

Major Cross Cutting Initiatives to Achieve Objectives of Senior Summit

- **Education and Outreach:** pro-active dissemination of information to the public in order to help people make decisions and take actions on their own behalf. The Summit process contained a broad variety of recommended messages and methods for disseminating this information. Educational efforts should be centralized to prevent over-saturation of the public with messages.
 - Lead agency: A continuing work group (chaired by Public Information Office, PIO) should be created to help coordinate this effort – will also handle Single Source of Information initiative.
 - Feasibility/cost: Dependent on types of communication methods employed, some being low/no-cost (e.g., speakers bureau, Ride-On bus posters) and others expensive (e.g., Senior Beacon).
 - Performance Measurement: outputs can be recorded in terms of volume of educational outreach (both in English and other languages). Outcome(s) can be reflected in surveys of general community knowledge of various resources, and volume of people making use of given services/resources after education campaigns. For example if there is a campaign planned on the benefits of exercise, we'd look at number/percent of people enrolled at local fitness facilities or doing mall walking, and then re-evaluate it after the campaign (controlling for factors that might influence it independently).

- **Single (Primary) Source of Information:** improve the County's capacity to respond to citizen's requests for information. Development of Senior Website is first step in this process. Introduction of 3-1-1 number will be next step in the process. Additional steps such as cross training of staff should be explored. Outreach to let people know about website and 3-1-1 number also needs to be included in achieving this recommendation.
 - Lead agency: A continuing work group (chaired by Public Information Office, PIO) should be created to help coordinate this effort – will also handle Education initiative.
 - Feasibility/cost of website and 3-1-1 are not an issue since they are already commitments of the County. Outreach about website can be incorporated into the Education efforts listed above.
 - Performance Measurement: outputs measured in terms of volume of calls to 3-1-1 (this will likely occur regardless of Senior Summit initiative; the other addition would be to analyze the data to see if patterns of use by seniors was any different than those for other age or demographic groups). Outcomes can be reflected by degree to which callers to 3-1-1 have their information needs met.

- **Planning:** County should invest in efforts to identify the most effective, and cost-effective, means to achieve stated goals. Given the likely future needs and demands of the growing elder population, combined with stagnant or reduced resources, it is essential that the County identify and promote cost effective strategies that are coordinated across different departments.
 - Lead: TBD - on-going workgroup of planning staff from different departments be identified and meet regularly to coordinate efforts. Sharing of expertise and resources can help with identification of transferable best practices. Specific tasks of workgroup would revolve around development of "Senior Agenda"

- Feasibility/cost of recommendation is negligible if existing staff are utilized. Requires coordination. Responsible agency TBD.
 - Performance Measurement reflected in number of programs that are utilizing evidence based approaches and/or extent to which long-term plans are in place to address specific types of issues and concerns.

- **Expansion of Village Model:** Multiple recommendations touch upon the emerging concept of “village models” that incorporate volunteerism, collaboration, housing, transportation, home and community based support services, etc. in a unified attempt to assist older adults to remain in the setting/home of their choice. The County can play a role in this effort by providing technical guidance to neighborhoods that want to attempt to replicate this model in their community.
 - **Lead agencies:** Regional Service Centers (RCS) and Office of Community Partnership (OCP).
 - Feasibility/cost of recommendation depends on actual steps that County agrees to undertake. Technical assistance would be low cost. Providing resources and start up grants would have increasing costs.
 - **Performance Measurement:** outputs in terms of number of “villages” in operational mode, number of people being served, and number of community members participating (i.e., volunteers). Outcomes can be measured in terms of: percent of people that feel that services have helped them remain in their homes, quality of life for seniors, degree of community cohesiveness.

- **Expand Volunteerism and Civic Engagement:** Given fiscal constraints resulting from economic downturn, many recommendations are dependent on the leveraging of increased volunteerism. Also, seniors engaged in volunteer activities report better overall physical and mental health. Various models have been proposed including: Service Credits, Neighbors Helping Neighbors, young people via Montgomery County Public Schools obligations, intergenerational models, etc.
 - **Lead agencies:** Volunteer Center and the Department of Health and Human Services
 - Feasibility/cost of recommendation depends on the modality of implementation that is put forth by the work group. It would be important to see whether private-public partnerships can be used to guide these efforts.
 - **Performance Measurement:** outputs in terms of number/percent of people engaging in volunteer activities and amount of time spent volunteering. Number of organizations using volunteers, and more specifically senior volunteers. Outcomes: satisfaction with volunteering, degree to which community needs are being met via volunteer efforts, degree of community cohesiveness and engagement.

- **Employment of Seniors:** County is actively working with larger statewide workgroup on an employment initiative. County intends to participate in whatever recommendations/process evolves from that larger effort.
 - **Lead:** Office of Human Resources and Department of Economic Development/Workforce Development
 - **Feasibility/cost:** TBD

- Performance Measurement: Number/percent of seniors in workforce (controlling for factors such as economic climate and changing demographics), degree to which senior friendly employment practices (as outlined in Statewide policy academy report) are implemented in public and private sector workplaces, degree to which seniors face ageism in the workplace.

- **Workforce Training:** Need to explore means of ensuring that there is an adequate workforce to provide the types of service that might be needed by older adults. One recommendation involved working with Montgomery College to develop and encourage training programs for Certified Nursing Assistants and other healthcare workers. As these issues are largely controlled by market forces (i.e., wages) that are out of direct control of public sector, the County should work with the private sector to explore steps that can be taken.
 - Lead agency: Department of Economic Development.
 - Feasibility/cost depends on actual steps that County agrees to undertake.
 - Performance Measurement: Number of people getting training and certification for services that target needs of seniors; degree to which positions serving seniors are able to hire qualified candidates (needs to be controlled for economic conditions).

- **Transportation:** Enhancing access to transportation options and resources. Initiative can build upon existing work being done by the Provider’s Roundtable that is chaired by JCA. Goals of this group are to: coordinate and enhance transportation resources, and ensuring that seniors are aware of the options that exist in the County.
 - Lead Agency: Department of Transportation
 - Feasibility/cost: Varies depending on specific action steps
 - Performance Measurement: Number/percent of seniors that utilize variety of different transportation services; timeliness of transportation services, satisfaction with services, others TBD.

- **Safety:** The County is already committed to a variety of safety initiatives including: Fire Safety and Pedestrian Safety. Additional efforts should be focused on developing consumer protection initiative to combat exploitation in the marketplace, as well as fall prevention programs.
 - Lead: Individual initiatives led by relevant departments (Montgomery County Police Department, Department of Fire and Rescue Services)
 - Feasibility: Varies based upon the specific initiative
 - Performance Measurement: Number/percent of seniors that are victims of: fire, accidents, falls, exploitation. Degree to which seniors have the perception of safety and vulnerability (after controlling for external factors such as economic crisis).