

Essex Council on Aging

2020- 2025 Strategic Plan

The Mission of Essex Council on Aging is to enhance and promote the quality of life for adults 60 and older in the Essex community.

Goal 1: Collaborate with community to identify unmet needs.

- Objective 1: Involve the individuals we serve by seeking their input and ideas in COA activities and programs.
 - Plans:
 - Improve mechanisms for citizens to communicate with senior center personnel especially for those who have difficulty using and/or have no access to technology.
 - Survey Essex residents to assess their needs and suggestions for activities and programs.
 - Develop and implement focus groups.
 - Enhance collaboration with Chebacco Terrace Senior Residents and Essex COA.
 - Enhance communication with targeted population communities (geographic, age based, vulnerable populations, etc).
- Objective 2: Enhance communication between the Essex COA and Town, regional and state agencies that support our aging population.
 - Plans:
 - Connect on a regular basis with SeniorCare program managers as well as local agencies that support the COA mission.
 - Develop strategies to correspond on a consistent basis with neighboring COA's.
 - Identify Essex COA Board member liaisons to strengthen relationship between COA and Town departments and business community members.

Goal 2: Create awareness of the needs of our senior residents and available support services.

- Objective 1: Expand outreach to Essex senior citizens and their caregivers.
 - Plans:
 - Create an accurate listing of Essex senior citizens.
 - Expand newsletter circulation.
 - Expand number of followers on COA Facebook page.
- Objective 2: Enhance Essex COA marketing materials.
 - Plans:

- Develop a welcome packet summarizing the Essex COA staff, services and programs.
- Develop newspaper and social media community pages.
- Maintain COA website and Facebook pages with all upcoming events, resources and contact information.
- Highlight staff and services available within Town to support senior residents in monthly COA newsletter.

Goal 3: Develop programs and services that promotes well-being and maintains independence.

- Objective 1: Expand professionally certified programs.
 - Plans:
 - Offer certified programming regarding Social Security benefits, policies and procedures.
 - Increase number of residents participating in annual SHINE consultations.
 - Offer legal consultation for low-income senior residents and their caregivers by certified consultants.
 - Offer tax consultation for senior residents and their care givers.
- Objective 2: Expand group recreation, nutrition, information and education programs to promote aging in place.
 - Plans:
 - Increase social, nutrition, information and exercise activities offered within the Senior Center.
 - Develop alternative meeting and activity spaces.
 - Develop destination trips for seniors.
 - Develop information programs centered on end of life preparation.
 - Develop programs on home-care support services.
 - Identify technology grant sources and training opportunities for senior residents who cannot afford or do not know how to use technology.
- Objective 3: Create and implement community partnership activities and programs.
 - Plans:
 - Enhance collaborative programming with neighboring COA's.
 - Develop virtual Senior Center programming.
 - Develop intergenerational programming opportunities.
 - Develop COA collaborations with businesses and agencies.

Goal 4: Provide an inclusive environment where all individuals can socialize, build relationships, and receive information.

- Objective 1: Increase programming and services to meet needs and interests of all members of our aging community.
 - Plans:
 - Increase programming to expand male participation.
 - Expand programming to meet needs and interests of youngest-senior, middle-senior, and eldest-senior Essex citizens.
 - Expand programming with and for Chebacco Terrace residents.
 - Identify mechanisms to ease tax burden for senior residents.
- Objective 2: Treat all we serve with respect and dignity.
 - Plans:
 - Offer community education programs on aging and ageism.
 - Identify and share resources for dementia patients and their families.
 - Participate in continuing education opportunities by Essex COA staff and board members regarding healthy aging disparities based on economic status, race, gender and sexual identity.