

**Draft document as of July 20, 2020**

**Pennsylvania State Plan on Aging 2020 – 2024 Draft Goals to Actions**

**ACL Older Americans Act Core Programs Focus Area**

**Goal One:** Strengthen aging network's capacity, promote innovation and best practices, and build efficiencies to respond to the growing and diversifying aging population.

**Objective #1:** Leverage technology to improve quality and efficiency of aging services network.

**Strategies:**

1. Enhance user and consumer experience by creating efficiencies through technology.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Use E-grants technology to allow grant applications to be submitted and processed electronically.	E-grant system implemented	1st QTR 2021
Enroll PDA & AAAs with one of Pennsylvania's health information exchanges to leverage health and social services data in serving consumers.	PDA & 40% of AAAs enrolled year one, remaining AAAs enrolled year two	Complete by end of FFY 21-22
Develop & launch public-facing report of need (RON) self-reporting tool on PDA website.	Implement public-facing RON self-reporting tool	Implementation date TBD
Expand PACE iDashboard capacity to interface with AAA network to improve Protective Service's case management for older Pennsylvanians.	Implement protective services dashboard interface	Implementation date TBD
Develop and launch interactive dashboards to effectively present ombudsman and Pennsylvania Empowered Expert Residents (PEER) program data.	Data collection will be more efficient and accurate as data will be provided in single report rather than compiling 53 reports. PEER data will be accurately captured to reflect program impact on LTC facility residents' quality of care and quality of life.	Implementation date TBD
Update department website to improve readability and user experience for all, including differently abled people.	Implement web-based improvement quality initiatives that enhance user experience	Spring 2021 and ongoing

2. Explore and develop avenues to use virtual programming to serve more people, including those who are isolated.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Pilot and implement technology recommendations of the PA Council on Aging presented as part of their research on social isolation.	PCoA will pilot technology assistance with its members.	October 2020
Create safe and effective telehealth and virtual communication systems for consumers of long-term care and assure technology is a resource for long-term care residents of all ages and all abilities.	Establish a workgroup of residents in LTC facilities, Tech Owl, the Office of the LTC Ombudsman, Local	October 2020 ongoing

	Ombudsmen Entities, the Department of Health, the Department of Human Services, along with other private and public partners (to be determined) to create a technology lending library, adaptive devices and technical assistance to be provided/available for all LTC ombudsmen to effectively and consistently schedule virtual visits with 100% of LTC facility residents. Increase technology utilization in 25% increments each fiscal year.	
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**Objective #2:** Increase the Department’s capacity to serve older adults through strategic and meaningful partnerships and collaborations.

**Strategies:**

1. Expand partnerships and enhance existing collaborations to grow the aging network’s capacity to deliver services.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Local SHIPs will continue to collaborate with businesses on Medicare education for those turning 65 or nearing retirement.	Add 20 additional businesses statewide each year. Develop a virtual presentation to support this effort.	July 2020 – June 2022
Work with formal partners to advance the goals and objectives of the Pennsylvania Alzheimer’s Disease and Related Disorders State Plan.	Implement 2 strategies in the ADRD State Plan per year.	Measured quarterly through 2024
Develop programming with state university system to conduct research, expand capacity to deliver services and promote careers in aging.	Number of partnership and summary of success compared to agreed too objectives for each partnership.	August 2020 and ongoing
Collaborate with local, state, and federal agencies to leverage housing resources for older adults.	Identify 2 new collaborative housing partnerships or resources per year.	Measured quarterly through 2024
PA Link will continue to collaborate with home and community based services resource partners and build upon the PA Link network.	Increase the PA Link statewide resource network by 20 partners per year.	Measured quarterly through 2024

2. Build and strengthen partnerships with organizations representing diverse or isolated older adults (culture/race/ethnicity/LGBTQ/disability/rural) to conduct more effective outreach in these communities.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Local SHIPs will continue to build and/or strengthen partnerships with government agencies and local community partnerships to help educate Medicare beneficiaries.	Add 5 additional government/community partnerships statewide each year.	July 2020 – June 2024
Local SHIPs will continue to develop and/or build partnerships with various organizations/foundations to disseminate Extra Help and MSP outreach materials.	Add 5 additional government/community partnerships statewide each year.	July 2020 – June 2024
PA Link will continue to provide education and training for partners and organizations on topics related to home and community based services.	Facilitate PA Link Monthly Webinars to statewide partners - 12 each year	Measured quarterly through 2024
<b>Objective #3:</b> Ensure OAA programs are reaching diverse, LEP and socially isolated older adults, including LGBT older adults & those living with a disability.		
<b>Strategies:</b>		
1. Improve marketing and outreach materials directed at underserved communities.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Collaborate with the Office for the Deaf and Hard of Hearing to deploy Deaf and/or Deaf/Blind optimally appropriate web-based PACE materials.	Measure website visits and satisfaction rates.	Measured quarterly through 2024
Disseminate culturally & linguistically appropriate PACE materials and deliver through trusted community organizations.	Measure effectiveness and rate of enrollment in underserved communities.	Measured quarterly through 2024
Update resident rights information and make available in targeted languages, MP3 audio, and large font editions.	Increase awareness of LTC facility Resident Rights information to a broader audience by providing a variety of methods in which to obtain the information and coordinating/branding with the Office of Advocacy and Reform.	Measured quarterly through 2024
Engage in volunteer recruitment from culturally diverse and LGBT communities.	Increase in the numbers of the culturally diverse and LGBT volunteers by 50%. Ombudsman staff will create a focus group with SAGE, RSVP and other LGBT stakeholders along with various local	Measured annually though 2024

	ombudsmen to create targeted volunteer recruitment platforms.	
Continue to update and expand communication reach and offerings through various channels to help establish PDA and the aging network as an inclusive, empowering resource for a diverse audience of older adults and caregivers.	Measure number of communication channels utilized, number and demographics of consumers reached and effectiveness of effort.	October 2020 and ongoing
Expand distribution of PDA communications into underserved communities by partnering for distribution and making materials available in Spanish and other languages.	Measure number of communities and citizens reached, number and demographics consumers and effectiveness of effort.	October 2020 and ongoing
Diversify older adult resources and topics available through PDA's communications channels and publications, including the Benefits and Rights booklet, Inside Aging, and social media.	Measure number of communication efforts targeted at older adults in diverse communities.	October 2020 and ongoing

2. Drive program engagement efforts to include diverse, LEP, socially isolated and LGBT older adults, veterans & older adults living with a disability.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Conduct PACE services enrollment outreach projects with trusted community organizations, counties, HIEs, health systems and community and advocacy organizations such as PASSI, LGBTQ organizations in Pittsburgh and Philadelphia, PA Assn. of Community Health Centers and the Consumer Health Coalition.	Enrollment in PACE and other benefits in diverse communities	Measured quarterly through 2024
Ensure senior staff attendance at events supporting older adults held in diverse communities.	Measure number of events and participation rate.	October 2020 and ongoing
Engage in systems training and advocacy to promote person-centered models of long-term care.	State Office staff will research and provide training on newest person-centered care approaches/best practices to local ombudsman entities to engage in and improve systems advocacy with nursing facility staff when facilities are developing care plans for residents they serve.	Measured quarterly through 2024
Designate LGBTQ older adults as a population of "greatest social need" and ensure they are appropriately supported with OAA programs.	Issue policy statement, related communication	December 31, 2020

**Objective #4:** Help older adults achieve better quality of life by ensuring those who seek assistance are connected to supportive programs and services.

<b>Strategies:</b>		
1. Raise public awareness about all programs and services available through area agencies on aging and advocacy organizations.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Coordinate with the PA Libraries Association through their PA Forward Initiative to outreach PACE to libraries via social media.	Measure number of times PACE information is pushed out to social media via PA Forward and resulting enrollments	Measured quarterly through 2024
Create and implement effective social media campaigns through Facebook and Twitter to support the ombudsman function.	State Ombudsman staff will expand on current social media platforms that are in existence such as the Virtual Family Council and the Volunteer Facebook page.	October 2020 and ongoing
Develop joint communications and education efforts with advocates, courts, partners and stakeholders on services for older adults.	Measure number of joint communications and effectiveness of communications.	Spring 2021 and ongoing
Provide 'Benefits and Rights for Older Pennsylvanians' to the following veterans advocates: DMVA's Bureau of Veterans Programs, Initiatives, Reintegration and Outreach, Offices for County Directors of Veterans Affairs, VA Medical Centers, Vet Centers, Transition Assistance Advisors.	Annual distribution	Annually
2. Support employment opportunities for older adults through advocacy, training and on the job experience.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Promote and administer Senior Community Service Employment Program (SCSEP) program in compliance with applicable regulations.	Annual assessment of program participation	Annual through 2024
Develop an outreach effort highlighting the need and value of older adults' life experience in work and through volunteer opportunities.	Develop partnerships to identify key opportunities, pathways and possibilities; develop funding and marketing plan.	Fall 2021
	Produce and launch campaign	Spring 2022
3. Leverage experience of older adults to connect them to meaningful volunteer opportunities that maximize their talent.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Strengthen the areas of volunteer recruitment, retention and recognition.	Provide 4 tools each year to strengthen volunteer programs.	Provide 4 volunteer tools each year October 2020 - September 2024

Enlist Statewide Volunteer Coordinators to identify and share volunteer program best practices.	Conduct 4 Quarterly Statewide Volunteer Coordinator meetings each year to discuss best practices.	Annual through September 2024
Provide an online resource tool to access volunteer program enhancement materials.	Build an online resource tool for the statewide volunteer coordinators consisting of 4 modules.	Online tool – January 2021

**Objective #5:** Support families and friends who are caregivers to enable them to thrive in their caregiving roles.

**Strategies:**

1. Enhance existing statewide marketing and outreach efforts to inform caregivers about benefits and services available through the caregiver support program, including respite assistance.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Enhance statewide inclusive marketing/outreach efforts to expand participation in the Caregiver Support Program, especially for grandparents raising grandchildren.	Increase enrollment in the Caregiver Support Program by 5% over the next four years.	Measured annually through 2024

2. Advocate for the needs of caregivers, including grandfamilies, caregivers of those with dementia, and older caregivers of people living with disabilities.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Collaborate with existing providers and organizations in developing, delivering, and promoting training for family and volunteer caregivers.	Each AAA will provide two trainings per year.	Measured quarterly through 2024
Reduce caregiver stress and burden through the provision of the Caregiver Support Program.	% reduction in caregiver burden in the Caregiver Assessment Tool	Measured quarterly through 2024
Advocate for legislative changes to improve access to and utilization of the Caregiver Support Program.	Enactment and implementation of legislation	By December 2021

**Goal Two:** Improve services for older adults and the ability to advocate for them by using evidence-informed planning, committing to data integrity and being accountable for results.

**Objective #1:** Ensure excellence in service delivery through use of data and analytics to assess the outcomes, quality and value of services provided to older adults.

**Strategies:**

1. Use data to tell the story of our success in reaching target communities.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Evaluate the value and impact of PACE and other PDA programs on the health and well-being of program enrollees by applying evidence-based research methods.	Design and conduct research to complete evaluation.	June 30, 2021

Develop reporting that clearly measures the reach of our programs into diverse communities.	Create fields in state system of data collection to reflect the diversity of participants in Aging programs. Create standard tracking reports based on new fields.	Develop and implement new fields and new reports by December 31, 2021.
2. Identify and analyze data on at-risk older adults and develop interventions to mitigate risk.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Enhance file-matching system that uses existing enrollment files from partners, such as community health centers and health information exchanges, to target outreach for PACE and other federal and state benefits based on discharge and patient level exchange data.	Evaluate new applications and enrollments and measure value.	Annually through 2024
Develop reporting method to identify consumers at-risk for social isolation and develop interventions that can be offered and customized as part of care planning.	Development of reporting process for social isolation risk and related procedures to better support consumers using care management and ombudsman data	Measured quarterly through 2024
<b>Objective #2:</b> Ensure that data capture is efficient, compliant, and provides meaningful information and knowledge.		
<b>Strategies:</b>		
1. Collect data necessary to ensure our effectiveness in reaching target communities.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Develop, offer training on and implement method to collect SOGI data within state system of data collection.	Create new fields in case management database to collect SOGI data and develop relevant reporting.	Develop and implement new fields in case management database and issue new reports by October 1, 2021.
2. Ensure consumer engagement instruments are efficient, thorough, culturally competent and gather necessary information.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Redesign PACE Program's "PACE Cares" website and program materials to align with web-based accessibility guidance provided by the PA Office of Vocational Rehabilitation.	Completion and implementation of redesign	4th QTR 2020



Review and update needs assessment tools (NAT, NAT-E) to ensure cultural competence and efficiency of data collection.	Establish workgroup to review, update, and publish updated Assessment Policy Chapter and related assessment tools.	1 <sup>st</sup> QTR 2022  3 <sup>rd</sup> QTR 2022
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**ACL Discretionary Grants & Other Funding Sources Focus Area**

**Goal Three:** Establish and enhance efforts to support healthy living, active engagement and a sense of community for all older Pennsylvanians.

**Objective #1:** Ensure a network of age and dementia-friendly providers and communities throughout Pennsylvania.

**Strategies:**

1. Advance efforts to make Pennsylvania’s communities age-friendly for all older adults and respectful of their unique needs.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
In conjunction with the Alzheimer’s Association, provide training and education for caregivers, families, and those living with Alzheimer’s Disease and Related Disorders (ADRD).	Develop training and ensure all current AAA Care Managers and Person-Centered Counselors are trained. All new staff trained within first year of employment.	Measured quarterly through 2024
Provide Dementia Friends Information Sessions to AAAs, senior center staff, and various community members/entities.	Conduct 50 Information Sessions	December 2021
Provide Dementia Champion training to AAAs, senior center staff, and various community members/entities.	Conduct 30 Training sessions	December 2021
Translate Dementia Friends/Champions materials into additional languages to recruit Champions from various cultural and ethnic backgrounds.	Materials translated and distributed to diverse partners and communities	December 2021
Develop partnership with Penn State College of Nursing to expand and promote age-friendly care to a broader range of providers of services to older adults.	Development of program and measure of providers receiving training and effectiveness of program.	Measured quarterly through 2024

2. Advocate for and expand existing models of innovative housing that allow older adults and individuals with disabilities to age in place.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Expand innovative housing models to additional counties throughout the commonwealth and ensure existing and new models are inclusive.	Expand housing initiatives to 8 additional counties.	December 2023
Launch media campaign to build awareness and create accompanying earned media to tell success stories and build momentum for program expansion.	Launch campaign and measure effectiveness.	Fall 2021

**Objective #2:** Advance efforts to reduce stigma associated with mental health disorders and connect older adults with mental healthcare resources.

**Strategies:**

1. Raise awareness about mental health issues affecting older adults and ensure our network is properly leveraged to make referrals to mental healthcare providers.



Actions	Goals/Measures	Target Dates
Establish county-based cross-system protocols to better respond to mental health crisis's involving older adults.	1 education session provided to AAAs per year	Measured quarterly through 2024
Partner with Department of Drug and Alcohol Programs (DDAP) and Single County Authorities to develop awareness and education partnership on older adults and addiction.	Develop action plan in conjunction with partners and deploy programming.	April 1, 2021 October 1, 2021
<b>Objective #3:</b> Expand the availability and use of programs that reduce social isolation.		
<b>Strategies:</b>		
1. Expand participation in programs that help reduce social isolation.		
Actions	Goals/Measures	Target Dates
Encourage innovation in the function, form and operation of senior community centers to improve participation.	Highlight 2 innovative best practices with the senior center network annually and measure improvements in participation levels.	Measured quarterly through 2024
Develop partnership program with universities that engages students and older adults at-risk for social isolation in supportive projects that are meaningful to both.	Onboard universities and older adults beginning fall 2020 with a goal of 5 university partnerships by 2022/23 academic year.	Measured quarterly through 2023
<b>Objective #4:</b> Promote engagement in healthy aging, nutrition, education and prevention programs.		
<b>Strategies:</b>		
1. Increase the number of workshops and participants in evidence-based health & wellness programs in communities of greatest economic need and/or greatest social need.		
Actions	Goals/Measures	Target Dates
Increase number of evidence-based program (EBP) workshops in rural and/or medically underserved areas.	5% increase in the number of EBP workshops conducted in rural counties over baseline year of SFY 2020-2021  5% increase in the number of workshops conducted in medically underserved counties over baseline year of SFY 2020-2021	Measure percent increase of EBP workshops in rural counties and in medically underserved counties from baseline by SFY 2023-2024.
Increase number of EBP participants with a focus on minority and low-income populations.	5% increase in number of low-income participants in EBP workshops over baseline year of SFY 2020-2021	Measure percent increase of low-income and minority participants in

	5% increase in number of minority participants in EBP workshops over baseline year of SFY 2020-2021.	EBP workshops from baseline by SFY 2023-2024.
2. Improve health & well-being by educating and enrolling older adults in the best Medicare, prescription drug, and other benefits appropriate for their needs that can help improve their health outcomes.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Coordinate with APPRISE to obtain data needed to focus outreach on the Medicare beneficiaries who are not enrolled in Part D and Low Income Subsidy.	Obtain data, conduct outreach and measure enrollment results.	Measure quarterly through 2024
<b>ACL Participant-Directed/Person-Centered Planning Focus Area</b>		
<b>Goal Four:</b> Emphasize a citizen-first culture that provides outreach, embraces diversity, and honors individual choice.		
<b>Objective #1:</b> Ensure aging services information and resources are accessible, inclusive, consistent and available through a variety of sources.		
<b>Strategies:</b>		
1. Improve quality and availability of information about aging services.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Develop and disseminate informational brochures/flyers specific to Medicare Part B and D penalties and how to avoid the penalties, including a brochure/flyer for those who do not take medications.	Develop brochure/ flyers 1 <sup>st</sup> year; disseminate information Years 2 – 4	Develop brochure/flyer by June 30, 2021. Disseminate brochure/flyer July 2021-June 2024
Local State Health Insurance Programs (SHIPs) continue to host "Medicare 101" events with an emphasis on Medicare enrollment periods and penalties.	Add 20 additional Medicare 101 presentations each year statewide. Develop a virtual presentation to support this effort.	July 2020-June 2024
Issue updated Policy Chapters and Aging Program Directives to the Aging Network.	Issue Care Management, Nutrition, Domiciliary Care, Assessment, and Senior Center Policy Chapters and provide training to the Aging Network.	Measured quarterly through 2024
<b>Objective #2:</b> Build a workforce that prioritizes and is responsive to the needs of older Pennsylvanians by listening, being inclusive, having empathy and respecting individual choice.		
<b>Strategies:</b>		
1. Provide services to older Pennsylvanians in the manner they prefer by exercising individualized and person-centered planning.		

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Enhance and expand assistance and placement services for Department of Corrections reentrants through The Patient Assistance Clearinghouse Program, particularly for 'early release' reentrants.	Count recipients and identify specific benefits received.	Measured quarterly through 2024
Develop assistance and placement services for Deaf and Hard of Hearing individuals through The Patient Assistance Clearinghouse Program.	Count recipients and identify specific benefits received.	Measured quarterly through 2024
2. Educate Department of Aging, AAA staff and partners on the unique needs of diverse older adults, and provide training on cultural competence, implicit bias and other relevant subjects to help strengthen responsiveness to older adults.		

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Provide training to care managers and to person-centered counselors to effectively work with individuals living with ADRD and their families.	# of individuals trained and effectiveness of training	Measured quarterly through 2024
Provide training to the Department, AAA Network, and partners on cultural competence, implicit bias and other related subjects.	Measure number of participants, satisfaction level and outcomes.	October 2020 and ongoing
Ensure the Department and AAAs stay current on SAGECare LGBT cultural competency training.	Maintain Platinum Certification Level for PDA and AAAs complete Platinum Certification requirements.	Annually December 31, 2021
Expand SAGECare LGBT cultural competency training to make it part of training for senior center staff.	100% of centers certified	July 1, 2022

### **ACL Elder Justice Focus Area ACL Elder Justice Focus Area**

**Goal Five:** Advocate for the rights of older adults and ensure their safety and dignity by raising awareness of and responding effectively to incidences of abuse, injury, exploitation, violence and neglect.

**Objective #1:** Increase effectiveness in responding to elder abuse and protecting older adults through expanded outreach, enhanced training, innovative practices and strategic collaborations.

#### **Strategies:**

1. Ensure Older Adult Protective Services program is enabled to meet the unique and complex needs of Pennsylvania seniors.

<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Update the Older Adults Protective Services Act and corresponding regulations.	Communicate monthly with the General Assembly and stakeholders on necessary components to be included in the Older Adults Protective Services Act  Have a bill pass both chambers of the General Assembly and be sent to	Ongoing  November 30, 2021

	the Governor's desk for approval.  Update corresponding regulations to incorporate legislative updates.	Spring 2023
2. Enhance virtual training curriculum for protective services workers.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Develop and implement a standardized yet customizable and person-centered service plan for network to use.	New service plan tool developed	Fall 2021
Provide training to protective services staff on self-determination and least-restrictive service care planning.	Network trained on new least restrictive care planning	Spring 2022
3. Ensure required entities and public are accessing and completing mandatory reporter training.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Provide outreach and education to the public and providers regarding the availability of the on-line mandated reported training.	Conduct follow up on 6/15/20 public launch (World Elder Abuse Awareness Day) with annual updates on how many mandated reporters have taken the training.	June 2021, 2022, 2023, 2024
Monitor usage of the training and outreach to any groups of mandatory reporters identified as not accessing the training.	Follow-up with those identified as not accessing training	Measured quarterly through 2024
<b>Objective #2:</b> Increase capacity and expertise in the ability to investigate and resolve allegations of financial exploitation.		
<b>Strategies:</b>		
1. Implement recommendations of the 2020 Financial Exploitation Study.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Implement annual training for PS Caseworkers regarding financial exploitation investigations.	Implement training and measure effectiveness	1 <sup>st</sup> quarter 2021/2022
Develop Intra-Agency Workgroup regarding financial exploitation and implement recommendations of the workgroup.	Develop workgroup, implement recommendations and measure effectiveness of addressing financial exploitation issue.	Measured quarterly through 2024
2. Increase AAA network access to Certified Financial Examiner through statewide pilot program.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Identify and implement ways for Certified Financial Examiner to assist AAAs that need assistance with financial exploitation cases.	Implement process to efficiently and cost effectively address the needs of AAAs.	Spring 2021

Outreach to those AAAs who could use assistance with exploitation cases and offer services of Certified Financial Examiner.	Follow-up system implemented	Summer 2021
<b>Objective #3:</b> Equip older adults, their loved ones, advocates and stakeholders with information needed to identify and/or prevent abuse, neglect and exploitation, and support them in their ability to exercise their full rights.		
<b>Strategies:</b>		
1. Implement new approaches to increase public awareness of elder abuse and how to report it.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Collaborate with financial institutions or other organizations to educate the public regarding financial fraud, financial exploitation and guardianships of older adults.	5 new collaborations per year	Measured quarterly through 2024
2. Increase public awareness of elder rights programs including legal assistance and long-term care ombudsman.		
<b>Actions</b>	<b>Goals/Measures</b>	<b>Target Dates</b>
Develop outreach and targeting strategies for the most vulnerable underserved older adults regarding legal rights and legal services.	Develop and implement outreach strategy. Ensure there is a follow-up mechanism in-place.	Spring 2021 Measured quarterly through 2024
Continue the expansion of the Pennsylvania Expert Empowered Resident (PEER) program.	Expand PEER program into all 67 counties in the commonwealth and increase the total number of PEER facilities by 20%.	Measured annually through 2024
Explore the expansion of advocacy services to home and community based consumers of long-term supports and services.	Expand HCBS/LTSS advocacy services beyond Allegheny County.	October 2021
Evaluate and develop recommendations of ombudsman program organizational structure to improve efficiency and implement cost effective strategies.	Present recommendations including resources and level of effort required to support any proposed changes.	October 2020 – June 2021