

All Action Steps Proposed During Senior Summit by Workgroup

WORK GROUP / TOPIC	Specific action steps
TRANSPORTATION	Volunteerism as an aide to the transportation needs of individuals. Leaves open the issue of how this would be achieved -- incentives?
TRANSPORTATION	MCPS Board and non-profits should develop partnership to help direct students' requirement for service credits such that they are beneficial for seniors. For example, high school community service programs could be used as a vehicle for teenagers to help seniors learn how to use the internet to identify transportation option. Identify a champion and develop an action plan.
TRANSPORTATION	Develop model for transportation grouping (i.e., linking services to medical facilities, doctor's offices, or other facilities used by seniors
TRANSPORTATION	Encourage people to use fixed route bus services instead of expensive MetroAccess & ParaTransit services where possible. --- Leaves open the question of HOW this will be accomplished (advertising, reduced fares, changes in routes, incentives)
TRANSPORTATION	Further investigate whether County can model an ITN (Independent transportation network) similar to Portland.
TRANSPORTATION	Study the level of unmet, or undermet, transportation needs of seniors, including the specific transportation needs of immigrant seniors, particularly those with limited English proficiency -
TRANSPORTATION	Synthesize the studies done on unmet needs from various reports within the County, including unmet needs (i.e., gap analysis).
TRANSPORTATION	Convene a group with representatives from the senior community to share the mediums needed to get the information out to seniors.
TRANSPORTATION	Workgroup of Transportation Providers to look at action steps
TRANSPORTATION	Electronic newspapers with various neighborhoods such as Homeowner Associations, faith based groups, Senior Beacon newspaper, senior residential housing facilities, partners, etc.
TRANSPORTATION	Review outcomes from the Marketing Outreach Committee for similar strategies or new strategies to use to inform senior of programs and services available in Montgomery County. -
TRANSPORTATION	Inform drivers of programs that would help develop accommodations and adaptations to vehicles. Identify a sound referral network to help seniors drive safer if they have limited impairments.
TRANSPORTATION	Marketing and outreach campaign to educate people (including pre-seniors) about how to better identify and use existing transportation services. For example: educate people about being receptive to asking for help from others, print bus schedules in easier to read format, and distribute information at medical offices, churches, schools, seniors centers, etc.
HOUSING	Public/senior housing should use mixed-income approach – house both low/mod and higher income in same facility -
HOUSING	Provide umbrella liability insurance for volunteers -

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HOUSING	Tax credits for providing community services, and/or deferring tax increases for seniors (after needs test) until property is transferred
HOUSING	Foster multigenerational education – start in the schools (long term effort)- -
HOUSING	Identify senior neighborhoods and NORCs (Naturally Occurring Retirement Communities) in need of assistance -
HOUSING	Identify the special needs of ethnic senior communities (need further investigation into specific needs of this community)
HOUSING	Enhance supportive services in senior independent living communities -
HOUSING	Establish a new county office to link seniors to public and private services to help them maintain independent and safe living arrangements
HOUSING	Increase County funding for assisted living services, group home subsidy program
HOUSING	Provide a program for mild dementia in current affordable housing developments (i.e. help in taking meds) -
HOUSING	Institute an Ombudsman system to listen to senior’s questions and find answers and resources.
HOUSING	Educate builders/developers about existing zoning regulations that allow for the development of active adult communities.
HOUSING	Educate seniors about the potential benefits of rightsizing their living quarters (i.e., moving to smaller or more accessible housing) for greater access to services, lower utility bills, better opportunities for socialization. Educational campaign should note that rightsizing is easier when done before a person develops extreme frailty.
HOUSING	Educate seniors and others about services and resources that already exist to help people age in the setting of their choice. Increase seniors’ access to information about housing choices and related services including home modifications. -
HOUSING	Educate seniors and their families to understand that congregate living (housing that has some services in an independent living facility or development) is a more affordable option for seniors who are frail and isolated but do not need the full range of services offered in an assisted living setting
HOUSING	Educate the community about the benefits of visit-ability in new construction and renovation of homes to promote community inclusion and to ageing in place.
HOUSING	Inform the public about Tax credits for home modifications that allow individuals with disabilities to remain living safely in their homes.
HEALTH	Identify isolated seniors. Utilize existing individuals and groups in neighborhoods (faith-based groups, home owner associations, etc.).

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HEALTH	Service Credit models where people can earn "volunteer credits" to be used by themselves or others (transferred to family/friend). Model has been effective in NYC but not in most other communities. One Summit participant noted that Old Greenbelt, MD, has a service credit program in place that is working well. It would merit investigating what is in operation in Greenbelt and whether it would transition or scale to either individual communities or the overall County.
HEALTH	Encourage development of "shared care" models that support neighbors helping neighbors. Ideas included using social networking models to help link people with other people in their neighborhoods that have dealing with similar issues so that they can exchange (barter) services -
HEALTH	Utilize "neighborhood concept" to help facilitate assistance with nutrition related needs.
HEALTH	Change the physical layout of public spaces (increase sidewalks, zoning to allow for stores in proximity to homes
HEALTH	Develop a "Seniors Agenda" document that can be used to drive budget prioritization
HEALTH	Implement comprehensive community health improvement process (CHIP) to help county agencies, community nonprofits, academic institutions, health care institutions and other community partners collect data, identify health priorities and work together to address health priorities. Estimated cost: \$200,000+ (amount of funding would impact scope of assessment and data collection and ability to address priorities). Would benefit all populations in county; would be focus on disparities
HEALTH	Provide accessible multi-component evidence based exercise classes that offer the benefit of exercise, are designed to be challenging and effective for seniors of all fitness levels, at no cost in order to make the program financially accessible to all, and held at geographically accessible locations
HEALTH	Educate people about the need for exercise, including walking. Outreach to private sector to encourage exercise and fitness. Change the physical layout of public spaces (reduce number of escalators and elevators, increase sidewalks, zoning to allow for stores in proximity to homes). Provide accessible multi-component evidence based exercise classes that offer the benefit of exercise, are designed to be challenging and effective for seniors of all fitness levels, at no cost in order to make the program financially accessible to all, and held at geographically accessible locations.
HEALTH	Nutrition education needs to occur at all age groups and not just among seniors.
HOME & COMMUNITY SERVICES	Encourage development of more social connections within existing neighborhoods (i.e., neighbors helping neighbors or neighborhood buddy systems). Benefits would include development of greater social capital, decrease in isolation, and more volunteer supportive services.

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	Limiting factor is that people are often too busy to join these volunteer/community organizations
HOME & COMMUNITY SERVICES	Create a task force to examine ‘VILLAGE’ MODEL’ for broader implementation throughout the County. Potential task force members are identified -
HOME & COMMUNITY SERVICES	Determine and eliminate barriers for service by youth (example: working in the home of a senior)
HOME & COMMUNITY SERVICES	Have industry fix the fact that too many personal care vendor providers are not licensed or certified. This is currently under review for a regulations fix. This fix may take 2 to 5 years to handle this quality of care issue.”
HOME & COMMUNITY SERVICES	Review barriers to the use of the adult day centers including Medical Assistance Waiver eligibility
HOME & COMMUNITY SERVICES	Include analysis of senior needs when revising County land use master plans to ensure infrastructure/facility needs such as recreation centers, adult day centers and respite care are included in the plans.
HOME & COMMUNITY SERVICES	Expand “Area Plan” process and look at gaps that create barriers for aging in place
HOME & COMMUNITY SERVICES	Encourage Montgomery College to offer degree program in occupational therapy to provide workforce to assess and recommend assistive devices and home modifications
HOME & COMMUNITY SERVICES	Expand labor workforce of CNAs (and other para-professionals that serve seniors). Efforts could involve: incentives, educational opportunities, training, etc.
HOME & COMMUNITY SERVICES	Develop and explore ‘telemedicine technology’ model to assist and reduce costs; it supplements personal contact -
HOME & COMMUNITY SERVICES	Examine the use of the Program of All Inclusive for the Elderly --- comprehensive model which keeps residents out of hospitals and nursing homes --- comprehensive service delivery system with Medicare and Medicaid funding. Johns Hopkins uses this model.
HOME & COMMUNITY SERVICES	Expand home based services (home care, chores services, OT evaluations, Home delivered meals, Older Adult Waiver) and case management services to seniors in their homes in the community to facilitate the desire to “age in place”. This includes both education about existing resources and services, and developing new models of services -
HOME & COMMUNITY SERVICES	Increase the availability of respite care and adult day care; including providing more subsidies and/or lowering the threshold for subsidized respite care
HOME & COMMUNITY	Medium: Collaborate with Employee Assistance Programs (EAP’s) to help ensure that people know about available resources

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SERVICES	
HOME & COMMUNITY SERVICES	Educate seniors and caregivers about the aging process; and signs and symptoms of when is normal aging vs. disabling conditions that should be addressed. Includes educating people about the importance of seeking assistance and allaying guilt -
HOME & COMMUNITY SERVICES	Educate people about the importance of planning in advance for future problems -
HOME & COMMUNITY SERVICES	Public outreach and marketing efforts to enhance the perception of adult day centers --- delete the use of the word “care” when defining this service
HOME & COMMUNITY SERVICES	Develop partnerships with private sector such that they can take more visible credit for community based services. For example: selling naming rights to a congregate meal site (e.g., Whole Foods Holiday Park Nutrition Program) or "adopt-a-road" type projects where a company can agree to take responsibility for some activity (e.g., Lockheed Martin Gaithersburg Senior Grocery Delivery)
Communication / Outreach	Medium: Create a separate section in the Senior Beacon to communicate information of interest to seniors (similar to what DC is already doing)
Communication / Outreach	Medium: Encourage “word of mouth” communication by developing cadre of volunteer spokespeople for county services and programs. Also Speakers Bureau within county -
Communication / Outreach	Medium: Greater emphasis on use of radio (older population and LEP population tend to listen to radio) -
Communication / Outreach	Medium: Senior Resource Guide: promote it even more widely -
Communication / Outreach	Medium: Utilize ethnic media as an outreach tool (for education, notification of services, etc).
Communication / Outreach	Medium: Utilize signs on outside of RideOn buses in addition to placards inside buses -
Communication / Outreach	Medium: Utilize sites where seniors congregate to distribute messages (grocery stores, pharmacies, churches, libraries, senior centers, etc)
Communication / Outreach	Target communications through adult children caregivers (in addition to messages directly to seniors) -
Communication / Outreach	Target or segment communication messages and strategies by diverse populations (race, ethnicity, language, media type used, needs)
Communication & Outreach	Entice universities (Montgomery College, UM-Shady Grove, Johns Hopkins) to provide continuing education and other lectures series
Communication & Outreach	Develop collaborative information network between Montgomery County Government and other information programs – especially JCA and Caregiving from a Distance. A collaborative approach could reduce the workload on data upkeep, and could expand the contact

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	points in government and the community which have access to current information.
Communication & Outreach	Find creative ways to make County website more attractive to visit. Explore options of providing incentives or making it a gateway to other features. Ideas to explore include: social networking feature, quickly updated and changed pictures and stories of residents (people like hearing about themselves, neighbors, friends), partner with private businesses to download coupons to stores
Communication & Outreach	Focus communication strategies on making information easily accessible to people when they need it (example: single point of entry that is well publicized). This strategy is advisable because people only pay attention to information when they need it (i.e., crisis).
Communication & Outreach	Identify and advertise a single phone number to access information and services (currently the county has multiple entry points: x3000, x1245, Library, Rec Dept, etc). County ultimately going to “311” number but need something to use until that number becomes available
Communication & Outreach	Medicum: Use neighborhood & community newsletters to get information out via their publications
Communication & Outreach	Medium: Utilize healthcare providers (doctors, nurses, hospitals) as a mechanism to communicate important messages and information to seniors. Strengthen the links that information sources (ex. HHS, JCA, Holy Cross) have with geriatricians and primary care physicians by providing them with give-aways for seniors that promote the major senior information sources. Survey the physicians to determine what types of materials they would welcome and use. Brand these with a "senior services" brand. (per the Commun. Report)
Communication & Outreach	Medium: Partner with businesses and chamber of commerce to help convey messages
Communication & Outreach	Promote all the key points of contact instead of "one point of contact". While the County should certainly have one aging network contact point, it is equally valuable to cross promote the other information sources (as the County did in its Living & Thriving piece and as GROWS did in its "When an Older Adult Needs Help") and to present to the community the various strengths of each resource. This acknowledges that people feel comfortable with different information sources. Consciously working together will build visibility of each source, share strengths and strategies and can provide opportunities to better focus your efforts
Communication & Outreach	Cross market & cross train across departments/services (For example, someone contacting libraries should be referred to HHS if what they need is provided by that other agency)

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Communication & Outreach	Enhance partnerships & outreach to community-based organizations, nonprofits (in addition to) faith-based communities to increase amount and coordination of supports and services. There are other coordination efforts already in place for various services (for example the Collaboration Council for Children, Youth, and Families for youth services or the Montgomery Coalition for Adult English Literacy for adult English Language instruction) and there should be something put in place for coordination of Senior Services in the County. There should also be a mention of utilizing ethnic media as an outreach tool (for education, notification of services, etc) -
Communication & Outreach	Take Home a Notebook” – make available circulation laptop computers for seniors to use.
Communication & Outreach	Host well-publicized public events as communication vehicles for Senior communications.
Communication & Outreach	In consideration of diverse populations of Montgomery County, ensure that information provided for seniors, caregivers and families complies with LEP mandates.
Communication & Outreach	Need a single person or office to coordinate all communication with seniors -- This recommendation, or a variant, is going to play a role in the effective delivery of any of the recommended actions; namely coordinating the delivery of messages/communication. A cross cutting problem is that the County provides a wide range of services and as noted in the Reingold Report there are failures of communication both in terms of internal communication (departments not sharing with each other) and external (not getting the message out to residents). Without some way to coordinate communication this problem will remain unresolved. The issue is not restricted to issues related to Seniors.
Communication & Outreach	publish monthly column in Senior Beacon about opportunities and services for Seniors -
Communication & Outreach	Utilize "opt-out" mechanism to create broad communication network of county residents and seniors. Universal problem for commuting messages to County citizens (whether seniors, caregivers, or any other resident) is difficulty in disseminating and targeting messages. Since residents rely on the County for a variety of essential services we should explore the ability to create an “opt out” system for collecting email addresses. Numerous studies have shown that opt-out system (where a person is included unless they take direct action to remove themselves) are much more effective than opt-in systems in creating participation. à Hypothetically, let’s imagine that we used an opt-in system with anyone using one or more County services (TBD, but might include: cable TV or internet provider, trash collection, taxes). Once we have an email address we send message to people giving them options: 1) opt-out ... don’t want to get information and updates, 2) targeted messages ... they can specify characteristics (neighborhood/community, age, gender, race, ethnicity, language, etc) and messages would be sent to them on a targeted basis, or 3) default is

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	<p>get everything. → Through this massive database of email addresses we could disseminate information much more efficiently to people by sending the message to them, rather than waiting for them to find the message on their own. Currently we employ an opt-in system (people can join email alert system) but opt-in systems by nature only capture a very small percentage of those that would otherwise be interested in the messages</p>
Civic Engagement	<p>Engineer the environment to promote social engagement among citizens. It has been widely observed that people have reduced contact with other individuals in their immediate geographic vicinity (i.e., reduced social capital stemming from lack of engagement with neighbors). As people have become busier in their lives, and as mobility has increased, people are less and less likely to know or turn to neighbors. The County should explore ways to enhance engagement among neighbors. One possibility is to leverage social networking internet sites that have the capacity to link people together based on geographic proximity. Much the way websites can identify doctors that are within X miles of your home, the County should explore ways to help link people with other individuals based on geographic proximity.</p>
Civic Engagement	<p>Virtual social networks – again, as an increasing percentage of County residents use the internet, we should explore the ability to leverage virtual (internet based) social networks to bring people together. What is our capacity to work with internet companies to build upon social networking models to link people based on types of things they need or could help with, and prioritize based on geographic location.</p>
Civic Engagement	<p>Volunteer Center is currently developing a Volunteer Ambassador Program, designed to assist people who want to volunteer and “coach” them on how best to connect with volunteer opportunities to meet their specific needs. A proposed Volunteer (civic and social) Corps could potentially be a part of this Ambassador initiative. Trained Ambassadors could outreach to targeted populations (suggested pilots selected by language and location). Ambassadors could be recruited from specific target populations—leaders within those communities. Outreach would be focused on community engagement through volunteerism. Information on social/recreation activities could be disseminated as well, but the focus would be on civic engagement—activities such as volunteering, supporting community projects and activities designed to identify and address issues of community concern.</p>
Civic Engagement	<p>Provide computer Access & Training in Sr. Centers</p>
Civic Engagement	<p>Develop and promote a single source where seniors could learn about all recreation and socialization options available in the county.</p>
Civic Engagement	<p>County should develop different outreach strategies and programs that address the needs of diverse groups of seniors. For example, seniors with lower educational levels, lower incomes, and limited English</p>

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	proficiency might respond to different efforts than other groups of seniors.
Civic Engagement	Single calendar of sr. events
Civic Engagement	people in general do not understand or appreciate the value/importance of social engagement in overall quality of life (QoL). Numerous studies indicate that QoL is more highly correlated with level of social engagement than with any other factor (including physical health). Part of any outreach effort should include an education component to help people understand the importance of social networks and social engagement. The impact on health and QoL should be stressed.
Employment	Identify existing public, nonprofit, and business resources as partners to implement improvements for provision of employment opportunities for seniors. Recognize and award local businesses and organizations that engage in senior friendly employment practices.
Employment	Publicize new strategies and mechanisms available to seniors to access improved employment opportunities in the county. Promote trainings to help seniors better prepare for the current job market, including how to market themselves to employers. Collaborate with Montgomery Works, Montgomery College and all other training programs to train and match seniors with employment opportunities. Provide English language training for persons with limited language proficiency.
Employment	Gather program data across public, nonprofit, and business sectors that already provide employment readiness supports and employment opportunities for seniors 55 and older. Catalog the existing programs (such as SCORE) that provide either job training services to seniors, or provide paid or unpaid employment opportunities for seniors.
Employment	Determine economic factors that impact and motivate seniors 55 and older in a manner that requires them to secure gainful employment or volunteer for new career employment opportunities. Explore universal pension programs (in addition to Social Security) to help support low-income seniors to supplement minimum wage employment.
Employment	Benchmark best practices related to senior employment (government, private sector, non-profit) to examine what works best. Measure and evaluate the results of policies, programs and budget investments to take corrective actions where needed for maximum results. Secure needed amendments in policy, program, and budget investments to maintain the short-term and long-term improvements committed to seniors.
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Employment	State of Maryland and the National Governor’s Association are participating in a policy academy to address recruiting and retaining older workers by public and private employers. This issue looks to increase older workers as an avenue to keep personnel costs under control while still maintaining a skilled workforce.
Employment	Implement new strategies that provide employment opportunities for seniors including timelines for cross-sector coordination improvements. Increase the availability of alternative work schedules for seniors (and non-seniors) to help retain the large number of mature workers that will be eligible for retirement in the coming years. Alternative work options that should be offered (and made easily available) include: 30 hr/wk jobs, 20 hr/wk jobs, compressed schedules, and tele-work.
Employment	Adopt mechanisms for improved outreach and education of seniors 55 and older to inform them of available county and state resources that offer employment readiness supports and employment opportunities for county seniors ages 55 and older.
Employment	Educate employers about benefits of hiring older workers; including working with employers to be aware of modifications/accommodations that can be made to match jobs with the needs and limitations of some seniors.
SAFETY	Implement recommendations of the Senior Fire Safety Task Force.
SAFETY	Ensure implementation of the Pedestrian Safety Task Force’s recommendations addressing the unique needs of seniors.
SAFETY	Consumer Protection: a network or process that authenticates businesses and professionals who serve senior citizens by requiring standards and background checks, potentially including evaluations & a code of ethics. Services such as this currently exist - so this may be contracted out or replicated. Those service providers that wish to be accredited, could pay the fee to reduce or eliminate the cost. This could be helpful to both seniors and their families (especially if they live at a distance) in looking for service providers.
SAFETY	Advocate that seniors age 75+ be tested to ensure they are safe drivers. Drives that fail test would be provided with driving training assistance; and have license revoked if unable to pass follow-up test.
SAFETY	Workgroup or task force to address core aspects of challenges to protecting senior consumers. REGULATION, ENFORCEMENT, and CONSUMER AWARENESS
SAFETY	To prevent falls, near-falls and fear of falling, enroll in accessible evidence-based fall prevention programs. Falls prevention programs can include three components: education about falls, assessment (e.g., gait, vision, medicine intake) and balance exercise classes.
SAFETY	Partner with medical professionals to conduct best practice Fall prevention seminars in different languages and in multiple areas of the County with a high concentration of seniors.

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SAFETY	Consider the use of social work interns or retired social workers to reduce the waiting list for senior care assessments
SAFETY	Dedicate \$10,000 each per year to 6 locations in Montgomery County to host the Senior Exchange. Modeled after the Senior Forum at Montgomery Mall. Engage movie theaters to provide a once a month date for the Police to meet with the Seniors in the area. Program runs from 10 am -1 pm. Program would be operated by the Police in partnership with the community to provide a monthly source of information, crime tips, and give seniors an opportunity to express concerns to the police in a friendly atmosphere
SAFETY	Negotiate inclusion of senior safety information in free publications in the County.
SAFETY	Provide education to seniors and their caregivers on a focused range of safety topics: fire and life safety, falls, burglary, identity theft, scams, etc. Develop public education strategies with proven records in attractive formats and tools that address multiple languages and cultures. Provide information that addresses both perceived safety issues as well as actual safety risks.
SAFETY	Develop strategies and incentives, under the leadership of the Police Department, to increase the number of seniors who attend community education events related to increasing personal safety and the range of police services in the County. Increase number of seniors who participate in citizen's police academy.
SAFETY	Provide safety information to individual households by taking advantage of mailings that go out to most people, such as PEPCO and WSSC bills. Include messages on the bills themselves since people usually throw away inserts.
SAFETY	Develop and implement comprehensive plans to manage and reduce the wide-ranging safety risks which often accompany dementia, particularly as the County's population of people with dementia continues to grow rapidly
SAFETY	Include informational messages on pharmacy bags as public service of the pharmacy. -
SAFETY	Use inside and outside of Ride-On messages to communicate messages.
SAFETY	Coordinate with US Postal Service to increase the number of mail carriers who notify neighbors/friends/police in the event that someone does not pick up their mail for a period of time. -
Multiple workgroups	County can take a leadership role in promoting the village concept. County role would include: seed money, advice, templates for implementation, technology assistance, etc.
Multiple workgroups	Existing "villages" can serve as model/template for future villages. Knowledge/experiences can be documented and passed along to help other villages, as well as providing mentoring.-

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Multiple workgroups	Investigate programs & models in other jurisdictions that may work (with adaptations in Montgomery County. Task involves multiple steps: 1) identify best practices, 2) critically appraise whether they would transition and scale to Mont Co, 3) identify feasibility of implementation and relevant parties that would be involved in implementation, 4) actual implementation -
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