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## Yuba-Sutter Aging and Disabilities Plan

# Data Packet 5: Participation and Engagement

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The chart on the following pages summarizes key themes, identified needs, and potential solutions from the three data sources listed below, focusing on one of the five approved goals of the Yuba-Sutter Aging and Disabilities Plan. It provides a comprehensive understanding of the challenges faced by older adults, individuals with disabilities, and caregivers in Yuba and Sutter Counties, offering a solid foundation for community stakeholders to develop data-driven solutions that effectively address these needs.

- 1. Data Map:** A comprehensive review of local and state data aligned with the California Master Plan for Aging’s five bold goals for 2030. Local sources include Adventist Health and Rideout’s Community Health Needs Assessment, the Ombudsman Program, Regional Housing Authority, and Sutter Yuba Homeless Consortium. State and national sources, such as the California Department of Aging, UCLA Elder Index, U.S. Census Bureau, and Centers for Medicare & Medicaid Services.
- 2. Community Surveys:** Input was gathered from 297 respondents, including older adults, individuals with disabilities, and caregivers, through a culturally relevant, multilingual survey available in English, Hmong, Punjabi, and Spanish. The survey explored key topics, including housing and community, emergency preparedness, transportation, healthcare and related services, social participation and inclusion, and communication. Responses captured perspectives across diverse geographic and demographic groups.
- 3. Focus Groups:** Insights from 75 participants across eight diverse focus groups, including older adults, women, LGBTQ+ individuals, racial and ethnic minorities, individuals with disabilities, veterans, caregivers, and low-income residents—communities historically under-resourced and under-served in the Yuba-Sutter area. Discussions explored housing, emergency preparedness, transportation, community accessibility, healthcare, nutrition, and social engagement.



## GOAL 4: STRENGTHEN SOCIAL PARTICIPATION AND COMMUNITY ENGAGEMENT

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
<b>Social Participation, Engagement, and Inclusion</b>		
<b>Social Isolation</b>	<ul style="list-style-type: none"> <li>▶ 51% of older adults in Yuba and Sutter Counties feel lonely or isolated, with 12-14% experiencing frequent loneliness. <i>(Community Survey)</i></li> <li>▶ Barriers such as financial constraints, transportation, geographic isolation (for rural community members), and health issues and limited technology skills limit participation in community activities. <i>(Community Survey, Focus Groups)</i></li> <li>▶ Social engagement opportunities are rated poorly, with only 23% rating them as “excellent” or “good.” <i>(Community Survey)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Develop affordable and accessible programs targeting isolated populations, such as social clubs or group outings.</li> <li>▶ Partner with local organizations to address logistical barriers like transportation and financial constraints.</li> </ul>
<b>Inclusion and Belonging</b>	<ul style="list-style-type: none"> <li>▶ 8% of respondents often felt unwelcome, citing age, disability, and income as primary reasons. <i>(Community Survey)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Foster cultural and intergenerational events to enhance community belonging and celebrate diversity.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
	<ul style="list-style-type: none"> <li>▶ Marginalized groups, including new community members and people with disabilities, face difficulty integrating into the community. <i>(Focus Groups)</i></li> <li>▶ Sutter County (32.3% Hispanic/Latinx, 16.6% Asian) and Yuba County (29.8% Hispanic/Latinx, 7.8% Asian) demonstrate significant diversity, underscoring the need for culturally relevant services and inclusive community spaces. <i>(Data Map)</i></li> <li>▶ Participants emphasized the importance of community leaders in fostering connections, sharing contact information, and supporting stronger neighbor relationships. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Develop education and outreach initiatives, utilizing community leaders to target those most at risk of social isolation, such as rural residents, older adults, and individuals with disabilities.</li> <li>▶ Partner with local cultural organizations to design programs tailored to Hispanic/Latinx, Asian (Hmong and Punjabi/Sikh), and other underrepresented populations in both Sutter and Yuba Counties.</li> </ul>
<p><b>Health and Wellbeing</b></p>	<ul style="list-style-type: none"> <li>▶ Over 12% of respondents indicated that health conditions or mental health issues hinder their ability to stay socially connected, highlighting the link between well-being and social inclusion. <i>(Community Survey)</i></li> <li>▶ Social isolation can worsen mental health challenges, particularly for older adults and</li> </ul>	<ul style="list-style-type: none"> <li>▶ Provide integrated wellness programs combining physical health, mental health, and social engagement activities at community centers.</li> <li>▶ Expand access to affordable and culturally relevant mental health care through partnerships with healthcare providers and telehealth services.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
	<p>individuals with disabilities. <i>(Community Survey, Focus Groups)</i></p>	
<p><b>Community and Recreational Opportunities</b></p>	<ul style="list-style-type: none"> <li>▶ Gathering places, such as senior centers, cultural centers (e.g., Hmong Center), and farmers markets, are highly valued for providing companionship, conversation, and organized activities. <i>(Focus Groups)</i></li> <li>▶ Lack of gathering spaces in rural areas (i.e., Oregon House, Dobbins, and Brownsville) limits opportunities for social connection. <i>(Focus Groups)</i></li> <li>▶ There is a specific need for more culturally specific centers and events. <i>(Focus Groups)</i></li> <li>▶ Participants expressed interest in community groups and activities, particularly in rural areas and culturally-specific programs. <i>(Focus Groups)</i></li> <li>▶ Only 11% in Yuba and 27% in Sutter rate recreational opportunities positively. <i>(Community Survey)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Create and expand community gathering spaces, such as senior centers and cultural hubs, particularly in rural areas.</li> <li>▶ Increase funding for local recreational programs to provide inclusive and intergenerational activities that reflect community needs.</li> <li>▶ Develop culturally specific programs and events to meet the interests of diverse populations and promote community engagement.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
<p><b>Community and Public Spaces</b></p>	<ul style="list-style-type: none"> <li>▶ Public spaces for older adults receive low satisfaction ratings: 7% in Yuba and 10% in Sutter. Many lack accessible and inclusive spaces. (Data Map, Focus Groups)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Invest in accessible, inclusive public spaces and services, including community centers tailored to older adults.</li> </ul>
<p><b>Labor Force Participation</b></p>	<ul style="list-style-type: none"> <li>▶ Older adults in Yuba County have a labor force participation rate of 26.1%, and Sutter County is slightly higher at 29.5%, both below the statewide rate of 30.5%. (Data Map)</li> <li>▶ Adults with disabilities in Sutter County show a higher participation rate (44.4%) compared to Yuba County (36.6%). (Data Map)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Expand job training and placement programs tailored to older adults and individuals with disabilities.</li> </ul>
<p><b>Volunteer and Civic Participation</b></p>	<ul style="list-style-type: none"> <li>▶ Volunteer participation among older adults is 42% in Yuba County and 44% in Sutter County, reflecting moderate engagement despite employment barriers. (Data Map)</li> <li>▶ Rural areas face shortages of volunteers to support senior services and other community programs. (Focus Groups)</li> <li>▶ The community showed mixed satisfaction with volunteer opportunities: over a quarter found them “Good,” a similar percentage rated them as “Fair,” and 15% found them</li> </ul>	<ul style="list-style-type: none"> <li>▶ Create flexible and accessible volunteer opportunities and recruitment campaigns, especially in rural areas, to increase participation.</li> <li>▶ Provide training and support for volunteers to ensure meaningful and impactful engagement in community programs.</li> <li>▶ Diversify volunteer opportunities to address gaps in accessibility, relevance, and variety based on community needs.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
	<p>lacking, indicating unmet needs in variety or accessibility. <i>(Community Survey)</i></p>	
<p><b>Work and Volunteer Barriers</b></p>	<ul style="list-style-type: none"> <li>▶ Age and disability discrimination and lack of supportive workplace environments are barriers to employment. <i>(Focus Groups)</i></li> <li>▶ 30% of respondents found employment opportunities inapplicable or were unsure, and 24% rated opportunities as "Poor," highlighting a lack of relevant options for older adults, people with disabilities, and those seeking flexible roles. <i>(Community Survey)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Promote workplace accommodations and inclusive hiring practices to support older adults and individuals with disabilities.</li> <li>▶ Launch campaigns to recruit and train volunteers in rural areas, focusing on flexible opportunities.</li> <li>▶ Partner with local businesses and organizations to identify and develop roles tailored to the needs of older adults and individuals with disabilities, such as part-time, remote, or flexible positions.</li> </ul>
<p><b>Life Satisfaction</b></p>	<ul style="list-style-type: none"> <li>▶ 73% of older adults in Yuba County and 55% in Sutter County report high life satisfaction (ratings of 8 or higher on a 0-10 scale), indicating disparities in quality of life between counties. <i>(Data Map)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Develop targeted programs to enhance quality of life in Sutter County, focusing on recreation, social engagement, and community support.</li> <li>▶ Conduct further assessments to identify specific factors contributing to lower life satisfaction in Sutter County and address gaps.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
<b>Safety and Protection from Abuse</b>		
<b>Elder Abuse and Neglect</b>	<ul style="list-style-type: none"> <li>▶ 85 elder abuse complaints were reported in FY23-24 across both counties, indicating ongoing concerns. <i>(Data Map)</i></li> <li>▶ Lack of awareness about elder abuse prevention resources contributes to vulnerabilities. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Increase community education programs focused on recognizing and reporting elder abuse.</li> <li>▶ Expand elder protection services, including advocacy and legal support for victims.</li> </ul>
<b>Fraud and Scams</b>	<ul style="list-style-type: none"> <li>▶ 39% of older adults in Yuba County and 22% in Sutter County report fears of becoming victims of fraud or scams. <i>(Community Survey)</i></li> <li>▶ Internet and phone scams, rental fraud, and other forms of exploitation are significant concerns. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Offer fraud prevention workshops targeting older adults, focusing on common scams and safe practices.</li> <li>▶ Develop public awareness campaigns to highlight available fraud reporting resources.</li> </ul>
<b>Crime and Community Safety</b>	<ul style="list-style-type: none"> <li>▶ Rising concerns about crime, particularly in rural areas, have left many feeling unsafe. <i>(Focus Groups)</i></li> <li>▶ Rural residents cite a lack of police presence and community safety measures. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Strengthen law enforcement presence and community policing initiatives in rural areas.</li> <li>▶ Implement neighborhood watch programs to foster local safety efforts.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
<p><b>Discrimination and Stigma</b></p>	<ul style="list-style-type: none"> <li>▶ Individuals with disabilities and those from diverse cultural or gender identities report experiences of bullying, stigma, and discrimination in public spaces. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Launch public awareness campaigns to reduce stigma and promote inclusion for individuals with disabilities and diverse identities.</li> <li>▶ Provide diversity and inclusion training for public service workers, educators, and community leaders.</li> </ul>
<p><b>Communication and Coordination of Services</b></p>		
<p><b>Awareness of Services</b></p>	<ul style="list-style-type: none"> <li>▶ Only 42% in Yuba and 43% in Sutter feel informed about available services. <i>(Data Map)</i></li> <li>▶ 85% in Yuba and 79% in Sutter report not knowing what services are available. <i>(Data Map)</i></li> <li>▶ Outdated or inaccurate service lists were a common frustration, with participants calling for regularly updated directories. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Establish centralized, multilingual resource hubs with updated service directories.</li> <li>▶ Improve outreach efforts through digital platforms, traditional media, and community boards.</li> </ul>
<p><b>Coordination and Access to Supportive Services and</b></p>	<ul style="list-style-type: none"> <li>▶ Navigating local support systems—including food assistance, financial support, healthcare access, housing support, transportation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Deploy trained advocates in rural areas to assist with applications, manage benefits,</li> </ul>



Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
<p><b>Financial Assistance</b></p>	<p>assistance, and caregiver resources—is time-consuming and lacks adequate assistance, particularly for individuals in rural areas or those facing language and cultural barriers. <i>(Focus Groups)</i></p> <ul style="list-style-type: none"> <li>▶ Rural areas have limited access to essential services, with some programs lost during COVID not yet restored. <i>(Focus Groups)</i></li> <li>▶ Fragmented service delivery makes it difficult for individuals to access resources effectively, especially in rural areas. <i>(Focus Groups)</i></li> </ul>	<p>and provide language or culturally specific support.</p> <ul style="list-style-type: none"> <li>▶ Establish centralized community hubs to provide coordinated access to resources in underserved areas, prioritizing services lost during the pandemic.</li> <li>▶ Foster inter-agency partnerships to improve collaboration, streamline service delivery, and ensure comprehensive support.</li> <li>▶ Establish mobile service units to bring resources directly to underserved communities.</li> </ul>
<p><b>Language and Accessibility Barriers</b></p>	<ul style="list-style-type: none"> <li>▶ Limited English proficiency (20.4% in Sutter County) creates significant communication challenges. <i>(Data Map)</i></li> <li>▶ Participants cited a need for multilingual communication, as well as visual and verbal resources for non-literate individuals. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Provide multilingual materials in languages such as Spanish, Hmong, and Punjabi to reach diverse populations.</li> <li>▶ Implement visual aids and verbal communication options for non-literate or low-literacy individuals.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
<p><b>Effective Engagement Strategies</b></p>	<ul style="list-style-type: none"> <li>▶ Internet (15.7%) and social media (11.2%) are top information sources but may exclude those with limited access (see Digital and Communications Access below). <i>(Community Survey)</i></li> <li>▶ Family and friends (11.6%) play a key role, highlighting reliance on personal networks. <i>(Community Survey)</i></li> <li>▶ Community organizations like the FREED Center (6.4%) and traditional media (5-6%) remain valuable, particularly for older adults. <i>(Community Survey)</i></li> <li>▶ Participants suggested diverse methods to communicate local resources to older adults and disabled individuals, including email blasts, texts, newspapers, Facebook, resource booklets, and flyers. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Expand access to digital platforms by addressing connectivity gaps and offering digital literacy programs.</li> <li>▶ Leverage trusted personal networks to share information through community events, word-of-mouth campaigns, and local ambassadors.</li> <li>▶ Strengthen partnerships with community organizations and healthcare providers to enhance their role in disseminating resources.</li> <li>▶ Maintain and improve traditional media outreach to reach older adults who prefer newspapers, radio, or television.</li> </ul>
<p><b>Digital Communication and Access</b></p>	<ul style="list-style-type: none"> <li>▶ Broadband is widely available (95.3% in Yuba, 97.1% in Sutter), but high-speed internet use is lower (84% in Yuba, 82% in Sutter). Device use is even lower, with only 75% in Yuba and 85% in Sutter using computers or tablets at home. <i>(Data Map)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Expand broadband infrastructure to underserved rural areas.</li> <li>▶ Offer digital literacy programs targeting older adults and those new to technology.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
	<ul style="list-style-type: none"> <li>▶ Only 47% in Yuba and 43% in Sutter rate utilities and broadband infrastructure as "excellent" or "good." Limited broadband access affects rural connectivity. (<i>Data Map</i>)</li> <li>▶ Poor broadband service, especially in rural areas, hinder communication efforts. Options like Starlink are available but costly and difficult to install. (<i>Focus Groups</i>)(<i>Focus Groups</i>)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establish community hubs for internet access and technology support.</li> </ul>
<p><b>Underutilized Information Sources</b></p>	<ul style="list-style-type: none"> <li>▶ Local government offices (3.6%) and the Agency on Aging Area 4 (3.4%) have low visibility. (<i>Community Survey</i>)</li> <li>▶ Veteran Services (1.6%) and the Aging and Disability Resource Center (2.4%) are underutilized. (<i>Community Survey</i>)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Increase visibility of local government and official services through targeted campaigns and community partnerships.</li> <li>▶ Develop outreach strategies tailored to veterans and specialized groups, promoting available resources.</li> <li>▶ Provide training to staff at underutilized service centers to enhance community engagement efforts.</li> </ul>
<p><b>Telecommunications Access</b></p>	<ul style="list-style-type: none"> <li>▶ Only a small percentage of older adults lack telephone service—1.2% in Yuba County and 0.7% in Sutter County. (<i>Data Map</i>)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Invest in improving cell tower coverage in rural areas to ensure consistent mobile connectivity.</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
	<ul style="list-style-type: none"> <li>▶ Participants emphasized the need for improved cellular service in rural areas, citing poor connectivity as a barrier to staying informed and connected. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Promote programs like the Lifeline Assistance Program, which offers free or low-cost phone services for low-income households.</li> <li>▶ Provide subsidized cell phones and prepaid plans for older adults and individuals with disabilities through local initiatives.</li> </ul>
<p><b>Resource Coordination</b></p>	<ul style="list-style-type: none"> <li>▶ Participants highlighted the need for updated resources and directories. <i>(Focus Groups)</i></li> <li>▶ Outdated or inaccurate service lists remain a persistent issue. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Create a regularly updated resource database accessible both online and in physical locations.</li> <li>▶ Designate resource coordinators to maintain accuracy and provide personalized support.</li> </ul>
<p><b>Accessible Resource and Community Hubs</b></p>	<ul style="list-style-type: none"> <li>▶ There is a demand for a centralized resource hub that provides a comprehensive listing of resources in one place, such as 2-1-1 or physical community boards for those with limited internet access. This hub could include information on housing, food assistance, healthcare, caregiver resources,</li> </ul>	<ul style="list-style-type: none"> <li>▶ Create a centralized, regularly updated resource hub accessible online and through physical locations such as community centers, libraries, and senior centers.</li> <li>▶ Ensure the hub provides multilingual support and includes visual/verbal</li> </ul>

Key Themes	Data Findings (Needs/Challenges)	Insights (Possible Solutions)
	<p>transportation, and critical community alerts. <i>(Focus Groups)</i></p> <ul style="list-style-type: none"> <li>▶ Participants emphasized the importance of physical resource hubs with multilingual support to assist those with limited digital access. <i>(Focus Groups)</i></li> </ul>	<p>communication options to accommodate diverse needs.</p> <ul style="list-style-type: none"> <li>▶ Partner with local organizations to maintain the hub's accuracy and comprehensiveness, ensuring all critical services are represented.</li> <li>▶ Create centralized, regularly updated resource hubs with multilingual materials and physical locations, such as libraries or community centers, for easier access.</li> </ul>
<p><b>Awareness and Communication of the Aging and Disability Plan</b></p>	<ul style="list-style-type: none"> <li>▶ Participants expressed interest in the Yuba-Sutter Aging and Disability Plan, emphasizing the importance of community input and accessible channels to share its vision and goals. <i>(Focus Groups)</i></li> </ul>	<ul style="list-style-type: none"> <li>▶ Host informational events and outreach campaigns to further educate the community about the Yuba-Sutter Aging and Disability Plan and incorporate their input.</li> </ul>