

2020-2022 Multi Year Plan  
**FY 2021 ANNUAL IMPLEMENTATION PLAN**  
REGION 9 AREA AGENCY ON AGING



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**Planning and Service Area**

Alcona, Alpena, Arenac, Cheboygan,  
Crawford, Iosco, Montmorency, Ogemaw,  
Oscoda, Otsego, Presque Isle,  
Roscommon

**Northeast Michigan Community  
Service Agency, Inc.**

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**Executive Summary**

**Brief Description of Planning and Service Area**

**Area Agency:**

The Northeast Michigan Community Service Agency (NEMCSA) is a private, non-profit Community Action Agency and is part of the state and national network of Agencies on Aging (AAA). NEMCSA is the applicant agency; the Region 9 Area Agency on Aging provides the services. The core service area of the agency consists of 6,300 square miles that includes 11 northeastern counties: Alcona, Alpena, Arenac, Cheboygan, Crawford, Iosco, Montmorency, Ogemaw, Oscoda, Otsego and Presque Isle. Region 9 also provides services in one additional county (Roscommon) bringing the total service area to more than 6,800 square miles. The central office is located in Alpena. The agency incorporated in the fall of 1968. Services for older adults began in 1973 with the offering of a congregate meal program. The following year, the agency was designated as an "Area Agency on Aging" and received \$1,500 per county to provide services. A required element to achieve the designation "AAA" was that the organization had to be a single unit within a multi-purpose agency. The multi-faceted divisions and programs of NEMCSA made it the perfect agency for such a designation. The designation must be renewed through board action every three years.

NEMCSA is divided into five programmatic divisions: 1) Client Services; 2) Early Childhood Education covering 21 counties (Head Start and Early Head Start); 3) Community Development; 4) School Success Partnership; and 5) Region 9 Area Agency on Aging (AAA). These divisions serve the region with a variety of programs that have different eligibility criteria and service areas. NEMCSA's central accounting, human resources, clerical, and information management staff support all program areas, including the AAA.

Established under the Older Americans Act of 1965, each Area Agency on Aging is charged with the responsibility of preparing a multi-year plan that fosters a comprehensive, coordinated system of service for older persons in its planning and service area (PSA). Region 9 Area Agency on Aging (AAA) is designated by the Aging and Adult Services Agency of the Michigan Department of Health and Human Services to serve the above mentioned counties.

**Agency Mission:**

NEMCSA's mission is "to provide quality programs and services to strengthen and enhance the self-sufficiency of individuals, families and communities through the best use of human and financial resources, focusing on those who are experiencing an economic hardship." Upholding and extending further, the AAA's mission is "to promote lifelong independence and dignity for all individuals and to assist the aged and disabled in meeting that goal." To carry out this mission, the agency brings together federal and state grant funds, as well as dollars from local, private and public sources. These resources are directed into programs that aid the poor and disadvantaged throughout the age spectrum, from infant to the elderly. The funds include targeted dollars directed at specific problems as well as dollars that are more flexible in nature.

**Agency Vision:**

NEMCSA's vision is "that every child, adult, and family has the opportunity to achieve their fullest potential to live in a safe, healthy, thriving community."

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**Strengths, Challenges, Opportunities:**

Strengths: the AAA is recognized by the local communities throughout Region 9 for providing services to persons with disabilities and seniors over age 60; it has centralized administration and a coordinated approach - there's no unnecessary duplication of services throughout a large geographic area; its staff are highly qualified, highly experienced, knowledgeable, educated and equipped to address service needs. Region 9's rural communities are collaborative in nature - one of its greatest strengths.

The challenges identified by the AAA are: the large rural/remote service area, ever increasing numbers of seniors, adequate funding to provide services, technology gaps, a declining employment pool of workers and not enough workers choosing "aging" in home care fields as a profession.

Opportunities: the AAA seeks collaboration opportunities with other agencies and organizations. With Region 9's higher than the state's average of seniors; a growing number of seniors mean that the AAA will continue to provide vital services to an aging population throughout the service area.

**Primary Focus for FY 2020-2021:**

Although a variety of services are provided through the funding received and subcontracted to various partners (including the council/commissions on aging), the five programs identified as focus areas are: Personal Care, Homemaker, Respite, Congregate Meals and Home Delivered Meals. Subsequently, these core programs have the most impact in regards to the number of people served and attainment of the AAA's mission. These programs will continue to be supported, as well as many others, including friendly reassurance, that are similarly important in assisting the aged and persons with disabilities to remain in their own homes for as long as they chose.

Services to remain part of the FY 2021 plan include:

- \* Congregate Meals
- \* Home Delivered Meals
- \* In-Home Services
  - Homemaking
  - Personal Care
  - Respite Care
  - Friendly Reassurance
- \* Adult Day Care Respite
- \* Legal Services
- \* Long Term Care Ombudsman
- \* Evidence Based Disease Prevention
  - PATH
  - Diabetes PATH
  - Chronic Pain PATH
  - A Matter of Balance
  - Creating Confident Caregivers
  - Powerful Tools for Caregivers
- \* Care Management
- \* Medicare Medicaid Assistance Program

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- \* Nursing Facility Transitions
- \* Person-Centered Thinking
- \* Medication Management

These supportive services are an integral component in achieving the outcome of enabling older adults and persons with disabilities to live in their own homes and communities for as long as possible.

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**County/Local Unit of Government Review**

In order to ensure that all communities in Region 9 have an opportunity to make on the activities for FY 2020-2021 Annual Implementation Plan (AIP), notice of the public hearing was submitted to all newspapers located in the AAA's 12-county service area by Tuesday, April 14, 2020. Due to the Covid-19 virus, Region 9 Agency on Aging held its "virtual" public hearing at 1:00 p.m. on Monday, May 18, 2020 in conjunction with the monthly meeting of the Northeast Michigan Regional Council on Aging; also known as the Regional Advisory Council (RAC). Announcement of the hearing appeared in local newspapers throughout Region 9 during the week of April 13-17, 2020, providing a minimum of 30 days notice given prior to the hearing. The virtual hearing allows for a larger audience to participate across Region 9's twelve county service area.

The draft of the FY 2020-2021 summary plan is made available to the public and posted on the NEMCSA website and Facebook page. This provides opportunity for all interested community, government entities and private individuals to review and comment on the plan. Written comments are accepted by U.S. Postal Service or by email up to 4:30 p.m. on Friday, June 12, 2020. A letter and copy of the proposed FY 2020-2021 AIP is sent to each entity by registered mail following the NEMCSA Policy Board endorsement on June 5, 2020. All county Boards of Commissioners receive a copy of the plan to review and to approve or disapprove with the action notice due at the AAA by Friday, July 31, 2020. This practice accommodates the different monthly meeting schedules of each entity.

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### 2021 Plan Highlights

On March 23, 2020 Governor Gretchen Whitmore's "Stay Home, Stay Safe" Executive Order (EO 2020-21) directed all Michigan businesses and operations to temporarily suspend in-person operations that are not necessary to sustain or protect life. The order also directed Michigan citizens to stay in their homes unless they are a part of the critical infrastructure workforce, engaged in an outdoor activity, or performing tasks necessary to the health and safety of themselves or their family (going to the hospital or grocery store). Businesses and operations are to designate the workers that meet those criteria, and must adopt social distancing practices and other mitigation measures to protect workers and patrons in the performance of necessary in-person work.

Many AAA programs calendared prior to the EO 2020-21 announcement, have been either postponed, adapted to technology/distance meeting/learning or limited due to the safety concerns for employees, attendees, volunteers and beneficiaries of each program. The AAA is working closely to maintain essential services (meal programs, personal care, in-home services) and other needs of the councils/commissions on aging in Region 9.

NEMCSA has issued new policies/practices regarding social distancing, using PPE (personal protective equipment), working remotely, adjusting the levels of service, and making client contacts.

#### **FY 2020-2021 AIP Highlights:**

Currently, the Region 9 leadership team and staff have been dedicating time and efforts to address the ongoing and emerging needs of older adults in the service area. This work has become intensified by the unprecedented effects of the Covid-19 pandemic. Operational processes are regularly reviewed and updated to ensure compliance with the Governor's Executive Orders, adherence to recommended safety guidelines and appropriate responses to participant and caregiver expressed needs. Through frequent communication with participants, community partners, provider networks, advisory and board members, the AAA embraces a myriad of avenues to garner participant, stakeholder, and community input.

New priorities will be the intended addition of Friendly Reassurance (Standard B-11) as well as increased focus on caregiver services. The pandemic crisis has reinforced the importance of providing human connectedness to homebound individuals. Social isolation is a devastating condition that many older adults experience daily. It is the AAA's intention to explore, implement and fund the service in hopes of improving personal engagement and reduction of loneliness for older adults in the region. In addition, there may be other new services and activities that are identified as high level needs and the AAA will seek reasonable resolutions to any that are identified. The pandemic has presented many unchartered circumstances and the AAA is working to respond accordingly.

Considering varied strains on federal and state budgets, it behooves the AAA to consider what steps may need to be taken should reductions in allocations occur. Region 9 is fortunate in that all twelve counties in the service area have dedicated senior millage approvals in place. The dedicated funds for older adult services provide for supplemented services when federal and state dollars are reduced. It is because of the local support that very few, if any, service wait lists occur in the region. In addition to support from local revenue sources, the AAA would seek out additional grant opportunities to meet current needs.

Advocacy efforts continue in the region through a variety of means. Participation in the Michigan Senior Advocates Council; Older Michigianians Day; staff testimony at legislative hearings; individual legislative meetings, calls and town hall presentations are several examples of legislative engagement. These activities will

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continue into 2021; however, the use of technology will be more fully integrated in the efforts.



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**Public Hearings**

| Date       | Location               | Time     | Barrier Free? | No. of Attendees |
|------------|------------------------|----------|---------------|------------------|
| 05/18/2020 | Virtual Public Hearing | 01:00 PM | Yes           | 0                |

Due to the Governor's Executive Order (EO 2020-21), the public hearing was held virtually using Zoom meetings to maximize access, participation, allow for expanded input to the FY 2020-2021 plan and to keep participants safe from Covid exposure. In addition to the virtual meeting, public comment was accepted by email or in writing to the NEMCSA Policy Board, 2375 Gordon Road, Alpena, MI 49707 through 4:30 pm, June 12, 2020.

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**Regional Service Definitions**

**Service Name/Definition**

Rationale (Explain why activities cannot be funded under an existing service definition.)

| Service Category | Fund Source     |                        |                 | Unit of Service |
|------------------|-----------------|------------------------|-----------------|-----------------|
| Access           | Title III PartB | Title III PartD        | Title III PartE |                 |
| In-Home          | Title VII       | State Alternative Care | State Access    |                 |
| Community        | State In-home   | State Respite          |                 |                 |
|                  | Other _____     |                        |                 |                 |

**Minimum Standards**

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**Access Services**

**Care Management**

|                          |            |                        |              |
|--------------------------|------------|------------------------|--------------|
| <u>Starting Date</u>     | 10/01/2020 | <u>Ending Date</u>     | 09/30/2021   |
| Total of Federal Dollars | \$2,000.00 | Total of State Dollars | \$459,962.00 |

Geographic area to be served  
Region 9 PSA

**Specify the planned goals and activities that will be undertaken to provide the service.**

Goal 1: Maintain consistent level of care management services.

- Conduct pre-screenings, client assessments, and develop person-centered care plans for individuals in need of supportive in-home services.

Goal 2: Increase awareness of program benefits.

- Provide education and conduct outreach efforts with local hospitals, nursing homes, and community members.

Goal 3: Maintain a staff of well-informed professionals.

- Provide educational opportunities for program staff to enhance their skills and knowledge base of available community resources necessary for the provision of effective care management services.

|  |               |      |                    |      |
|--|---------------|------|--------------------|------|
| Number of client pre-screenings:                                 | Current Year: | 700  | Planned Next Year: | 700  |
| Number of initial client assesments:                             | Current Year: | 400  | Planned Next Year: | 400  |
| Number of initial client care plans:                             | Current Year: | 200  | Planned Next Year: | 200  |
| Total number of clients (carry over plus new):                   | Current Year: | 250  | Planned Next Year: | 250  |
| Staff to client ratio (Active and maintenance per Full time care | Current Year: | 1:25 | Planned Next Year: | 1:25 |

**Information and Assistance**

|                          |            |                        |            |
|--------------------------|------------|------------------------|------------|
| <u>Starting Date</u>     | 10/01/2020 | <u>Ending Date</u>     | 09/30/2021 |
| Total of Federal Dollars | \$5,000.00 | Total of State Dollars | \$0.00     |

Geographic area to be served  
Region 9 PSA

**Specify the planned goals and activities that will be undertaken to provide the service.**

Goal 1: Participants requesting services (both contracted and direct service requests) will be entered into the information system. Staff will screen clients and identify additional services for which a client may be eligible and will initiate appropriate referrals.

**Outreach**

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|                          |             |                        |            |
|--------------------------|-------------|------------------------|------------|
| <u>Starting Date</u>     | 10/01/2020  | <u>Ending Date</u>     | 09/30/2021 |
| Total of Federal Dollars | \$21,800.00 | Total of State Dollars | \$0.00     |

Geographic area to be served

Region 9 PSA

**Specify the planned goals and activities that will be undertaken to provide the service.**

**Kinship Care:**

Goal 1: Raise awareness of programs and services availability for at-risk seniors.

- Establish a process to identify/contact isolated, at-risk seniors to raise awareness of available programs and services for which they may qualify. Distribute informational brochures and encourage participation in appropriate programs/services.

Goal 2: Assist in completing the paperwork to request funds for grandparents raising grandchildren and other family members raising relative children. Review Request for Proposal responses in which partners seek funding for the Kinship Care program and make awards as appropriate.

- Train COA staff to identify appropriate applicants for funding and complete the paperwork to request funds .

Goal 3: Establish a network of support groups throughout Region 9 COAs to hold group meetings for seniors raising grandchildren/other family members raising relative children.

- Provide technical support and resource information for speakers and topics of interest.

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**Direct Service Request**

Total of Federal Dollars

Total of State Dollars

Geographic Area Served

**Planned goals, objectives, and activities that will be undertaken to provide the service in the appropriate text box for each service category.**

**Section 307(a)(8) of the Older Americans Act provides that services will not be provided directly by an Area Agency on Aging unless, in the judgment of the State agency, it is necessary due to one or more of the three provisions described below. Please select the basis for the direct service provision request (more than one may be selected).**

**(A) Provision of such services by the Area Agency is necessary to assure an adequate supply of such services.**

**(B) Such services are directly related to the Area Agency's administrative functions.**

**(C) Such services can be provided more economically and with comparable quality by the Area Agency.**

**Provide a detailed justification for the direct service provision request. The justification should address pertinent factors that may include: a cost analysis; needs assessment; a description of the area agency's efforts to secure services from an available provider of such services; or a description of the area agency's efforts to develop additional capacity among existing providers of such services. If the service is considered part of administrative activity, describe the rationale and authority for such a determination.**

**Describe the discussion, if any, at the public hearings related to this request. Include the date of the hearing(s).**

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**Regional Direct Service Request**

Total of Federal Dollars

Total of State Dollars

Geographic Area Served

**Planned goals and activities that will be undertaken to provide the service in the appropriate text box for each service category.**

**Section 307(a)(8) of the Older Americans Act provides that services will not be provided directly by an Area Agency on Aging unless, in the judgment of the State agency, it is necessary due to one or more of the three provisions described below. Please select the basis for the direct service provision request (more than one may be selected).**

**(A) Provision of such services by the Area Agency is necessary to assure an adequate supply of such services.**

**(B) Such services are directly related to the Area Agency's administrative functions.**

**(C) Such services can be provided more economically and with comparable quality by the Area Agency.**

**Provide a detailed justification for the direct service provision request. The justification should address pertinent factors that may include: a cost analysis; needs assessment; a description of the area agency's efforts to secure services from an available provider of such services; or a description of the area agency's efforts to develop additional capacity among existing providers of such services. If the service is considered part of administrative activity, describe the rationale and authority for such a determination.**

**Describe the discussion, if any, at the public hearings related to this request. Include the date of the hearing(s).**

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**Approved MYP Program Development Objectives**

**Area Agency on Aging Goal**

- A. Advocate for senior programs and engage in dialog with the aging network constituents and elected officials.**

Objectives

1. Host a legislative town hall-style meeting, annually, with state and federal elected officials  
Timeline: 10/01/2019 to 09/30/2022

Progress

On March 23, 2020 Governor Gretchen Whitmore's "Stay Home, Stay Safe" Executive Order (EO 2020-21) postponed local events in Region 9's twelve county service area. When the public is allowed to gather again, legislators will be contacted to schedule local visits to Region 9's councils/commissions on aging. In the interim, the AAA will explore virtual options.

- B. Promote caregiver wellness and empowerment by providing education to enhance the caregiver experience.**

Objectives

1. Hold a caregiver wellness and empowerment conference to provide a supportive and educational environment for learning and skill enhancement.  
Timeline: 10/01/2019 to 09/30/2020

Progress

The Caregiver Empowerment and Wellness Conference was scheduled for Friday, April 24, 2020 from 9:00 AM to 3:30 PM at the Roscommon Knights of Columbus Hall, 165 W. Federal Hwy, Roscommon, MI 48653. On March 23, 2020 Governor Gretchen Whitmore's "Stay Home, Stay Safe" Executive Order (EO 2020-21) resulted in the conference being cancelled and rescheduled for July 31 using the same site/arrangements.

- C. Increase capacity to provide non-emergency medical transportation within the PSA.**

Objectives

1. Increase the number of volunteer drivers for non-emergency medical transportation (NEMT) by five.  
Timeline: 10/01/2019 to 09/30/2020

Progress

Up to Governor Gretchen Whitmore's Executive Order (EO 2020-21), the RSVP program had one active volunteer driver that retired. All new recruiting efforts for RSVP volunteer drivers has been postponed until after Covid-19 orders can be lifted.

- D. Expand opportunities for seniors to participate in Evidence-Based Disease Prevention (EBDP)**

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**programs.**

Objectives

1. Provide opportunities for seniors to participate in Evidence-Based Disease Prevention (EBDP) programs at local Councils/Commissions on Aging (COAs) and partner agencies by increasing the number of class trainers available to lead classes.

Timeline: 10/01/2019 to 09/30/2020

Progress

Evidence-Based Disease Prevention Programs:

- a. A Matter of Balance (MOB): an eight-week workshop series that helps older adults who are concerned about falls; have had falls in the past or are interested in improving flexibility, balance, and strength. Workshops are designed to reduce the fear of falling and increase activity levels among older adults.

Classes - Three conducted, one more class was half-way done when the virus hit, 4 classes were rescheduled and three more are scheduled this fall.

Trainers - Matter of Balance Master leader trained from Alpena County and four lay leaders: one from Crawford, one from Roscommon and two Montmorency County.

- b. Creating Confident Caregivers: Creating Confident Caregivers is a six-week workshop series, that educates caregivers about dementia and its effect on the brain, how to reduce caregiver stress and create a positive environment for their person with dementia. Caregivers learn how to plan activities for the person with dementia based on their strengths and gain self-confidence as a caregiver.

Classes - One Creating Confident Caregivers workshop series completed (Otsego), five postponed.

Trainers - Region 9 AAA had three Creating Confident Caregivers leaders trained on August 2019 - two from Otsego and one from Roscommon counties.

- c. PATH Chronic Pain: Chronic Pain PATH is a six-week self-management program that will not conflict with participants existing pain management programs/treatment, and educates participants how to coordinate, manage health and pain, and help keep them active.

Classes - One Chronic Pain PATH workshop series postponed until fall of 2020 (Iosco).

Trainers - One Chronic Pain PATH leader trained from Alpena.

- d. PATH Diabetes: Diabetes PATH is a six-week two and half hour workshop specifically designed for adults with Type 2 Diabetes. Diabetes PATH helps caregivers learn techniques to take charge of their diabetes, better communicate with their health care providers and make weekly action plans to stay on track.

Classes - Two postponed and rescheduled for this fall.

Trainers - Diabetes PATH leader trained from Alpena.

- e. PATH Chronic Disease:



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Classes - The workshop was postponed due to pandemic.

f. Walk with Ease:

Classes - Otsego COA held four 8 week sessions (January, March, May, November) and will schedule more when pandemic restrictions are lifted.

g. Powerful Tools for Caregivers (PTC): PTC is an educational six-week program designed to help family caregivers take care of themselves while caring for someone else. This workshop helps family caregivers reduce stress, guilt, anger, and depression, increase self-care and teach helpful skills such as problem-solving, goal setting, and effective communication.

Classes - One workshop conducted (Ogemaw), one scheduled for Fall (Iosco) and one rescheduled as virtual.

2. Increase by 10% the number of caregivers learning coping skills and understanding dementia by providing the Creating Confident Caregivers (CCC) class series and other caregiver resources

Timeline: 10/01/2019 to 09/30/2020

Progress

Developing Dementia Dexterity (DDD): Consulted one on one with 15 Caregiver participants since Oct 1, 2019.

Creating Confident Caregivers: One trainer workshop conduct on December 11, 2019 in Otsego county with 10 participants completing.

Powerful Tools for Caregivers (PTC): 9 participants enrolled in PTC are dementia caregivers.

Caregiver Empowerment and Wellness Conference: held in Alpena Aplex Center on April 25, 2019 with 120 attendees including vendors, participants and speakers. 86 surveys returned with favorable results and indicating that the information presented was very informative and useful.

**E. Promote independent living and self-choice in developing care programs by offering long-term supports and services.**

Objectives

1. Ensure all persons seeking services or information will be responded to in a person-centered manner by providing training to all new AAA staff and new staff of partner agencies.

Timeline: 10/01/2019 to 09/30/2020

Progress

All new AAA staff either attend a Person Centered Training (PCT) session or have opportunity to do online training. Partner agencies provide in-service Person-Centered Training.

**F. Provide education on Medicare and Medicare Fraud awareness.**

Objectives

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1. Provide opportunity for a minimum of 120 seniors and/or persons with disabilities to increase their knowledge and awareness about "Medicare Benefits and Fraud" through public education events to be held throughout the Region 9 service area.  
Timeline: 10/01/2019 to 09/30/2020

Progress

A "New to Medicare" PowerPoint was developed by the AAA that included a section on Fraud and Scams and distributed to all 48 counselors as part of the Region 9 Annual Meeting held in Alpena on October 10. Presentations have been held in Alpena (3 presentations), Montmorency (3 presentations - held in Atlanta, Hillman, Lewiston), Iosco (1 presentation with Oscoda Life Long Learners). Presentations had been planned for and/or scheduled, and cancelled due to the Corona Virus at: Iosco-East Tawas, Roscommon (Medicare Mondays), Crawford, Montmorency-Thunder Bay Health Clinic, Ogemaw, Otsego (2 HUD Housing Units), Cheboygan, Presque Isle (Posen), and Alpena. While Region 9 has reached its attendance goal with 141 beneficiaries attending seven public education events (the goal was 120 beneficiaries), it was evident to the COAs that New to Medicare programs were popular and well attended. It is unknown at this time when Region 9 COAs will return to regular services so that more presentations may be offered. All MMAP counselors continue to assist beneficiaries by phone only (no face-to-face meetings) and other virtual options are being explored.

New to Medicare Program attendance:

Alpena Presentations:

- Oct 3, 2019 - 16 attendees
- Dec 12, 2019 - 18 attendees
- Mar 12, 2020 – 16 attendees

Alpena Site Coordinator Julie Robinette was interviewed by WBKB 11 TV regarding the Alpena COA presentations for the February 22, 2020 "Insights" show

<http://www.wbkb11.com/local-programming/insights-into-northeast-michigan>

Oscoda Presentation:

- Life Long Learners – 18 attendees

Montmorency Presentations:

- Atlanta, Oct 8, 2019 - 14 attendees
- Hillman, Oct 10, 2019 - 23 attendees
- Lewiston, Oct 15, 2019 - 36 attendees

Total Attendance was 141 for the seven (7) programs .

**G. Increase public awareness of signs of abuse, neglect and financial exploitation among senior populations**

Objectives

1. Improve collaboration with area law enforcement, emergency personnel, and Adult Protective Services workers

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in identifying and reporting suspected elder abuse.

Timeline: 10/01/2019 to 09/30/2020

Progress

Educational talks and in-person activities with law enforcement were postponed due to the Governor's Executive Order (EO 2020-21) with new dates currently being rescheduled and projected to later in July, August or September.

Law Enforcement has been contacted regarding rescheduling training days. Many are hesitant to project a date with the Governor's order still in place. Most sessions were scheduled to be held in public libraries which are now closed making it difficult to make contact.

2. Increase the number of people who become more aware of the effects of elder abuse, neglect and exploitation, as well as how to identify it and report.

Timeline: 10/01/2019 to 09/30/2020

Progress

A public service announcement (PSA) was designed to educate about the forms of elder abuse and direct the public to report incidents. In collaboration with the production company Olive Animations, two public service announcement/animations are being developed (a 30-second and a five minute segment). They will be distributed to local television stations, radio stations, for use by public and private agencies in virtual platforms for web-sharing, governmental entities, and other organizations throughout Region 9's service area. Because the videos can be so easily shared, the expected outreach anticipated may reach far beyond the numbers previously seen during the annual Elder Abuse Prevention Conferences.

**H. Foster development of new collaborations and enhance current partnerships to build the aging continuum.**

Objectives

1. Provide training and technical assistance to all local aging network partners.

Timeline: 10/01/2019 to 09/30/2020

Progress

The NAPIS (National Aging Program Information System) is the electronic database to gather statistics for the AAA service network. At this time, AASA is releasing an electronic registration form for agencies to use; internally, NEMCSA is working on a database. Once the database has been verified, training for COAs can be scheduled. Since social distancing is currently in place, online training during a future meeting would be scheduled. Should distancing restrictions be lifted, training will be provided in person.

**I. Improve the quality and effectiveness of services provided through the regional aging network and Region 9 Area Agency on Aging partners.**

Objectives

1. Increase the number of direct-care service providers and ensure they have access to affordable continuing

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education opportunities by providing at least two trainings each year enabling them to develop, improve, and maintain a high quality level of service to seniors.

Timeline: 10/01/2019 to 09/30/2020

Progress

Planning began to connect Region 9 AAA and Councils/Commissions on Aging with their respective high schools to introduce and educate students about senior care as a vocation. This would include classroom talks, attending college/parent events, volunteer programs, and potential field trips to events held at COAs. After the Governor's Executive Order (EO 2020-21), all Michigan schools were closed, remote learning put in place and the grant activities were postponed.

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**2021 Program Development Objectives**

**Area Agency on Aging Goal**

**A. Improve the accessibility of services to Michigan's communities and people of color, immigrants and LGBTQ+ individuals**

State Goal Match: 1

Narrative

NEMCSA Region 9 Area Agency on Aging has been a champion for seniors regardless of sexual orientation, race, culture or any other factor. Its staff receive Person Centered Training (PCT) and take a proactive approach to senior advocacy regardless of race, religion, sexual orientation, ethnicity, cultural heritage or any other defining factors. To further that effort, Region 9 provides staff education on the unique needs of diversified populations. Also, the PCT training used by staff was developed by the State of Michigan and was written by LGBTQ persons (<https://www.osapartner.net/elearning>).

Objectives

1. Promote the AAA's services to Region 9's people of color, immigrants and LGBTQ+ individuals.

Timeline: 10/01/2020 to 09/30/2021

Activities

- Staff and COA staff will participate in diversity, equality and inclusion training on an annual basis. Training will also be offered to partner agencies.
- Create a PR campaign using radio, television and newspaper releases to create awareness of services for people of color, immigrants and LGBTQ+ individuals.
- Encourage input from people of color, immigrants and LGBTQ+ seniors through input/listening sessions.

Expected Outcome

- As a result of a media PSA's, service providers will become more aware of connecting services to minorities, immigrants and LGBTQ+ seniors.

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**Supplemental Documents**

**Approved Multi-Year Plan Highlights**

**1. A brief history of the area agency and respective PSA that provides a context for the MYP. It is appropriate to include the area agency's vision and/or mission statements in this section.**

NEMCSA is a private, non-profit Community Action Agency and is part of a state and national network of Area Agencies on Aging (AAA). Northeast Michigan Community Service Agency (NEMCSA) is the applicant agency; the Region 9 Area Agency on Aging provides the services. The core service area of the agency consists of 6,300 square miles that includes 11 northeastern counties: Alcona, Alpena, Arenac, Cheboygan, Crawford, Iosco, Montmorency, Ogemaw, Oscoda, Otsego and Presque Isle. Region 9 also provides services in one additional county (Roscommon) bringing the total service area to more than 6,800 square miles and twelve counties. All twelve counties are considered "rural" by their small population density compared to land mass, and all twelve counties exceed the state's average age for seniors age 60+.

The central office is located in Alpena. The agency incorporated in the fall of 1968. Services for older adults began in 1973 with the offering of a congregate meal program. The following year, the agency was designated as an "Area Agency on Aging" and received \$1,500 per county to provide services. A required element to achieve the designation "AAA" was that the organization had to be a single unit within a multi-purpose agency. The multi-faceted divisions and programs of NEMCSA made it the ideal agency for such a designation.

The mission of Northeast Michigan Community Service Agency (NEMCSA) is "to provide quality programs and services to strengthen and enhance the self-sufficiency of individuals, families and communities through the best use of human and financial resources, focusing on those who are experiencing an economic hardship." To carry out this mission, the agency brings together federal and state grant funds, as well as dollars from local, private and public sources. These resources are directed into programs that aid the poor and disadvantaged throughout the age spectrum, from infant to the elderly. The funds include targeted dollars aimed at specific problems as well as dollars that are more flexible in nature.

NEMCSA is divided into five programmatic divisions: 1) Client Services; 2) Early Childhood Education covering 21 counties (Head Start and Early Head Start); 3) Community Development; 4) School Success Partnership; and 5) Region 9 Area Agency on Aging (AAA). These divisions serve the region with a variety of programs that have different eligibility criteria and service areas. NEMCSA's central accounting, human resources, clerical, and information management staff support all program areas, including the AAA.

Established under the Older Americans Act of 1965, each Area Agency on Aging is charged with the responsibility of preparing a multi-year plan that fosters a comprehensive, coordinated system of service for older persons in its planning and service area (PSA). Region 9 Area Agency on Aging (AAA) is designated by the Aging and Adult Services Agency of the Michigan Department of Health and Human Services to serve the above mentioned counties. The mission of the Region 9 AAA is "to promote lifelong independence and dignity for all individuals and to assist the aged and disabled in meeting that goal."

**2. A summary of the area agency's service population evaluation from the Scope of Services section.**

Although the overall population of the Region 9's Planning and Service Area (PSA) continues to decline by an average of 3%, the subpopulation of residents over the age of 60 continues to grow exponentially. According to the Pew Research Center in findings from the 2010 Census, nationally "Baby Boomers" are turning 65 at a rate

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of 10,000 per day and continue to do so. The last of the "Baby Boomer" generation is projected to start Medicare in 2029. As northeastern Michigan's population continues to age, Michigan's network of aging services will continue to be in ever-growing demand.

According to the 2017 World Population Review, Michigan's average age is 39.8, and all twelve Region 9 counties exceed the state average. In fact, seven Region 9 counties have a median age that also exceeds age 50 (Crawford - 50, Cheboygan - 50.1, Oscoda - 51.8, Iosco - 52.6, Presque Isle - 54.3, Montmorency - 55.3, Alcona - 57.9). The same source shows Region 9 AAA's median age is at 48.6 years (which is 8.8 years higher than the state's median age). These facts point out that Region 9's population is aging and continues to do so. Actually, eleven of Region 9's twelve counties have a percentage of persons age 60 and older that is significantly above the state average with the highest populations located in Alcona County - 44%, Roscommon County - 39%, Presque Isle County - 38%, Montmorency County - 38%, and Iosco - 36%. Even the smallest senior population of Region 9's counties is not small: one of every four citizens residing in Otsego County is a senior age 60 and over (26%).

The U.S. Census Bureau estimates that 24 percent of Michigan's population will be 60 and older by the year 2030, an increase of 32 percent from 2012. Region 9's population already exceeds the U.S. Census Bureau's prediction now. Michigan reporter Charles Crumm supported this trend and wrote about a coming senior demographic increase in his Oakland Press article, "Young and Old: 65 years and older will soon out number the under 18 population" printed on April 6, 2018. All indicators point to the trend of a growing number of aging people over 65 that will continue to do so.

What is significant is not only the fact that people are living longer in Michigan and Region 9, but also because people are living longer, their need for support services continues to multiply. Within the senior population exists subsets of aging adults: younger seniors (60-70), mid-range seniors (71-84) and elderly seniors (85+). The latter category is increasing throughout Region 9 as improvements in health and technology are enabling people to live longer. While the basic needs of aging adults are similar, the subpopulations express somewhat different requirements and desires. The younger seniors are more apt to participate in the Evidence-Based Disease Prevention (EBDP) programs, while the elderly seniors may be more in need of services related to dementia and respite. To date, the average age for caregiver participants attending Region 9 EBDP programs Creating Confident Caregivers is 65 years old and 66 years old for Powerful Tools for Caregivers. This demographic trend of an increasing, aging population is expected to continue throughout northeast Lower Michigan for some time.

**3. A summary of services to be provided under the plan which includes identification of the five service categories receiving the most funds and the five service categories with the greatest number of anticipated participants.**

The five programs receiving the most funding are: Personal Care, Homemaker, Respite, Congregate Meals and Home Delivered Meals. Subsequently, these core programs have the most impact in regards to the number of people served. These programs will continue to be supported, as well as many others that are equally as important in assisting the aged and persons with disabilities to remain in their own homes for as long as they choose.

Services to remain part of the FY 2020 plan include:

- \* Congregate Meals



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- \* Home Delivered Meals
- \* In-Home Services:
  - Homemaking
  - Personal Care
  - Respite Care
- \* Adult Day Care Respite
- \* Legal Services
- \* Long Term Care Ombudsman
- \* Evidence Based Disease Prevention
  - PATH
  - Diabetes PATH
  - Chronic Pain PATH
  - A Matter of Balance
  - Creating Confident Caregivers
- \* Care Management
- \* Personal Emergency Response Unit
- \* Medication Management

These supportive services are an integral component in achieving the outcome of allowing seniors and persons with disabilities to live in their own homes and communities for as long as possible. It is the intent of the AAA to contract out all funds for Elder Abuse Prevention and Education; however, the AAA will retain the option of keeping some funds in a "purchase of services" pool, should proposals not meet regional goals. The AAA hosted one elder abuse prevention conference on August 16, 2018, will host one in the current fiscal year, and expects to hold another in FY 2020.

**4. Highlights of planned Program Development Objectives.**

The goals set by the Region 9 Area Agency on Aging and subsequent program objectives align with AASA's four state goals.

State Goal 1: Advocate, inform, and empower those we serve

**Region 9 Goal A:** Advocate for senior programs and engage in dialog with the aging network constituents and elected officials

- Host a legislative town hall meeting with elected officials, aging network partners, and older adults

**Region 9 Goal B:** Promote caregiver wellness and empowerment by providing education to enhance the caregiver experience

- Host a caregiver wellness and empowerment conference to provide a supportive and educational environment for learning and skill enhancement

State Goal 2: Help older adults maintain their health and independence at home and in their community

**Region 9 Goal C:** Increase capacity to provide non-emergency medical transportation within the PSA

- Recruit volunteer drivers for non-emergency medical transportation (NEMT)

**Region 9 Goal D:** Expand opportunities for seniors to participate in Evidence-Based Disease Prevention (EBDP) programs

- Increase the number of classes and trained leaders of EBDP programs

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- Increase the number of caregivers accessing dementia resources and the Creating Confident Caregivers (CCC) program

**Region 9 Goal E:** Promote independent living and self-choice in developing care programs by offering long-term supports and services

- Ensure a person-centered approach to all seeking services

State Goal 3: Promote elder and vulnerable adults rights and justice

**Region 9 Goal F:** Provide education on Medicare and Medicare Fraud awareness

- Educate beneficiaries on Medicare benefits, rights, and increase Medicare fraud/scams awareness

**Region 9 Goal G:** Increase public awareness of signs of abuse, neglect and financial exploitation among senior populations

- Improve collaboration with area law enforcement, emergency personnel, and Adult Protective Services workers in identifying and reporting suspected elder abuse
- Provide public education to increase awareness of elder abuse, neglect and exploitation

State Goal 4: Conduct responsible, quality management and coordination of Michigan's aging network

**Region 9 Goal H:** Foster development of new collaborations and enhance current partnerships to build the aging continuum

- Provide training and technical assistance to all local aging network partners

**Region 9 Goal I:** Improve the quality and effectiveness of services provided through the regional aging network and Region 9 Area Agency on Aging partners

- Conduct targeted outreach to recruit direct-care service workers and provide affordable training to those individuals, as well as staff of partner agencies

**5. A description of planned special projects and partnerships.**

The AAA will continue to strengthen relationships with traditional and non-traditional agencies by identifying opportunities for partnering and carrying out new program ventures. When feasible, Region 9 has partnered with Regions 7, 10 and 11 for other programs and other projects.

Region 9 AAA has built a relationship with each of its twelve Councils on Aging (COAs) that supports them as true community focal points as front-line providers of aging services. Region 9 AAA continues to be at the forefront of supporting communities within its PSA to assess existing infrastructure and design to create a more elder-friendly and livable environment for all ages. Service providers continue to evaluate current offerings, accessibility and implement innovative practices that will help elders to live and remain in their communities, independently and as long as possible. The AAA supports the COAs through:

- technical assistance and training in relation to NAPIS electronic reporting
- training programs; seminars
- technical assistance with new staff
- identifying grant sources
- partnerships on grant projects

The value and success of evidence-based disease prevention programs is well documented and the AAA will continue to support expansion of these services. As new programs become available, staff will pursue additional information to determine if they are appropriate and needed for the region. One such program is the Powerful

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Tools for Caregivers. This program became a complement to the Creating Confident Caregivers series. Another resource for the Region 9 COA's are Scam & Fraud presentations produced by the regional Medicare Medicaid Assistance Program (MMAP) to recognize and protect seniors from Medicare fraud and scams. A PowerPoint presentation with reference handouts would be produced for distribution to MMAP counselors throughout Region 9. A demonstration and training would be held during a Region 9 MMAP meeting held in Alpena.

During the current fiscal year, the AAA entered into a contract with McLaren Health Plan to provide community health worker services. While already in place, it is expected that this program will continue in the coming fiscal year. The AAA has been conducting outreach throughout the region to inform area residents about the available services. The outreach has been successful as it has resulted in referrals to the program.

**6. A description of specific management initiatives the area agency plans to undertake to achieve increased efficiency in service delivery, including any relevant certifications or accreditations the area agency has received or is pursuing.**

Increased efficiency in service delivery and program management is always a goal of the AAA. Through regular monitoring of contractors, the AAA is able to note areas for improved efficiency and often seeks options for greater resolution. In doing so, the AAA has revised reporting tools resulting in improved data collection and program compliance. As turn-over in subcontractor staff has increased marginally, it remains important to provide technical assistance on a one-on-one basis or in a group setting. The agency will continue to facilitate quarterly meetings with AAA staff, COA directors and essential staff. Professional development opportunities for AAA staff, COA directors and in-home care providers will be held. Community outreach continues to be a focus in order to increase awareness of available services.

The AAA continues to maintain its accreditation through the National Committee for Quality Assurance (NCQA). NCQA recertification will take place in 2020. The AAA has met the requirements for accreditation from the American Association of Diabetes Educators. The AAA will continue to recruit participants and market the program during the next plan cycle.

**7. A description of how the area agency's strategy for developing non-formula resources, including utilization of volunteers, will support implementation of the MYP and help address the increased service demand.**

With the ever-changing economic climate, it is imperative that the AAA consider development of resources to facilitate implementation of the plan and new services. The MMAP, LTC Ombudsman, Senior Corps Volunteers, and evidence-based disease prevention programs all utilize volunteers in service delivery and to further the AAA's mission. The challenge in doing so is in recruiting the right people with the right experience, interest and skill set to fulfill each program's specific requirements. A review of recruiting practices and volunteer risk management policies has taken place. Recruitment and training are ongoing activities that ensure quality programming with increased funding.

Alternative sources of funding will be sought to enhance the training and support for volunteers. In an effort to recruit volunteers, the AAA will review opportunities to showcase services and advertise opportunities for volunteers to participate. This would include free media public service announcements, press releases,

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radio/television interview opportunities to highlight services and for volunteer involvement to enhance services in COA's area. This may be a joint effort with COA partners and other divisions of NEMCSA where volunteers are utilized.

**8. Highlights of strategic planning activities.**

The Region 9 Area Agency on Aging is the leading source for senior services in its 12 county service area. Services are administered directly through Region 9 AAA care managers or locally through the Councils/Commissions on Aging (COA). In an effort to gather as much input as possible during the planning process and development of the Multi-Year Plan, the AAA conducted two input sessions in the region. The first session was held on March 21 at the Onaway Senior Center in Presque Isle County. Staff presented information and answered questions and participated in discussions on services with those who were in attendance, such as COA staff and community members. The second input session was held March 22 at the Tawas Senior Center in Iosco County. Attendance was much higher at this venue. At both events participants were asked to complete a needs assessment survey that was developed by the AAA. The survey was made available online and promoted through the weekly newsletter distributed by the AAA. Additionally, COAs were encouraged to provide paper copies of the survey to program participants, which were then collected. Staff distributed surveys to 73 attendees at two in-service trainings held for Senior Companion and Foster Grandparent groups in Alpena (53) and Gaylord (20). Notice of the online survey was posted on the AAA's Facebook website, emailed to NEMCSA board, and to the members of the Regional Advisory Council. The online survey was posted to the senior services section of the NEMCSA.org website on March 6 and ended on April 26.