

Chatham Council on Aging
Goals and Objectives
Calendar 2019 and Fiscal Year 2020 (July 1, 2019-June 30, 2020)
1st reading: 7/23/2018
2nd reading: 8/27/2018
COA Board Approval date: 11/19/2018

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 Working Groups referred to below:**

Working Groups 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.

Goal I. Pursue Options for COA Facility Space	
Objective	Action Item
<p>Under the general guidance of Board of Selectmen, (BOS) participate in the process to pursue options for COA Facility Space.</p> <p>As excerpted from the Board of Selectmen’s CY 2018/FY 2019 Objectives and Action Items: “Council on Aging Project as an identified priority - site location first, size, OPM -initiate feasibility study to further review space needs”.</p>	<ul style="list-style-type: none"> • Town staff will work as directed in pursuit of the Board of Selectmen’s objectives, beginning with test-fitting Town-owned properties for consideration to site a new center. • COA Board engagement with the BOS through the process. Opportunities include attendance at BOS meetings, community forums, special and annual Town Meetings.
Goal II. Plan for Improved Communication, Re-Branding & Marketing of COA Programs and Services	
Objective	Action Item
<p><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>Consider options for Re-Branding the COA to create a broader range of appeal. 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>	<ul style="list-style-type: none"> • Investigate options for renaming the COA’s “Senior Center” facility. • 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. • Revamp website with interactive features and regular posting of new information and engagement opportunities. • Build email databases for distribution of Flash to minimize postage and printing costs. • Begin creating a social media presence in accordance with Town policies and regulations and as staff resources allow.

Goal III. Protect and Expand Outreach Programs and Services	
Objective	Action Item
Protect and strengthen Outreach services offered through the COA.	Use the COA re-brand strategy (Goal II) that will impact all aspects of the Chatham Council on Aging (print media, social media and in building graphics) to directly connect residents with needs to the programs and services available to them.
	Explore ways to increase preventive outreach by moving the responsibility of coordination of volunteers away from the Outreach Coordinator position.
In collaboration with the COA Outreach team consider the expansion of programs and services directed toward “at-risk” seniors and caregivers.	<p>LGBT Seniors and Caregivers:</p> <ul style="list-style-type: none"> Engage relevant organizations and individuals, including the Friends of Chatham COA, to develop mechanisms for assessing the needs and issues of LGBT seniors and caregivers in Chatham. <p>Use other communities, such as Orleans and Barnstable as models, to introduce the community conversation, provide resources, and develop programming to serve this population.</p>
	<p>Better address caregiver needs by:</p> <ul style="list-style-type: none"> Considering the expansion of caregiver support programs in Chatham. Improve access to in-home and short-term caregiver respite programs. Protect access to adult day care programs, both Social and Medical models.

Goal IV. Strengthen COA Capacity and Programming	
Objective	Action Item
<p>Work to expand the activity functions of the COA to better engage the aged 60-75 population.</p> <p>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.</p>	<p>Through the process of pursuing options for COA facility space, plan for the requirements that expanding the activity function of the COA may bring including the need for additional space, staffing and/or partnerships. Concurrently, improve the appeal of the current facility by addressing aesthetics, such as painting.</p>
	<p>Continue to research options for expanding COA offerings in the areas of physical activity including aerobic exercise, strength training and fall prevention.</p>
	<p>Expand access to lifelong learning opportunities:</p> <ul style="list-style-type: none"> • Identify and collaborate with other organizations offering such programming. • Work toward expansion of service hours to include evenings. • Expand transportation offerings to increase access.
Goal V. Fully participate in the Barnstable County Age- and Dementia-Friendly Regional Assessment	
Objective	Action Item
<p>Funded by a two year grant through the Tufts Health Plan Foundation, Barnstable County Department of Human Services has the approval of all (15) towns on Cape Cod to:</p>	<p>Support the Council on Aging Director as the current “town contact” to facilitate the assessment work for the Town of Chatham. For the process to be effective, older adults and caregivers must be involved as full partners in the process.</p>

- Conduct a Regional Baseline Assessment of Age- and Dementia-Friendly elements (AF-DF).
- Create and AF-DF Regional Action Plan.
- Conduct (15) Town-specific AF-DF Assessments.
- Join the AARP's Network of Age-Friendly Communities as an "Age-Friendly Region".

Through this assessment process, continue nurturing existing cross-departmental and public-private relationships; actively seek the creation of an increased number of collaborative partners.