
Yuba-Sutter Aging and Disabilities Plan

Possible Strategies and Objectives Packet #5: Social Participation and Engagement

Document Background and Overview

The possible strategies and objectives outlined in this document have been developed based on:

- ▶ Outcomes from the Yuba-Sutter Part 1: Strategic Initiatives Workshop.
- ▶ Examples from other county plans, including those from Nevada, Ventura, and Santa Clara counties.¹
- ▶ Data-driven solutions identified in the needs assessment
- ▶ A review by the core planning team to identify gaps and refine based on local relevance and feasibility.

The possible objectives serve as a foundation for developing SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) objectives for the Local Aging and Disability Action Plan (LADAP). It is important to note that not all objectives may be feasible or directly applicable to Yuba and Sutter counties and may require adjustments to align with local priorities. At this stage, they are not draft objectives but rather a broad list of options for consideration, organized under key strategic categories for easier review and discussion.

¹ Seven Local Aging and Disability Action Plans (LADAPs) were reviewed in preparation for this document, including those from Eagle County, Los Angeles County, Nevada County, Sacramento County, Santa Clara County, Ventura County, and West Sacramento County. However, not all were included as examples, as most lacked strong SMART objectives.



Goal 5: Strengthen Social Participation and Community Engagement

Possible Strategies	Possible Objectives
<p>Expand opportunities for lifelong learning, employment, and civic engagement for older adults and individuals with disabilities. (Part 1 Workshop)</p>	<p>Expand Financial Literacy and Fraud Prevention</p> <ul style="list-style-type: none"> ▶ Develop a public awareness campaign on fraud resources with AARP and offer training on scams and financial abuse. <i>-(Possible Solution from Data Insights)</i> ▶ Offer workshops on long-term financial planning for couples before a loss occurs, emphasizing life insurance, retirement savings, and estate planning. <i>(Possible Solutions from Data Insights)</i> <p>Strengthen Workforce Participation</p> <ul style="list-style-type: none"> ▶ Promote flexible work models, workplace accommodations, inclusive hiring practices, job training, reentry services, and internships for adults 50+ to enhance employment opportunities, encourage workforce participation, and support phased retirement options. <p>Promote Lifelong Learning and Skills Development</p> <ul style="list-style-type: none"> ▶ <i>Develop culturally competent lifelong learning programs including digital literacy programs to equip older adults and people with disabilities with the skills to navigate technology and digital resources confidently</i> <p>Expand Volunteerism and Civic Engagement</p> <ul style="list-style-type: none"> ▶ Partner with agencies such as AARP, Red Cross and AmeriCorps to expand their volunteer programs to ensure flexibility, accessibility and connection of intergenerational volunteers to local organizations. ▶ Create an online volunteer program webpage, identifying community needs, volunteer opportunities, and recruitment campaigns, especially in rural areas.

STRATEGIES & OBJECTIVES PACKET #5: SOCIAL PARTICIPATION AND ENGAGEMENT

Possible Strategies	Possible Objectives
<p>Strengthen collaboration and partnerships among existing organizations to increase the reach, coordination, and effectiveness of community programs that support older adults and people with disabilities. <i>(Part 1 Workshop)</i></p>	<p>Strengthen Coordination, Formal Partnerships, and Information Sharing</p> <ul style="list-style-type: none"> ▶ Develop accessible tools and strategies to expand No Wrong Door system of services by increasing collaboration, coordination, and connection among community services providers and county wide departments to ensure alignment of local priorities and needs. <p>Coordinate with Stakeholders to Advance AARP Age-Friendly and Livable Community Initiatives</p> <ul style="list-style-type: none"> ▶ Pursue an Age-Friendly designation for Yuba and Sutter Counties by engaging community stakeholders, fostering partnerships, and implementing policies that support livable communities for all ages. <i>(LADAP Grant Requirement)</i> <p>Coordinate with Stakeholders to Advance Funding Opportunities</p> <ul style="list-style-type: none"> ▶ Establish countywide collaboration to identify and pursue state and local funding opportunities, ensuring alignment with community priorities and maximizing resource impact.
<p>Strengthen communications access and public awareness campaigns to connect older adults and individuals with disabilities to essential resources and promote equity and inclusion.</p>	<p>Improve Access to Resource Information and Assistance</p> <ul style="list-style-type: none"> ▶ Enhance the availability and accessibility of existing information and assistance services to connect residents with local resources that are culturally appropriate, multilingual, and available to people with visual and hearing disabilities. <i>(Part 1 Workshop)</i> ▶ Explore funding and placement of a 211 or other informational system in Yuba and Sutter Counties for emergency and non-emergency connection to resources. ▶ Fund a multilingual outreach and communication campaign through digital platforms, traditional media, and community boards to promote community awareness of information and assistance services. Leverage trusted personal

STRATEGIES & OBJECTIVES PACKET #5: SOCIAL PARTICIPATION AND ENGAGEMENT

Possible Strategies	Possible Objectives
	<p>networks to share information through community events, word-of-mouth campaigns, and local ambassadors.</p> <p>Expand Digital and Telecommunications Access/Inclusion</p> <ul style="list-style-type: none"> ▶ Expand broadband infrastructure and cell tower coverage especially in rural areas to improve internet access and mobile connectivity. ▶ Create a technology access website and marketing campaign with a list of digital literacy classes, affordable devices, and Wi-Fi resources targeting older adults and those new to technology. <i>(Santa Clara)</i> ▶ <i>Promote, develop and maintain programs</i> like the Lifeline Assistance Program, subsidized cellphone and prepaid plan program and Access to Technology Program to ensure access to devices for people with disabilities and older adults. <p>Develop Public Awareness Campaigns to Promote Equity and Inclusion</p> <ul style="list-style-type: none"> ▶ Design and implement a positive image/information campaign to educate policymakers, businesses, and the general public of realistic and empowering representations of aging, older adulthood, and living with disabilities to highlight the importance of creating inclusive environments.
<p>Enhance protections, support systems, and community connections to prevent abuse, neglect, and social isolation among older adults and people with disabilities</p>	<p>Foster Inclusive and Culturally Responsive Community Engagement</p> <ul style="list-style-type: none"> ▶ Partner with local cultural organizations to design programs tailored to Hispanic/Latino, Asian (Hmong and Punjabi/Sikh), and other underrepresented populations in both Sutter and Yuba Counties. <p>Strengthen Protections Against Elder Abuse and Neglect</p> <ul style="list-style-type: none"> ▶ Increase community education programs focused on recognizing and reporting elder abuse including the development and promotion of advocacy and legal support of victims.

STRATEGIES & OBJECTIVES PACKET #5: SOCIAL PARTICIPATION AND ENGAGEMENT

Possible Strategies	Possible Objectives
	<p data-bbox="741 297 1255 326">Address Social Isolation and Loneliness</p> <ul data-bbox="741 354 1892 594" style="list-style-type: none"><li data-bbox="741 354 1892 467">▶ Expand connections between home delivered meal program participants and friendly visitor and/or phone reassurance programs to reduce isolation for homebound older adults. <i>(Santa Clara County)</i><li data-bbox="741 480 1892 594">▶ Develop tools to help agencies serving unserved and underserved populations to reach their target audience who are at most risk of social isolation such as rural residents, older adults, and individuals with disabilities. <p data-bbox="741 621 1604 651">Expand Intergenerational and Community-Based Support Models</p> <ul data-bbox="741 678 1860 792" style="list-style-type: none"><li data-bbox="741 678 1860 792">▶ Increase funding for local recreational programs to foster cultural and intergenerational events and activities that reflect community needs and celebrate diversity to enhance community belonging. <i>(Possible Solution from Data Insights)</i> <p data-bbox="741 820 1478 849">Enhance Community Engagement and Social Gatherings</p> <ul data-bbox="741 876 1871 1036" style="list-style-type: none"><li data-bbox="741 876 1871 954">▶ Create and expand accessible, inclusive community gathering spaces, such as senior centers, parks, and cultural hubs, particularly in rural areas.<li data-bbox="741 967 1871 1036">▶ Explore targeting public and private park funds for age- and disability-friendly activities, using models like slow streets, SMART parks, and parklets. <i>(Ventura)</i>