |
| <b>Goal IV. Strengthen COA Capacity and Programming</b>   |  |
| <b>Objective</b>  | <b>Action Item</b>   |
| Consider expanding the activity functions of the COA to better engage the aged 60-75 population. Community Needs Assessment data shows that seniors who do not currently participate in COA programs now are likely to do so in the future. Demand for COA programs will increase as the Chatham population continues to age. | Plan for the requirements that expanding the activity function of the COA may bring, including the need for additional space, staffing and/or partnerships.  |
|   | Expand COA offerings in the areas of physical activity including aerobic exercise, strength training and fall prevention.  |
|   | Expand life-long learning opportunities based on identified gaps in regional offerings.  |