

EXECUTIVE SUMMARY

The Berks County Area Agency on Aging (BCAAA) has created a four year plan to help meet current and emerging needs of the aged 60 and over population and persons with disabilities in Berks County. The plan serves as a guide to build and maintain a comprehensive, coordinated service system for this population. It covers the period from July 1, 2012 – June 30, 2016. The ultimate goal of BCAA is to help maintain individuals in their home of choice for as long as possible and as independently as possible while avoiding unnecessary and premature institutionalization.

Despite the uncertainty of state and federal resources, the Berks County Area Agency on Aging continues to forge ahead into new endeavors while seeking ways to connect existing services to better serve its target population, to meet its primary goal.

In an effort to create the most effective services possible, BCAA sought to hear from the over 60 population, persons with disabilities and /or minority groups in Berks County and their representatives, and organizations in underrepresented portions of the county about perceived unmet needs and related barriers, and solutions to addressing needs. This effort was undertaken between November, 2011 and April of 2012.

Results differed based on population and geography. The combined survey results indicate the following areas are of concern to older adults and person with disabilities in Berks County:

- Transportation
- Lack of affordable housing
- Lack of income in general
- Taxes

In delving more deeply into the survey results, persons with disabilities expressed more concern about lack of socialization than did the older population as a whole.

Older adults in the City of Reading expressed more concern about lack of public housing opportunities than those residing in other areas of the county. Older adults in the areas outside of the City were more concerned about paying taxes.

Part of the planning back drop is the knowledge that Reading received the dubious distinction of being recognized as the nation's poorest city, with a population of 65,000 and over, in 2011, as cited in a New York Times article. This is due in part to low educational levels, as compared to the National average, poorer wages and relatively recent plant closings, according to the New York Times in a September 26, 2011 article.

A survey conducted among the staff of the Area Agency on Aging helped to uncover their perception of blocks to serving persons with disabilities and the older population of the County. The language barrier to the Spanish speaking population emerged as a primary issue.

Lack of financial resources is the greatest creator of unmet needs. If persons in the target population had sufficient income, they could purchase needed services that would enable them to remain in their residence of choice, according to focus group responses. It is the role of the Area Agency on Aging to help bridge the gap between unmet needs and services required to

meet those needs through the creation of new services, while enhancing and coordinating existing ones.

Identified needs are linked and may overlap. For example, lack of adequate transportation impacts one's health and social needs. Consequently, there will be some overlap with goals for the upcoming four year period.

The Berks County Area Agency on Aging will ensure that provider agencies adhere to the Administration on Aging's Program Instruction for the Development and Submission of State Plans outlined on AoA PI-11-06, pages 7-8 which addresses how older adults with the greatest economic and social needs and greatest risk of institutionalization, minorities, those with limited English proficiency and older individuals residing in rural areas, will have their needs addressed, as outlined in the Aging Program Directive from the Pennsylvania Department on Aging.

The survey results combined with the demographics of the 60+ population of Berks County resulted in the following goals for the Berks County Area Agency on Aging for the period of July 1, 2012 – June 30, 2016. The accompanying plan to achieve these goals and the timetables are outlined later in the plan.

I. Transportation:

- Create a committee representative of the various transportation committees in the County that would, in a more global way, address issues impacting persons with disabilities and the 60 years of age and older population.
- BCAA will work collaboratively with the Berks Area Regional Transportation Authority (BARTA) identifying areas / routes meeting the needs of ADA consumers in an effort to decrease long wait periods and missed pick ups and deliveries.
- Educate the target population regarding the availability of transportation options.
- Enhance partnership with Diakon Volunteer Home Care and Catholic Charities to expand transportation services to the most vulnerable populations within the target population.
- Partner with Berks Encore's Shopping Assistance Program in lieu of available transportation.
- Family First Resource Center's Senior Center Without Walls van provides transportation to those underserved communities to attend, the three Senior Center Without Walls locations.

II. Housing:

- Partner with Regional Housing Coordinator to seek affordable housing for Nursing Home Transition consumers.
- Explore ways to work with the Coalition to End Homelessness, Inc. as they explore housing options throughout Berks County.
- Ensure that the Intake and Referral Dept of the Area Agency on Aging continues to be apprised of tax relief and assistance programs.
- In conjunction with County Veterans Affairs, focus on ways to work with at-risk and homeless veterans.

- Explore alternate shared housing arrangements for homeless older persons and/or those with disabilities.
- Continue to work with disability providers in home adaptations for the disabled.

III. Health and Well-being:

- Continue to maintain and expand programs designed for on and off site senior center activity through the Prime Time Health program.
- Continue contracts that ensure home delivered and congregate meals to consumers throughout the county.
- Maintain partnership with Family First Resource Center as it continues to expand its Senior Center Without Walls program throughout Berks County.
- In conjunction with grassroots efforts with Upper Tulpehocken Township Community Leader Coalition in Northwestern Berks County, begin exploring ways to create services for persons with disabilities and older adults.
- Continue to work with local hospitals to develop care transition programs to reduce hospital readmissions among the elderly.
- BCAA will continue to work with their Advisory Council on issues raised.
- Coordinate efforts with senior centers operating to expand in-house programming.
- Maintain the ongoing collaborative efforts between the executive directors of the Berks County Area Agency on Aging and Daniel Torres Centro Hispano to address needs and concerns specific to the aging Spanish Speaking population in Berks County.
- Be an active partner with the new Medical Health Center in Reading, funded and supported by Reading Hospital and Medical Center, United Way and Berks County Community Foundation.

IV. Language / Cultural / Minority Barriers

- Sustain Translation Services in cooperation with Daniel Torres Centro Hispano to ensure translation services for Berks County Area Agency on Aging.
- Familiarize the Area Agency on Aging and its providers with the Limited English Proficiency Policy, and ensuring compliance.
- Identify representatives in the Asian, and Lesbian, Gay, Transgender and Transsexual (LGBT) communities to explore ways of building better alliances with these population groups.
- BCAA will collaborate with Daniel Torres Centro Hispano to create ways to ensure the older Spanish speaking community will have access to translation services for medical appointments involving specialists.

V. Services to persons with disabilities:

- Maintain partnership with the deaf and hard of hearing population by continuing funding for Berks Deaf and Hard of Hearing Services to ensure care management and intake positions, and hearing equipment to those unable to purchase their own.
- Empower persons with disabilities in partnership with Abilities in Motion (Center for Independent Living or CIL) to explore access to current information networking.

- Maintain partnership with the Aging and Disability Resource Center; United Disabilities, APPRISE Insurance counseling and Abilities in Motion (CIL) to expand knowledge of available services for persons with disabilities and the aging population.
- BCAA will work in partnership with Abilities in Motion, Jewish Vocational Employment Services and Liberty Resources to help ensure that persons with disabilities can remain safely in their residence of choice. This is an ongoing effort.

VI. Create greater access to services through marketing initiatives, pilot programming in the rural areas and in the city of Reading. Expand intake and referral satellite offices in underserved and unserved parts of the county.

- Maintain and/or initiate satellite intake and referral sites in four locations: Fleetwood, Strausstown in conjunction with the possibility of St. Joseph's medical clinic, Robeson Township, and the Reading Medical Health Center.
- Focus on Senior Center With Out Walls to bring centers to underserved and unserved locations in Berks County.
- Community Outreach and Education (COE) unit will continue to collaborate with community partners to increase volunteer program development, educate the public regarding aging services through social media outlets, create training opportunities and tap into various media outlets to increase service awareness.
- Relationship with local media outlets will continue including WEEU Radio, the Reading Eagle newspaper, WFMZ-TV, Berks Community Television, Albright College Spanish radio and various other print venues.
- Educate consumers about the 211 phone number for accessing information about social / human services in Berks County.

VII. Consumer satisfaction

- Continue monitoring of internal benchmarking standards with outcome measurements.
- Review consumer satisfaction surveys from direct service providers to help determine the level of satisfaction of delivered services to consumers.
- Continue quality assurance assessments with Intake and Referral, Assessment, Ombudsman and Nursing Home Transition units.

AGENCY OVERVIEW

The Berks County Area Agency on Aging was established in 1974. It is a unit of county government. The agency is responsible for developing and coordinating a comprehensive service system to meet the needs of Berks county residents aged 60 and older and persons with disabilities.

In an effort to develop a plan to best address these needs, every four years the Berks County Area Agency on Aging submits a comprehensive plan for aging services to the Pennsylvania Department of Aging. This plan is the legal basis of the contract between the State and the Berks County Commissioners. It is reviewed and updated annually. The approved plan is the basis for contracts generated by the Area Agency on Aging, which are between the County of Berks and community agencies providing services to the older and persons with disabilities in the County.

Toward this end, the Executive Director, agency staff, and County Commissioners receive input and recommendations on policies, procedures, and operations from the agency's Advisory Council. The Advisory Council convenes and conducts the annual meeting and public hearing, advocating on behalf of the county's older and disabled adults.

In response to such recommendations, it has always been the agency's philosophy to coordinate services to build a strong network and close relationships with public and private sectors in Berks County and adjacent counties, to ensure a comprehensive array of services to address consumer needs.

The current staff complement is 54. (See organizational chart.) There are 52 full-time staff and 2 part-time staff.

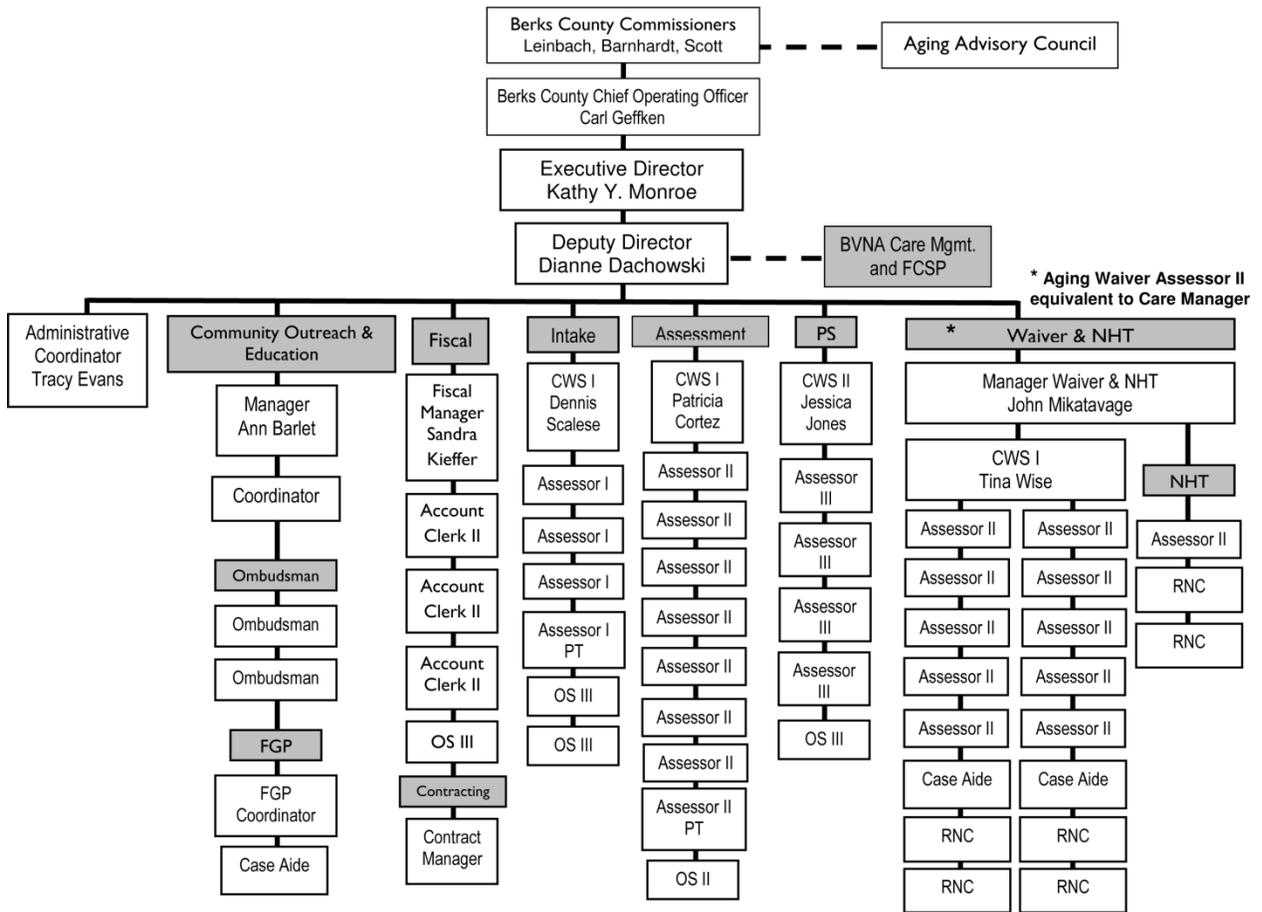
Annual community partnership meetings, a provider expo, annual contract meetings and interagency meetings are convened to ensure regular contact, dissemination of information, feedback and interaction with provider agencies.

All of the aforementioned activities allow the Area Agency on Aging to serve as an innovative incubator for service by way of creating consumer surveys to uncover unmet needs and gaps in services in underserved portions of the county and incorporating new models for addressing identified needs. For example, the northwest portion of the county underwent an extensive community survey in 2011. The identified needs, in cooperation with communities and St. Joseph's Hospital, will be addressed.

In order to stay current with senior centers while meeting the needs of consumers not prone to attending the traditional senior community centers, a SCWOW (Senior Center Without Walls) initiative is underway with two senior centers in Berks County.

Berks County has over 80 contracts in place to ensure the best possible aging in place scenarios. To address consumers in the outlining portions of the county, contracts have been created in the contiguous counties for personal care, home support and adult day services. Volunteer transportation services are available throughout the county to help those needing non-emergency transportation for medical appointments in particular.

BERKS COUNTY AREA AGENCY ON AGING – ORGANIZATION CHART



Emerging Issues:

Berks County Area Agency on Aging's primary role is to assist with aging in place for the county's older adult population 60 years of age and over and persons with disabilities, for as long as possible and as independently as possible avoiding unnecessary or premature institutionalization. Housing options, including remaining in one's own home, will continue to be considered for expansion. Access to services must be made easier through education and transportation services.

The Area Agency on Aging continues to operate with budgetary constraints and an increased demand for services, as the cost of living increases. This pushes creative planning to the forefront. Additionally, as of 2011, as cited in a New York Times article dated September 26, 2011, Reading, with a population of just over 81,000, was determined to be the poorest city in the nation, according to the U.S. Census Bureau's most recent data, when looking at cities with populations of 65,000 and above. This was a downhill slide that became more acute between 2007 and 2011 when plant closings such as the Dana Corporation Lucent, closed. Within a decade, closures and layoffs resulted in the poverty rate to increase to 41.3% by 2011 according to this same article.

Lack of education, which is tied to unemployment, contributes to the poverty issue in Reading. Only 8% of the city's residents have a bachelor's degree, as compared to the national average of 28%. According to the "The New York Times" only 63% of Reading residents have a high school diploma, 22% below the national average. The city's growing Hispanic population is less educated. Only 44% have a high school diploma. While the unemployment rate in Berks County saw a decrease of .7% between March, 2011 and 2012, the wages in Reading remain low. Many entry level positions pay between \$8.00 and \$10.00 an hour.

In an effort to maintain older and disabled adults in their own homes, it will be difficult for the direct care work force continue to keep pace with the demand.

Populations appearing to be underserved include those with limited English proficiency and residents in the rural parts of the county. This conclusion is based on the surveys and focus groups mentioned early, combined with demographic data. While demographic projections were unavailable, drawing upon changes between 2006 and 2010 were particularly instructive.

According to the 2010 Census, the 60+ population in Berks County stood at just over 20% (82,789), representing a 1% increase over 2000 and 2006. The aged 85+ population also saw a 1% increase between 2006 and 2010 from 9,137 to 9,193. The 65+ Latino population increased by 71% between the years of 2000 and 2010 (from 1,682 to 2,368). The aged 65+ African American community saw an increase of 23% during this same period, from 1,039 to 1,356.

In addition, the Upper Tulpehocken Township Community Leader conducted a comprehensive needs assessment in the northwest portion of Berks County. The results pointed to the need to address health and well being, socialization and recreational concerns.

To help address the issue of the growing Spanish speaking population, in conjunction with Daniel Torres Centro Hispano, a Spanish speaking only telephone message line has been added to the list of answering options at BCAA. This line is checked twice daily to ensure a quick response for the callers. A translator has been enlisted to assist staff on home visits.

During the first four months of 2012, the Berks County Area Agency on Aging ensured that the following organizations participated in a consumer survey, focus group, and/or open discussion to help

articulate perceived unmet needs, barriers to meeting needs and ways to address them. The following organizations or groups were tapped:

- Abilities in Motion ((CIL)
- Berks County Area Agency on Aging's Advisory Council
- Berks County Area Agency on Aging's staff and provider agencies
- Berks County Association for the Blind
- Berks Deaf and Hard of Hearing Services
- BCAA's senior centers located in Birdsboro, Fleetwood, Hamburg, Reading, Shillington, Wernersville, and the Providence House Congregate Meal site
- Family First Resource Center
- The Center at Spring Street
- La Casa de la Amistad and its satellite center at Kennedy Housing
- Presidents of senior clubs
- Reading Area Vicinity Ministerial Alliance
- Representatives of the older Asian community
- Representatives of the older LGBT community
- The Upper Tulpehocken Township Community Leader Coalition
- Robeson Lutheran Church

Through these efforts, it was learned that the needs of the target population may differ depending upon where one resides. For example, homeowners were more likely to express concern about the expense of home ownership, the subsequent upkeep and related property and school taxes. In addition to maintain, home owners in Reading were more prone to express concern about selling their homes and rental options thereafter. Both public housing and Section 8 waiting lists are discouragingly long. Concern for personal safety was expressed in terms of vulnerability in living alone whether fear of a break in, or not having a home adapted to accommodate physical problems that may accompany aging. Also, fear of safety when one is in the community was frequently mentioned.

As older adults and those with disabilities continue to age, socialization becomes an issue with regard to aging in place. As support systems continue to allow individuals to remain at home, and persons are living longer, concerns must be addressed to ensure enhanced socialization and better quality of living. Transportation, expansion of senior centers, more adult daily living sites, alternate congregate meal sites, more volunteer visitations, lower priced continuing care communities, and those with disabilities will better manage their care if they have easier access to information through available internet services.

Minority populations that were either silent about their needs, or new to the County are and growing, may have needs that should be addressed more proactively. Some of these groups include, but may not be limited to Haitians, Asians, the Lesbian, Gay, Bi-Sexual and Transgender populations.

Consideration will be made to adapt services as we address the onset of baby boomers into the aging system who are less likely to use traditional means of socialization. The role of the Area Agency on Aging for tapping into this potential group of volunteers to assist with the services to those a generation ahead of them will be challenging to determine. Social media will be utilized.

Focus Groups and Consumer survey findings:

In an effort to be concise about articulating unmet needs, barriers to meeting needs, ways to coordinate existing services and/or creating new ones, and how to sustain healthy lifestyles, survey questions were directed to these areas. Some audiences and respondents were more adept at addressing all of these areas than others. In some instances only surveys were used to obtain ideas and feedback. In others open discussion was the primary vehicle for gaining responses. In still other cases, open discussion was coupled with questionnaires.

Members of the Advisory Council of Berks County Area Agency on Aging reviewed survey results in addition to providing their input into perceived unmet needs, ways to break down barriers to meet these needs, and subsequent ways to begin addressing meeting them. The Advisory Council also convened a focus group to address health and well-being.

In examining existing services combined with the above results goals, objectives and strategies emerged. Outcome and performance measures are included within the strategies.

Goals, Objectives and Strategies:

- I. Goal: To provide transportation services to older adults 60 years and older and persons with disabilities in Berks County.
 - A. Objective: Examine existing systems to better analyze gaps in services.
 1. Strategy: BCAA's Advisory Council transportation committee will collaborate with other aging and disability partners to develop a plan for examining gaps in services at all levels by October 1, 2012.
 2. Strategy: After initial meeting, quarterly meetings will continue.
 - B. Objective: Recommend ways to augment current transportation systems.
 1. Strategy: Review ways to enhance existing transportation services by July 1, 2013.
 2. Strategy: Propose recommendations to partner with existing transportation systems to develop a higher level of services by October 1, 2012.
 - C. Objective: Explore new ways to address the transportation needs of older residents, 60 years of age and over, and persons with disabilities in Berks County.
 1. Strategy: Utilizing the expertise of the aforementioned committee, BCAA will create a plan for developing NEW transportation models to expand existing services by January 1, 2014.
 2. Strategy: Berks County Area Agency on Aging will work collaboratively with Berks Area Regional Transportation Authority by identifying areas / routes meeting the needs of ADA consumers in an effort to decrease wait time and missed pickups / deliveries, by January 1, 2013.
 - D. Objective: Augment services by expanding utilization of current systems.

1. Strategy: BCAA will explore new ways to expand Diakon Volunteer Home Care Services to help meet the demand for transportation services to underserved populations e.g., deaf and hard of hearing older adults, by January 1, 2013.
 2. Strategy: Community Outreach and Education (COE) will help communicate the efforts of the St. Joseph's Medical Center as it expands volunteerism to include an escort service for older adults needing medical appointments. Ongoing.
 3. Strategy: Through the Family First Resource Center van, underserved and unserved consumers can be transported to the three Senior Center Without Walls (SCWOW) locations in Berks County. Two SCWOWs are located in Reading. One is located in Birdsboro. Each SCWOW is open once a month.
- II. Goal: To enable older adults and persons with disabilities in Berks County to remain in their home of choice.
- A. Objective: Coordinated by the Advisory Council of Berks County Area Agency on Aging create a community wide task force in cooperation with Community Development, Reading Housing Authority and the City of Reading.
 1. Strategy: Determine task force members and convene first meeting by January, 2013.
 2. Strategy: After initial meeting, schedule quarterly task force meetings thereafter.
 - B. Objective: The Berks County Area Agency on Aging will stay abreast of tax relief and assistance programs.
 1. Strategy: The Intake, Referral and Assessment Unit will partner with Berks County Tax Claim Bureau to remain updated on an ongoing basis on the, "Tax Deferral Option for Senior Citizens (Act 220)" to share with consumers as needed.
 2. Strategy: The Intake, Referral and Assessment Unit will remain updated on the Rent Rebate programs and share information to the target population as it becomes available.
 - C. Objective: For the Berks County Area Agency to continue to seek and/or adapt housing options for consumers returning to the community through the Nursing Home Transition Program.
 1. Strategy: The Nursing Home Transition supervisor will continue to meet quarterly with the Regional Housing Coordinator to discuss housing for Nursing Home Transition consumers.
 2. Strategy: BCAA will continue communication with Abilities in Motion (AIM) to determine availability for environmental modifications to adapt homes for Nursing Home Transition (NHT) consumers.
 3. Strategy: The Aging Waiver Unit will continue to explore with disability providers, environmental modifications to adapt homes for transitioning consumers. This is an ongoing effort with Abilities in Motion, Liberty Resources, Jewish Employment Vocational Services and United Disabilities Services.

D. Objective: For Berks County Area Agency on Aging to partner with our County Veterans Affairs, the Coalition to End Homelessness and Family Promise to address the issue of homelessness among the county's over 60 population and those with disabilities.

1. Strategy: In conjunction with our County Veterans Affairs, BCAA's Intake and Referral staff will, on an ongoing basis, direct homeless veterans to appropriate services by providing them with information about programs and services.
2. Strategy: BCAA's Community Outreach and Education, and Intake and Referral units will be trained by the executive director of the Homeless Coalition to End Homelessness regarding outreach strategies to reach the over 60, homeless population to educate them about appropriate services and assistive programs by July 1, 2013.
3. Strategy: In collaboration with Family Promise, BCAA administrative staff will explore shared housing for those homeless who are aged 60 and over by October 1, 2012.
4. Strategy: BCAA management and supervisory staff will be trained by the Coalition to End Homelessness in an effort to better serve and communicate with that population.

III. Goal: To Promote the Health and Wellbeing of older adults 60 and older and persons with disabilities.

A. Objective: Through administrative oversight, ensure that Prime Time Health (PTH) activities on and off site at senior centers, continue its growth.

1. Strategy: Through annual monitoring of senior centers, BCAA's contract manager will review PTH activities of senior centers that include the six that are administered by Berks Encore, the primary and satellite centers administered by Daniel Torres Centro Hispano, and Boyertown Area Multi-Service's, "The Center at Spring Street," and Family First Resource Center and its SCWOW locations.

B. Objective: Ensure healthy, well balanced meals are available in congregate and home settings.

1. Strategy: BCAA will ensure the continuation of a food service provider that provides home delivered and/or congregate meals to seven senior centers.
2. Strategy: BCAA will continue partnering with Daniel Torres Centro Hispano that prepares on-site meals for "La Casa de La Amistad" and its satellite location, the Kennedy Senior Center.
3. Strategy: BCAA will ensure the continuation of the contract with Boyertown Area Multi-Service's "The Center at Spring Street" for on-site preparation of congregate meals, and up to two home delivered meals to consumers qualifying for them.

C. Objective: In partnership with Family First Resource Center and the food service provider expand meal locations to underserved and unserved parts of Berks County through the SCWOW pilot project.

1. Strategy: BCAA will continue to work with Family First Resource Center as it expands efforts with various community partners to implement Senior Centers Without Walls (SCWOW) throughout Berks County. This is an ongoing effort.
 2. Strategy: The fiscal unit will amend the food service provider contract to incorporate additional meals as SCWOW expands its programming into other areas of the county.
- D. Objective: To continue coordinated efforts with the local hospitals to address concerns associated with the 60 and over population.
1. Strategy: A Care Transition team comprised of BCAA staff and a consultant will continue working with St. Joseph's Hospital and Reading Hospital and Medical Center to create care transition programs to help reduce hospital readmissions among the elderly. This is an ongoing effort.
 2. Strategy: Berks County Area Agency on Aging will continue to work jointly with the United Way of Berks County, Reading Hospital and Medical Center and Berks County Community Foundation by providing service coordination at the Berks Medical Health Center located at 8th and Penn in the City of Reading. Target date projected as Fall 2012.
- E. Objective: Explore better ways to address health and well being needs specific to the 60 and over Latino community.
1. Strategy: The executive directors of Daniel Torres Centro Hispano and the Berks County Area Agency on Aging will continue in their collaborative efforts to explore new and better ways to serve the 60 and over Latino population in Berks County.
- IV. Goal: To better serve minority populations and those with communication barriers.
- A. Objective: Eliminate communication barriers where they impede service delivery.
1. Strategy: Use the Translation Services on an ongoing basis to all staff as needed.
 2. Strategy: Use the Language Service Associates services as needed on an ongoing basis for the target population when a language barrier exists.
 3. Strategy: Ensure that BCAA staff has access to a language board to use as situations warrant.
 4. Strategy: The BCAA will work with provider agencies to ensure documentation of their adherence to the "Limited English Proficiency" in accordance with Title VI of the Civil Rights Act of 1964. This is an ongoing process.
 5. Strategy: BCAA will ensure the continuation of the contract with Berks Deaf and Hard of Hearing services for purposes of serving the related population as needed.
 6. Strategy: BCAA will explore ways to have interpreters accompany older non English speaking patients to medical specialist appointments. This will help the patient to understand their medical situation, diagnosis, etc., making them well informed. This discussion will be incorporated into the regularly scheduled meetings between the executive directors of the respective agencies.

- B. Objective: Educate as much as possible, against biases regarding specific populations.
 - 1. Strategy: Berks County Area Agency on Aging to provide training to staff about specific minority groups at least twice annually.
 - 2. Strategy: BCAA will continue outreach efforts to the LGBT population, identifying groups through existing resources i.e., local churches that support them i.e., Trinity Lutheran Church and Calvary United Church of Christ in Reading, etc. This will be ongoing as contact has already been initiated.
 - 3. Strategy: BCAA will continue dialogue with the Greater Reading Chinese Christian Church. This will be ongoing since the dialogue has already begun.

- V. Goal: To enhance the quality of life of persons with disabilities
 - A. Objective: To increase socialization among persons with disabilities.
 - 1. Strategy: BCAA will continue its partnerships with Berks Deaf and Hard of Hearing services and attempt to develop other effective methods to serve their community.
 - 2. Strategy: BCAA will continue to work with the Aging and Disability Resource Center (ADRC); Abilities in Motion (AIM), United Disabilities Services (UDS), APPRISE insurance counseling / Information Referral Services, to update them about pertinent information, while expanding services as needed. This will be on an ongoing basis.

 - B. Objective: To address concerns of persons with disabilities on an ongoing basis.
 - 1. Strategy: Berks County Area Agency on Aging will, in an ongoing collaborative effort, work with Abilities in Motion, Jewish Employment Vocational Services, United Disabilities Services, and Liberty Resources to address the needs of those with disabilities, in a comprehensive manner.

- VI. Goal: To enhance marketing and accessibility efforts to the over 60 population and persons with disabilities.
 - A. Objective: Create and sustain satellite intake and referral locations in rural locations throughout Berks County.
 - 1. Strategy: Continue educating community about ADRC and its purpose
 - 2. Strategy: Maintain an Intake and Referral unit at Keystone Villa in Fleetwood monthly from 10:00 a.m. – 2:00 p.m. This is an ongoing effort.
 - 3. Strategy: Maintain an Intake and Referral unit in Robeson Township at the Robeson Lutheran Church by on an ongoing basis. Days and times of operation are every 3rd Thursday from 10:00 a.m. – 2:00 p.m.
 - 4. Strategy: Maintain an Intake and Referral unit in conjunction with the Upper Tulpehocken Township Community Leadership Coalition at the Strausstown Campus. This will take place a minimum of one day a month from 10:00 a.m. – 2:00 p.m. effective June, 2012.
 - 5. Strategy: BCAA will partner with the Berks Medical Health Center to provide service coordination on site. Times and dates to be established.

- B. Objective: The Community Outreach and Education (COE) unit will create educational opportunities for the over 60 population and persons with disabilities, caregivers, aging network peers and other community partners.
1. Strategy: COE will use all available media outlets to keep older adults and persons with disabilities apprised of new and pertinent information and events as they occur. This will include WEEU radio, the Reading Eagle newspaper, Albright College Spanish speaking radio, and various other print venues.
 2. Strategy: COE will develop and maintain social media, such as the agency website to offer information on agency programs, new ventures links to other agency partners and organizations that work with the target population. This will be an ongoing effort.
 3. Strategy: COE will link ADRC to the agency website.
 4. Strategy: COE will educate the public regarding the 211 information and referral center.
 5. Strategy: COE, in cooperation with BCAA's advisory council, will explore the possibility of creating a simple page document listing contact information about services relevant to the over 60 and disabled population of Berks County.
 6. Strategy: The Intake and Referral Unit of Berks County Area Agency on Aging will maintain updates of services for the United Way of Berks County 211 information and referral center.
 7. Strategy: COE will work with Berks Community Television (BCTV) to continue to create safety videos that can be viewed by over 60 population and those with disabilities in group settings and through accessing BCAA's website.
 8. Strategy: BCAA will continue to educate the Berks County community through its monthly TV show and specialty series.

VII. Goal: Quality Assurance

- A. Objective: Ensure provider agencies assess consumer satisfaction.
1. Strategy: BCAA will ensure, through the monitoring process, that all providers have a consumer satisfaction process in place.
 2. Strategy: Deputy Director of Berks County Area Agency on Aging will assist in the refinement of consumer satisfaction surveys using outcome measures to ensure quality service delivery. Ongoing.

_____ End of Part A _____

Section B Attachments will include:

- Section 1 – Signature Page/Standard Assurances Commonwealth of Pennsylvania Department of Aging
- Section 2 – Documentation of Participation by the Area Agency on Aging Advisory Council
- Section 3 – Listing of Plan Assurances and Required Activities
- Section 4 – Narrative Summary of the Proceedings of the AAA Area Plan Public Hearing (no more than five pages) summarizing the proceedings of the AAA Area Plan Public Hearing
- Section 5 – Letter of Agreement Berks County Mental Health / Developmental Disabilities Program and the Berks County Area Agency on Aging