

CATAWBA COUNTY AGING PLAN



LIVABLE AND SENIOR-FRIENDLY COMMUNITIES

NORTH CAROLINA



TABLE OF CONTENTS

Part I	Executive Summary	2
Part II	Planning Project Description	3
Part III	Objectives and Recommendations	4
	Access and Information	5
	Technology	11
	Health and Safety.....	13
	Physical and Accessible Environment.....	19
	Social and Cultural Opportunities	28
Part IV	Acknowledgements.....	33
Part V	Resources	37
Part VII.	Appendices.....	39

EXECUTIVE SUMMARY

The over sixty age group is the fastest growing population in the nation. Communities throughout North Carolina are seeing greater numbers of seniors. As a result of this dramatic growth, counties within our state must be ready to meet the challenges and to realize the opportunities of an aging population.

The Catawba County Aging Leadership Planning team was formed in July 2009 to provide leadership in a collaborative planning process that promotes a livable and senior-friendly community for Catawba County. The primary purpose in planning was to determine Catawba County's "aging readiness" to provide programs, policies and services that meet the needs of a growing older population, families and caregivers while building a Livable and Senior-Friendly Community.

The Catawba County Department of Social Services Adult Services Division and the Western Piedmont Council of Government Area Agency on Aging collaborated with 114 county residents including representatives from sixty-five agencies and organizations to assess various components of a livable and senior-friendly community. The results of this study were compiled in a county aging plan that addresses the needs of adults age 60 and older for the period of 2011-2015.

In Phase I of the project, the Catawba Aging Planning Team considered four of the eight Senior-Friendly components: Healthy Aging, Access and Choice in Services and Supports, Safety and Security and Public Accountability and Responsiveness. Eighty-one individuals representing government, nonprofit, business and consumer sectors met from July 2009 to April 2010, when a final report of findings and recommendations was presented to county commissioners.

Phase II of the Catawba Aging Planning Team included forty-four members, also from a broad spectrum of the community. The four components considered were Physical and Accessible Environments, Technology, Social and Cultural Opportunity, and Economic Security. The Phase II process began in August 2010 and concluded in May 2011.

Following the conclusion of the planning project, a written plan that includes objectives/recommendations/strategies from Phase I and Phase II was developed to assure that steps are taken to plan for the growth of Catawba County's senior population and to make the community a livable place for all ages.

CATAWBA COUNTY AGING LEADERSHIP PLANNING PROJECT DESCRIPTION

Vision

Catawba County will be a Livable and Senior-Friendly Community.

A livable and senior-friendly community offers a wide range of social and economic opportunities for all citizens, including seniors; values seniors contributions to the community; promotes positive intergenerational relations; considers the needs and interests of seniors in physical and community planning; respects and supports seniors' desire and efforts to live independently and acknowledges the primary role that families, friends and neighbors play in the lives of older adults.

Objective

The purpose of the Aging Leadership Planning Team is to provide leadership in a collaborative planning process that promotes a livable and senior-friendly community for Catawba County. Our primary purpose for planning is to determine Catawba County's "aging readiness" to provide programs, policies and services that meet the needs of a growing older population, families and caregivers while building a Livable and Senior-Friendly Community.

Outcome

Catawba County will have a written plan that addresses the needs of adults age 60 and older. This 4-8 year Plan will guide the County in building a livable and senior-friendly community.

The Process

The eight components of a livable and senior-friendly community identified by the N.C. Division of Aging and Adult Services will be addressed in the aging plan. The components include:

Physical and Accessible Environment
Healthy Aging
Economic Security
Technology

Safety and Security
Social and Cultural Opportunity
Access and Choice in Services and Supports
Public Accountability and Responsiveness



CATAWBA AGING LEADERSHIP PLANNING PROJECT RECOMMENDATIONS

ACCESS AND INFORMATION

Aging Coalition

Objective

Establish an aging coalition to promote the general well being of older adults and their caregivers and to advise the community and elected officials concerning aging issues. (The Aging Coalition would also monitor and assist in implementing the Aging Plan objectives).

Strategies

- Recruit aging coalition members that represent older adults, service providers and citizens from various geographic areas of the county.
- Develop mission statement and bylaws.
- Serve as gatekeeper for implementation of the Catawba County Aging Plan.
- Communicate on a continuing basis with public officials to inform them of elder issues.
- Develop awareness events during May (Older Americans Month) to discuss elder issues.
- Facilitate stakeholder discussions; collaborate with County/Municipalities to develop supporting legislative agenda.
- Serve as Home and Community Care Block Grant Advisory Committee

Responsible Parties

- Western Piedmont Council of Governments-Area Agency on Aging
- Catawba County Social Services
- Community Senior Centers/Recreation Departments
- Aging Service Providers
- Senior Tar Heel Legislature – Catawba Delegate
- Catawba County Council on Aging
- Older Adults
- Local Businesses

Home and Community Services

Objective

Create a coordinated network of services/providers that is designed to reduce duplication and ensure that services are accessible for older adults and caregivers.

Strategies

- Coordinate local/regional/state efforts to enhance and utilize community resources.
- Expand and promote long-term care planning programs to target residents ages 50+.
- Establish system of regular case conferencing for aging services providers.
- Identify potential for collaboration/shared positions between agencies.
- Determine service priority to minimize duplication and service gaps.

Responsible Parties

- Senior Information Resources Committee
- Aging Service Providers
- Senior Tar Heel Legislature-Catawba delegate
- Regional Aging Advisory Committee

Access to Information and Assistance

Objective

Increase public awareness about the needs of older adults and caregivers and the resources available to them. Ensure seniors and their caregivers have knowledge of services and how to obtain them and provide a single access point of information, for English and non-English speaking older adults and their caregivers.

Strategies

- Expand and update available resource information in 211 and relevant state databases
- Service providers update the Unifour Resource Directory
- Seek grants and in kind contributions to fund billboards, bus signage and other marketing materials
- Seek funding to create, support and maintain a website (single access point) containing a database and/or links to organizations offering services for an older population. Tie to United Way 211 website/phone line.
- Utilize existing automated phone trees to notify citizens of community services (i.e. Sheriff's "Are You OK" program".)
- Use websites of County and municipalities to promote service availability.
- Use billboards, newspaper articles, television, and radio for public service announcements.
- Use faith-based, ECCCM, and CCM newsletter/bulletins for outreach.
- Partner with community organizations to develop short service-oriented videos and public service announcements.

- Provide field staff such as social workers and Public Health nurses, with additional resource information to share with older adults and caregivers

Responsible Parties

- Senior Information Resources Committee
- Western Piedmont Council of Governments Area Agency on Aging
- Catawba County United Way
- Providers of Senior Services (non-profit, government, faith community and private industry)
- Local Hospitals
- County Government Departments (Public Health, Social Services, Tax Dept., Sheriff's Office, etc.)
- Greater Hickory Cooperative and Eastern Catawba Cooperative Christian Ministries
- Catawba County Council on Aging
- Municipalities
- Faith Community

Senior Center

Objective

Catawba County will have a multi-purpose senior center that functions as a community resource connection and is sufficient in size to meet the needs of a growing aging population.

Strategies

- Complete assessment to determine need, cost of construction, etc.
- Explore current best practice models.
- Seek grants and other funding opportunities.
- Organize capital building/fundraising campaign.
- Select location

Responsible Parties

- Community Senior Centers
- Western Piedmont Council of Governments Area Agency on Aging
- Recreation Departments
- Health Care Providers
- Catawba County Social Services
- Catawba County and Municipal Governments
- Local businesses

PACE Program

Objective

Support feasibility and implementation efforts to establish local PACE (Program of All Inclusive Care for the Elderly) Program.

Strategies

- Support feasibility and implementation efforts of Hospice and stakeholders to establish local PACE Program.

Responsible Parties

- PACE @ Home
- Palliative Care and Hospice of Catawba Valley
- Adult Life Programs
- Lutheran Services for the Aging
- Catawba Valley Medical Center

Public and Private Funding Sources

Objective

Identify and seek financial resources to fund community priorities.

Strategies

- Identify local and state funding sources (i.e., Unifour Foundation; Community Development Block Grant; Z. Smith Reynolds).
- Develop a comprehensive list of prospective private funders interested in elder issues/programs.
- Develop partnerships with area non-profits who serve the seniors in Catawba County to seek ways to collaborate for private community funding.
- Communicate with non-profits regarding unmet needs within the community to determine alternatives to care.

Responsible Parties

- Senior Information Resources Committee
- Catawba County Aging Coalition
- Western Piedmont Council of Governments Area Agency on Aging
- Catawba County Social Services

Legal Services

Objective

Support and publicize information regarding legal assistance programs for older adults and their caregivers, including information on how to access legal services.

Strategies

- Support North Carolina's Model Approach for Delivery of Legal Aid Grant and initiative to develop a state or national Legal Assistance hotline.
- Publish a list of Catawba County attorneys specializing in Elder Law, including addresses, phone numbers, e-mail addresses, web sites, and brief description of areas of expertise.
- Publicize information about the N.C. Bar Association Lawyer Referral Service.
- Conduct a survey to determine areas of general legal interest to seniors. Plan programs to address areas identified.
- Provide information for older adults that focus on End of Life Planning/Advance Directives.

Responsible Parties

- Legal Aid of N.C.-Morganton Office (serves Catawba County)
- Western Piedmont Council on Governments Area Agency on Aging
- Palliative Care Center and Hospice of Catawba Valley
- Catawba County Council on Aging

Guardianship

Objective

Provide public awareness, education, assistance and alternatives in the process of obtaining guardianship of an adult individual.

Strategies

- Coordinate with responsible parties to ensure education and referral sources for seniors and family members seeking assistance with guardianship and/or alternatives to guardianship.

Responsible Parties

- Catawba County Social Services
- Catawba County Clerk of Court

Home and Community Services

Objective

Create a coordinated network of services/providers that is designed to reduce duplication and ensure that services are accessible for older adults and caregivers.



Strategies

- Coordinate local/regional/state efforts to enhance and utilize community resources.
- Expand and promote long-term care planning programs to target residents ages 50+.
- Establish system of regular case conferencing for aging services providers.
- Identify potential for collaboration/shared positions between agencies.
- Determine service priority to minimize duplication and service gaps.

Responsible Parties

- Senior Information Resource Committee
- Local Aging Service Providers
- Senior Tarheel Legislature
- Regional Aging Advisory Committee

TECHNOLOGY

Assistive Technology, Medical and Distance Learning, Lifeline, and Telehealth

Objective

Promote public awareness about the technological resources available for older adults and caregivers in the specified areas.

Strategies

- Encourage providers and businesses to utilize and market themselves with broadband.
- Encourage technology provider representation at health fairs and public events.
- Encourage a county-wide web resource of available Wi-Fi locations for public use.
- Publicize 211 and relevant state databases to public and service providers through senior center newsletter, media and presentations to the community.
- Distribute Telehealth information to physicians, health care providers, older adult service providers, etc.

Responsible Parties

- Catawba County United Way
- Individual providers and local businesses
- Catawba County Chamber of Commerce

Access

Objective

To extend accessibility of technology resources countywide and identify areas where gaps in services exist and facilitate training opportunities for seniors with limited computer and/or technology skills.

Strategies

- Encourage the expansion of broadband coverage and service in all areas of the county.
- Provide information regarding existing services to older adults, their families and caregivers.
- Promote community listing of provider resources to seniors (i.e.: equipment, internet access, and training).

- Develop senior technology training programs where participants would learn a variety of computer skills, including internet uses such as email and social networking.
- Develop and administer a survey to identify senior technology interests, access, and skill levels with survey results to be utilized by responsible parties.

Responsible Parties

- Catawba County Aging Coalition
- Lenoir Rhyne University
- Catawba Valley Community College
- Internet Service Providers
- Libraries

HEALTH AND SAFETY

Abuse / Neglect

Objective

Promote and provide for the safety and protection of older adults, especially those most vulnerable.

Strategies

- Expand education that addresses elder abuse, adult protective services, fraud, and domestic violence.
- Develop a program that can be presented at nutrition sites, senior centers, faith community, and senior facilities.
- Utilize faith community for Communication Purposes.
- Establish a Speakers Bureau with the purpose of providing a speaker to present this information to target groups.

Responsible Parties

- Catawba County Social Services- Adult Protective Services
- Catawba County Sheriff's Office
- Family Guidance Center
- Municipal Police Departments

Fraud and Exploitation

Objective

Build and strengthen collaboration among community stakeholders to help keep older adults safe from fraud and scams.

Strategies

- Establish a central contact point for reporting scams.
- Include this contact information with other emergency contact lists.
- Distribute refrigerator magnet promoting emergency contact information.
- Create e-mail distribution list for reporting known scams.
- Post known Scams on the Government Channel.
- Host an event educating county residents about scams (annually).

Responsible Parties

- Catawba County Government (Social Services, Sheriff's Office)
- Municipal Police Departments
- Catawba County Council on Aging
- Western Piedmont Council of Governments Area Agency on Aging
- AARP

Disaster Planning

Objective

Promote planning and preparedness for disasters and emergencies with special attention to older adults at greatest risk.

Strategies

- Create a centralized database that includes older adults with special needs.
- Assist older adults and caregivers with developing emergency preparedness plans.
- Publicize and distribute weather emergency radios and smoke detectors specifically designed for the deaf and hard of hearing.

Responsible Parties

- Catawba County Emergency Management
- County, Municipal and Volunteer Fire Departments
- Catawba County Social Services
- Catawba County Council on Aging
- Community Senior Centers

Home Safety

Objective

Strengthen efforts to provide education on home safety (fall prevention, fire, Telephone Alert).

Strategies

- Provide free smoke detectors to older adults.
- Encourage the use of long life (lithium) batteries in smoke detectors
- Encourage the installation of fire extinguishers in homes.
- Promote options available for Telephone Alert programs
- Seek funding and grants to assist low income older adults with Telephone Alert Program options

Responsible Parties

- Catawba County and Municipal Fire Departments
- Telephone Alert Providers

Outreach

Objective

Promote awareness of currently offered Senior Reassurance and Elder Crime Prevention Programs.

Strategies

- Promote and assist with the establishment of neighborhood Community Watch Programs.
- Promote the “Are You OK” program offered by the Catawba County Sheriff’s Office.

Responsible Parties

- Catawba County Sheriff’s Office
- Municipal Police Departments
- Citizens Corps Council

Adult Immunization

Objective

Provide information to the community concerning the importance of receiving vaccinations and the steps to take in the event of a pandemic health crisis.

Strategies

- Conduct public awareness campaign, targeting at risk populations.
- Identify and distribute a list of Center for Disease Control (CDC) recommended vaccinations to the target population.
- Make public aware of emergency preparedness response and essentials necessary in the event of a pandemic health crisis.

Responsible Parties

- Catawba County Public Health
- Health Care Providers
- NC Cooperative Extension Agents
- Aging Service Provider Network

Vision/Hearing Care

Objective

Promote vision and hearing wellness through services, products, information, and consumer education.

Strategies

- Advocate for expanding Medicare coverage to include basic eye exams and eye/hearing apparatus.
- Conduct a community awareness campaign regarding existing vision and hearing services.
- Schedule free/reduced cost vision and hearing screenings at health fairs and community events.
- Distribute information on independent living aid products and services to county residents.

Responsible Parties

- NC Division of Services for the Blind
- Morganton Regional Resource Center for The Deaf and The Hard of Hearing
- Greater Hickory and Eastern Catawba Cooperative Christian Ministries
- Vocational Rehabilitation – Independent Living Division
- Lions Clubs
- Retirement Communities
- Catawba County Department of Public Health
- Catawba Valley Medical Center Seniority Program
- Catawba County Council on Aging
- Community Nutrition Programs for Adults
- Long Term Care Facilities

Emergency Response

Objective

Train First Responder Staff on the importance of addressing the needs of older adults when assisting and responding to calls.

Strategies

- Promote the Special Needs Registry for the county.
- Establish a consistent File of Life/Vial of Life Program that is understood and utilized by both individuals and EMS staff.
- Provide house numbers to senior adults.
- Inform the public of existing programs offered by fire departments.

- Secure civic organizations to assist older adults with installation.
- Utilize faith community to inform the public.

Responsible Parties

- Catawba County Emergency Medical Services
- Catawba County Fire Association
- Faith Community
- Civic Organizations
- Rescue Association
- Catawba County Sheriff's Office
- Municipal Police Departments

Dental Health

Objective

Increase awareness of the importance of maintaining/improving dental health for older adults and residents of Long Term Care Facilities by identifying resources for direct dental care and dental health information.

Strategies

- Research programs in the state that are successfully serving residents in long term care facilities.
- Identify available funding sources for program start-up and maintenance.
- Write letters of support to East Carolina University Dental Program regarding establishing a community dental center at the Foothills Higher Education Center in Morganton.
- Examine the possibility of utilizing services from Dental Residency Programs.
- Provide dental information to long term care residents and their families regarding the relationship between dental health and overall physical health.

Responsible Parties

- Western Piedmont Dental Society
- Northwest Area Health Education Center
- Catawba Valley Community College Dental Hygiene Program
- North Carolina HealthCare Facilities Association
- Foothills Area Dental Hygiene Society
- North Carolina Oral Health Section
- Western Piedmont Community College Dental Assistant Program
- NC Association of Long Term Care Facilities and Assisted Living Association

Driver Safety

Objective

Collaborate with AARP to promote older adult driver safety.

Strategies

- Promote driver safety courses for older adults.
- Educate physicians on how to address driving issues with older adults.
- Establish a program to educate families on how to deal with an aging relative who is no longer observing safe driving practices.

Responsible Parties

- AARP
- Catawba Valley Medical Center
- Frye Regional Medical Center
- NC Highway Patrol
- Local Law Enforcement Agencies

PHYSICAL AND ACCESSIBLE ENVIRONMENT

Transportation and Road Safety

Objective

Identify existing public transportation resources within the Unifour area, cite planned future networks, and prioritize needs for expansion. Identify senior driving safety issues with emphasis on the Unifour area. The Catawba County Aging Coalition will identify transportation resources within the region that currently exist or are planned for near term development and compile a list of those to show seniors the transportation options available to insure a continued high quality of life.

Strategies

- Partner with existing organizations on present and proposed transportation options, including public and private services (Greenway, Medi-van, taxi, etc.)
- Explore availability of resources to fund new and expanded transportation assets and determine the required actions to secure resources available to the senior community (i.e. weekend service)
- Seek input through a variety of sources to identify transportation concerns.
- Education: Establish and expand senior defensive driving programs.
- Media: Highlight driver safety programs unique to seniors, increase awareness of hazards on the road. Establish website to inform seniors of causes and possible solutions.
- Seek traditional and nontraditional alternatives to deal with senior's mobility issues (Electronic Navigation, Seaways, Smart cars, etc.)
- Improve awareness of how seniors can access services that currently exist or that may be planned for the future.
- Encourage seniors to develop a voice about their transportation needs.
- Work with taxi providers to coordinate taxi services with human service programs and with retirement communities.
- Explore opportunities with local governments and NCDOT to utilize golf carts on public streets, as part of a green initiative and enhanced accessibility.

Responsible Parties

- Greenway Public Transportation
- Catawba County Aging Coalition
- Federal, State, and Local elected officials
- Federal Department of Health and Human Services
- NC Senior Driver Safety Coalition (SDSC)
- County and Local police departments
- AARP Driver Safety Coordinator
- Retail Merchants

- NC Department of Transportation
- Chamber of Commerce
- Federal Transit Authority
- County Human Service Agencies
- NC Highway Patrol
- Local adult education facilities
- The Medical Community
- Faith community

Air and Water Quality

Objective

Educate seniors on the issues associated with air and water resources. To adopt behaviors that help to protect these natural resources and to avoid hazards associated with various environmental conditions.

Strategies

- Develop a program to provide seniors an awareness of existing air and water resource conditions within the region generally and Catawba County specifically.
- Initiate a program which involves seniors in the promotion of enhanced air and water quality.
- Initiate a program which involves proper responses to extreme conditions of drought and flood; including water conservation methods and managing storm water runoff.
- Initiate a program which involves proper management of sewage systems, onsite and municipal, including potential contamination of surface and groundwater by pharmaceuticals and household hazardous wastes.
- Explore opportunities with the public and private sector to develop programs that will identify indoor air pollution and mold problems.

Responsible Parties

- Unifour Air Quality Committee
- Western Piedmont Water Resources Committee
- Catawba-Wateree Water Management Group
- NC Department of Environmental and Natural Resources, Division of Air Quality and Water Quality and Division of Water Resources
- County Agents NC State Cooperative Extension
- County Soil and Water Conservation Districts
- NC Air Awareness Program

- County Environmental Health Department
- County and Municipal Governments

Land Use and Zoning

Objective

Determine whether local government land use plans and regulations promote healthy aging and adequately accommodate the myriad needs of an aging population and provide a framework for local governments to adjust each as necessary to achieve the desired outcome of a livable and senior-friendly county.

Strategies-Planning

- Develop a local government assessment tool to determine whether land use and comprehensive plan elements (land use, community design, transportation, recreation, community facilities housing, healthcare etc.) include appropriate healthy aging and senior-friendly policies and guidance.
- Formulate an asset mapping process that will focus on county-wide senior oriented facilities, infrastructures, and programs and use the asset mapping to develop recommendations that will assist in planning for future senior oriented development.
- Encourage local governments to evaluate their development regulations for the impact on senior oriented development and adjust where impediments are discovered.
- Develop ways to integrate the issue of senior-friendly development with current planning related concepts such as smart growth, livable communities, sustainability, healthy communities, and new urbanism for local governments to use in their plan formulation and recommendations for implementation.
- Build upon what other communities at the local, state and national levels are doing or have done innovatively in terms of senior-friendly development to determine a list of best practices for use in the county.
- Create a guide that illustrates the concepts of senior-friendly development plans and design.

Strategies-Zoning

- Consider shared living residences, and echo housing as zoning treatments that will address senior needs and living environments.
- Examine minimum parking standards in zoning ordinances.
- Consider standards for sidewalks, greenways, and trail design that will address surfaces, grades, widths, and shared passage arrangements with non-pedestrian transportation.

- Consider adopting zoning ordinances that provide for senior living clusters ...i.e. mixed uses with healthcare, shopping, and other senior related services, such as but not limited to Continuing Care Retirement Communities.
- Consider adopting zoning ordinances that facilitate adaptive re-use of unused and/or abandoned public and private facilities and sites that will incorporate senior oriented living environments.

Responsible Parties

- Catawba County Aging Coalition
- Catawba County Planning Department
- Municipal Planning Departments
- Western Piedmont Council of Governments
- Catawba Valley Home Builders Association
- Catawba County Chamber of Commerce Land Use Advisory Board
- NC Dept of Environment and Natural Resources
- NC Department of Transportation
- Catawba County Human Service Agencies
- Catawba Valley Board of Realtors

Recreational Facilities

Objective

Promote awareness of available recreational programs and facilities; working jointly with recreation providers, medical and faith communities; providing education regarding the benefits of being mentally and physically active.

Strategies

- Publicize and promote recreational facilities and activities available to our senior population.
- Develop map including inventory of all existing and proposed parks and other recreation facilities throughout Catawba County (including handicapped accessibility of parks and facilities).
- Increase the number of greenways and recreational facilities and/or their availability.
- Ensure that recreational programs are affordable for individuals with limited income.
- Expand transportation so that all seniors will be able to participate in a large array of activities.
- Conduct public awareness campaign to promote volunteerism.
- Utilize 211 as a resource/linkage for opportunities.

- Encourage seniors to participate in the various wellness and recreational programs offered at parks, recreation centers, senior centers, wellness organizations and the faith community throughout the county.
- Support implementation of Carolina Thread Trail in Catawba County.

Responsible Parties

- Catawba County Aging Coalition
- Faith Community
- Local Physicians
- Local Senior Centers
- Catawba Valley Medical Center
- Catawba County Chamber of Commerce
- Municipal and County Government
- Catawba Valley Heritage Alliance
- Catawba County United Way (211)
- Greenway Public Transportation
- Lenoir Rhyne University
- Catawba County Council on Aging
- Western Piedmont Council of Governments
- YMCA
- Catawba Land Conservancy
- Centro Latino
- United Hmong Association
- Hickory International Council
- Local Media (print, TV, radio- including Hispanic and Hmong radio stations)
- Local Fitness/Aquatic Centers (i.e. YMCA, Municipal Recreation Depts., etc.)

Neighborhood Organizations

Objective

Develop neighborhood organizations in Catawba County (municipal and county) and enhance current neighborhood organizations, providing opportunities for older adults and other citizens to participate in activities of personal and public concern.

Strategies

- Develop analysis of Neighborhood Organizations (utilizing Aging Coalition or Ad Hoc Committee) with recommendations for creating organizations/associations within both municipal and county geographic areas.
- Provide information to Catawba County and municipal managers and elected officials regarding neighborhood organization models.

- Coordinate with existing Community Watch programs and implement new Community Watch programs where needed.
- Partner with county/municipal government and citizens in the development of neighborhood organizations.
- Provide education to citizens regarding neighborhood organizations and civic/social engagement opportunities through municipal and county government, local agencies and media.
- Be intentional in creating diverse neighborhood organizations by including information in multiple languages and recognition/celebration of cultural events.
- Provide intergenerational events including activities to encourage participation by neighborhood members of all ages.
- Encourage neighborhood organizations to involve homebound members by creating alternative opportunities for participation.
- Promote awareness of currently offered crime prevention and senior reassurance programs including Scam Jam and Are You Ok?
- Increase crime prevention awareness, including observation and recognition of suspicious activities and how to report a crime.
- Encourage participation in Citizen's Academy programs.
- Promote awareness of volunteer opportunities for older adults through neighborhood organizations, United Way, Council on Aging and faith community.
- Hold Catawba County Senior Summit at least every two years to obtain feedback from seniors regarding a wide array of issues including neighborhood organizations and civic engagement

Responsible Parties

- Catawba County Aging Coalition
- Municipal and County Government (Managers, law enforcement, fire, library, etc.)
- NAACP
- Centro Latino
- Hispanic and Hmong Radio Stations
- Catawba County Social Services
- Local Media
- Western Piedmont Council of Governments Area Agency on Aging
- Greater Hickory and Eastern Catawba Cooperative Christian Ministry
- Elected officials
- United Hmong Association
- Hickory International Council
- Faith Community

- AARP
- Catawba County Council on Aging
- Catawba County United Way
- Catawba County Chamber of Commerce

Housing/Utilities

Housing Objective # 1

Encourage and promote barrier free residential building that incorporates universal design features into homes to reduce or eliminate the barriers that may force someone to leave an independent living setting earlier than necessary.

Strategies

- Develop a list of universal design features in order of importance for new construction.
- Develop a list of universal design features in order of importance for existing homes.
- Provide education to homebuilders, developers, and realtors regarding the benefits of these features.
- Seek a developer willing to include the recommended features in building homes and also willing to allow his/her homes to be promoted as a model for other builders/developers/realtors to see.
- Provide a listing of “vetted” services that can provide universal design modifications.

Housing Objective # 2

Encourage and promote energy efficient residential building to help lower the ongoing cost of living.

Strategies

- Develop a list of energy efficient features in order of importance for new construction.
- Develop a list of energy efficient features in order of importance for existing homes.
- Identify the financial benefits for including energy efficient features in homes
 - Lower Utility Costs
 - Tax Credits
 - Provide a listing of “vetted” services that can assist homeowners with increasing the energy efficiency of their homes.

- Work with local utilities to provide information on rebates and guidance (including but not limited to the following)
- Duke Energy’s – Home Energy House Call – 1-877-388-7676
- Duke Energy’s qualifying appliance rebate program
- Piedmont Natural Gas’s qualifying appliance rebate program

Housing Objective # 3

Encourage the development of senior-friendly housing in the middle income (\$100,000 to \$175,000) price range.

Strategies

- Determine the features needed or desired by adults 55+ who are considering a move to downsize and simplify.
- Put these features in priority order.
- Determine which features may need to be eliminated in order to keep the cost of the product within the desired range.
- Determine which features cannot be eliminated in order to make the product marketable to the target audience.
- Identify features that make a development site “senior-friendly”
 - Close to services, groceries, bank, shopping
 - Close to public transportation
 - In locations generally viewed as “safe”.

Housing Objective # 4

Make developers/builders/investors aware of state and federal programs that encourage the development/modification of housing for lower income older adults.

Strategies

- Programs identified in the North Carolina Livable and Senior-Friendly Community Plan include
 - 1987 Housing Trust Fund
 - \$3.6 million allocated a year average
 - Used to develop affordable private sector housing for low income people especially seniors
 - US Dept of Health and Human Services Office of Economic Opportunity
 - US Dept of Agriculture
 - NC Dept of Commerce Scattered Site Housing
- County governments receive \$400,000 every three years with funds targeted to
 - very low Income homeowners for rehabilitation or relocation purposes

- Housing Finance Agency (HFA) Urgent Repair
- Provide education on how to access and utilize funds available.

Housing Objective # 5

Make lower income older adults aware of programs available (related to Economic Security) that would help them to continue to live affordably in an independent setting.

Strategies

- Provide education on how to access and utilize funds available
 - Supplemental Security Income
 - IRS Low Income Housing Tax Credit Program
 - Section 202 Housing
 - Section 8, or the Housing Choice Voucher Program

Housing Objective # 6

Seek ways to provide multi-generations within the same household a more palatable option for both older family members and younger family members.

Strategies

- Look at the possibility of “echo housing” or “mother-in-law flats”
- Investigate the zoning ordinances that may impact this option.
- Investigate the possibility of zoning that would allow larger homes to function as multi-family.
- Provide education of how others have lived together successfully.

Responsible Parties for all Housing/Utilities Objectives

- Catawba County Aging Coalition
- Catawba Valley Homebuilders Association
- Catawba County Chamber of Commerce
- County and Municipal Governments
- Utility Companies that serve the residents of Catawba County
- Catawba Valley Board of Realtors
- Western Piedmont Council of Governments
- Independent Living

SOCIAL/CULTURAL/ECONOMIC OPPORTUNITIES

Volunteerism

Objective

Expand communications about opportunities to learn and contribute in the community and build an infrastructure to enable older adults to make meaningful voluntary contributions to their community.

Strategies

- Conduct public awareness campaign to promote volunteerism
- Survey agencies that utilize volunteers to determine needs and opportunities
- Compile a list of volunteer opportunities, listing requirements for each

- Create a blackboard listing of opportunities
- Establish volunteer registry
- Publicize volunteer opportunities via newspaper articles, agency newsletters and websites, and county government website
- Sponsor a course in “What’s Next? – Charting a Course for Retirement”(course to include discussion of volunteerism, schedule during Older Americans Month in May, design and implementation by local college and agencies serving older adults)

Responsible Parties

- Catawba County United Way Volunteer Center
- Catawba County Aging Coalition
- Catawba Valley Medical Center, Volunteer Services
- Frye Regional Medical Center, Volunteer Services
- Community Agencies/Organizations Utilizing Volunteers (including governmental)
- Western Piedmont Council of Governments Agency on Aging
- Faith Community
- Community Senior Centers

Lifelong Learning

Objective

Identify and encourage a wide range of lifelong learning opportunities

Strategies

- Create and evaluate surveys through SCOPE (the Catawba County Council on Aging newsletter) and other media/communications for seniors
- Research and evaluate possible opportunities for learning
- Create and publish a blackboard listing of learning, social and cultural opportunities
- Create and publish a listing of libraries and museums for Catawba and surrounding counties
- Gather and publish information about educational, social and cultural opportunities currently available
- Encourage participation on official area Facebook pages and/or other official websites to dispense information about local events and opportunities; i.e., Catawba County Facebook
- Create and publish a listing of all programs, activities and opportunities through private colleges, universities, community colleges, faith community, museums, educational centers, historical organizations, and other area interest groups (Astronomy Club, Wildlife Club, theatre associations, Choral Society, etc.)

Responsible Parties

- Catawba County Aging Coalition
- Community Agencies/Organizations using volunteers
- Catawba County Chamber of Commerce
- Public Relations Officers for the various educational institutions
- Public Relations Personnel for faith community/ ministerial associations
- Community Senior Centers
- Civic Organizations

Cultural/Social Programs and the Arts

Objective

Establish an annual event that highlights social and cultural events and provides an avenue for dissemination of information about opportunities for this demographic.

Strategies

- Convene a planning committee of representatives from various cultures
- Determine agenda/schedule of activities, meeting dates
- Draft budget
- Secure location and funding/sponsorship
- Recruit exhibitors and coordinate participation
- Publicize the event through local media
- Conduct evaluation

Responsible Parties

- Catawba County Aging Coalition
- United Hmong Association
- Community Recreation Centers
- Arts Organizations
- Retirement Communities
- Civic Groups/Organizations
- El Centro Latino
- Community Senior Centers
- Western Piedmont Council of Governments Area Agency on Aging
- Faith Community
- Volunteer Agencies/Organizations
- Local Businesses

Economic Security

Objective

Provide information to older adults and families regarding financial and income planning.

Strategies

- Create fact sheet of available resources
- Organize volunteer pool of financial professionals
- Identify/coordinate community resources
- Include financial planning/awareness track in annual area conference on aging

Responsible Parties

- Catawba County Aging Coalition
- Cooperative Extension
- Senior Center
- Women's Resource Center
- Family Guidance Center

Training and Employment Opportunities

Objective

Focus on new job opportunities and training for older adults.

Strategies

- Work with CVCC to develop a lifelong learning curriculum for older adults
- Develop a plan for how to best assist older adults with navigating "systems" (ESC, JobLink, CVCC)
- Increase awareness by developing PSA's, faith community bulletins, newsletters, fact sheet, paper, radio, TV, web, etc.

Responsible Parties

- WorkForce Development (Western Piedmont Council of Governments)
- Urban League
- Chamber
- JobLink
- Faith Community
- Women's Resource Center

Senior-Friendly Businesses

Objective

Encourage Senior-Friendly Commerce and Mobility

Strategies

- Target city and county planners to incorporate senior-friendly aspects into future plans (i.e. signage, parking, street access, ingress, egress)
- Compile list of businesses which offer Senior Services and Discounts
- Offer Senior Friendly Business Assessment, Certificate and Annual Award



Responsible Parties

- Chamber of Commerce
- County and municipal planners
- County Commissioners
- Catawba County Council on Aging
- All city councils

ACKNOWLEDGEMENTS

CATAWBA AGING LEADERSHIP PLANNING PROJECT PHASE I (July 2009-April 2010)

Access and Choice in Services and Supports

Ruth Artavia	Centro Latino
Teresa Blossom	Private Case Management
Carla Brotherton	Catawba Valley Medical Center – Health First
Mark Bumgarner	Catawba County Social Services
Wendy Chavez	Health and Home Services
Frank Colavecchio	Grandparents Raising Grandchildren
Jennie Connor	Catawba County United Way
Glennie Daniels	Cooperative Extension
Rodney Franklin	Catawba County Social Services
Lynn Furr	Independent Living
Mary Mode	Catawba County Council on Aging
Aimee Reimann	Abernethy Laurels
Jane Rollins	Adult Life Programs
Michelle Roseman	Hospice
Leanne Shull	Cooperative Christian Ministries of Greater Hickory
Nicole Reiger Thomas	Alzheimer’s Association
Susan Vincent	Home Instead
Leslie Yount	Attorney
Lucille Woodrum	Volunteer

Healthy Aging

Harriett Bannon	STHL Delegate and Regional Aging Advisory Committee
Dr. Jason Boehme	Chiropractor
Phil DiCasolo	YMCA
John Earl, MD	Hickory Family Practice
Gordon Fletcher	Audiologist
Nanci Gregory	YMCA
Steve Jones	Hickory Parks and Recreation
Alice Lane	Catawba County Health Department
Pam Lowdermilk	Parish Nurse and Community Advisory Committee
Amanda Munden	Catawba County Social Services
Jane Murphy	Regional Aging Advisory Committee
Beth Rudisill	Catawba Valley Medical Center
Ed Salyards	Frye Regional Medical Center
Jan Shaffer	Catawba County Social Services
Cindy Sigmon	Catawba County Mental Health
Stephanie South	NC Division of Services for the Blind
Terry Spencer	Adult Life Programs
Carolyn Thompson	Parish Health RN
Sheila Weeks	Western Piedmont Council of Governments

Public Accountability and Responsiveness

Don Beal	City of Conover
Brenda Davis	Catawba County Social Services
Debbie Dedmon	Social Security Administration
Bruce Eckard	City of Conover
Dewey Harris	Catawba County
Tami Hefner	Catawba County Social Services
Lance Hight	City of Conover
Z. Ann Hoyle	City of Hickory
Jeff Isenhour	Town of Catawba
John Kenney	WPCOG
Lynn Lail	Catawba County
Mark Logan	Catawba County Tax Office
Dan Miller	Retired
Mike Moore	Town of Maiden
Glenn Morrison	City of Claremont
Vance Readling	Town of Catawba
Rudy Wright	City of Hickory

Safety and Security

Shuford Abernethy	Abingdon Glen Village
Tom Alexander	Hickory Fire Department
Carol Beard	Lifeline
Don Brown	Newton Police Department
Troy Church	Maiden Police Department
Cecil Cook, Jr.	Catawba Police Department
Terri Franco	Catawba County Social Services
Debbie Haynes	Safe Harbor rescue Mission
J. Mark Hinson	Conover Fire Department
Chip Ivey	Hickory Police Department
Lisa Miller	Women's Resource Center
Ann Peele	Family Guidance Center
Roxanne Powell	Western Piedmont Council of Governments
Alton Price	Catawba County Sheriff's Office
Yerby Ray	American Red Cross
Donald Robinson	Catawba Fire Department
Gary Sigmon	Claremont Fire Department
Gerald Tolbert	Claremont Police Department
David Weldon	Catawba County Emergency Services
Kimberly Whitley	Attorney

CATAWBA AGING LEADERSHIP PLANNING PROJECT PHASE II (August 2010-May 2011)

Economic Security

Sheila Dotson	WPCOG, WorkForce Development
John Eller	Catawba County Social Services
Gene Hamilton	Edward Jones Financial
Nathan Huret	Catawba County Economic Development Corp.
Lynn Lail	Catawba County Commissioner
Hope Lowman	Catawba Valley Staffing
Tom McNeely	Family Guidance Center
Mary Mode	Catawba County Council on Aging
Pat Ratcliff	NC Senior Health Insurance Information Program
Julia Rush	Retired
Hal Vincent	Woodbury Financial Services

Physical and Accessible Environment

Shuford Abernethy	Abingdon Glen Village
Marty Beal	Architect
Mike Bradshaw	Greenway Public Transportation
Nanci Gregory	YMCA
Tami Hefner	Catawba County Social Services
Larry Henline	Henline Construction Company
Steve Hunt	CVCC
Glenn Pattishall	City of Newton
Danny Thompson	Retired
John Tippet	Western Piedmont Council of Governments
Donna Walton	Citizen

Social and Cultural Opportunities

Leonard Allman	Retired
Judy Bost	Frye Regional Medical Center
Ed Farthing	Retired
Kathy Greathouse	Catawba County Council for the Arts
Reggie Helton	Newton Conover Auditorium
Sandra Jahn	First United Methodist Church
Betty Long	Catawba Valley Medical Center
Pat Pearce	Retired
Richard Smith	Retired
Ruth Trott	Centro Latino
Sheila Weeks	Western Piedmont Council of Governments



Technology

Terry Bledsoe

Jennie Connor

Lynn Furr

Tzena Keyes

Peggy Mallard

Gail Miles

Jane Murphy

Roxanne Powell

Carol Robinson

Karen Summey

Catawba County Technology Department

Catawba County United Way

Vocational Rehab

Resource Center for the Deaf and Hard of Hearing

Guardian Health Services

Lenoir Rhyne University

Regional Aging Advisory Committee

Western Piedmont Council of Governments

Lifeline – Health First

Appalachian State University Center at Hickory

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utilizing Older Americans Act Funds.

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828-485-4212

Or

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Catawba County Social Services
tami@catawbacountync.gov
828-695-5607

Copies of the plan may be downloaded at:

www.catawbacountync.gov
www.wpcogaaa.org

APPENDICES

- A. Aging Data Snapshot
- B. Community Survey
 - 1. Survey
 - 2. Survey Results
 - i. Executive Summary
 - ii. Data

2011 CATAWBA COUNTY AGING DATA SNAPSHOT

DEMOGRAPHICS

Population

- **154,358** (2010, US Census Bureau)
- **14.1% over the age of 65**

Distribution by Age (Catawba Co.)	65-84	85+
Age groups, 2010	12.4%	1.7%
Projection for 2030	16.8%	2.3%
Growth, 2010-2030	54.8%	56.7%

Source: 2010 Census, US Census Bureau, NC Office of Management and Budget

Race & Ethnicity

60+ population for Catawba County

Race/Ethnicity	Percentage
White, Not Hispanic	90.9%
African-American	6.1%
Asian	1.1%
Other Races	0.5%
Hispanic/Latino	1.4%

Source: 2010 Census, US Census Bureau.

Families & Poverty

- In 2009, the percentage of Catawba County seniors age 65 and older **living below poverty** increased to **11.4%**¹
- In 2009 a **one person household** is considered to be **below poverty**, if their earnings were **less than \$10,830** a year²
- A **two member household** is considered to be **below poverty**, if their earnings was **less than \$14,570** in 2009²

¹Source: Western Piedmont Council of Governments

²Source: <http://aspe.hhs.gov/poverty/09fedreg.pdf>

Living Arrangements

- In 2010, **49.3%** of Catawba County seniors age 65 and older were living alone
- **2.8%** of Catawba County seniors age 65 and older were living in nursing homes in 2010
- **0.2%** of the 65 and older population in Catawba County were in adult care homes in 2010

Source: 2010 Census, US Census Bureau and NC Division of Aging

Housing

- **81.9%** of Catawba County residents age 45-64 owned their home in 2009
- **85.0%** of Catawba County residents age 65 and older owned their home in 2009

Source: 2009 American Community Survey, US Census Bureau, NC Division of Aging

Food Assistance

- In 2009, **1,733** Catawba County seniors age 60 and older received Food Assistance benefits
- The **monthly** Food Assistance benefit received per client age 60+ in 2009 was **\$76**

Source: NC Division of Aging

Income

- In 2009, the median household income for persons age 24-44 was **\$49,019**; **\$48,978** for persons age 45-64; and drops to **\$25,581** for persons 65 years of age and older

Source: 2009 American Community Survey, US Census Bureau

Health Statistics

Pneumonia/flu death rates are significantly higher than state rates for ages 65-84 and 85+

Death Rates per 100,000

Age	Catawba County 2010	NC 2010
65-84	91.2	75.4
85+	828.2	592.7

Source: State Center for Health Statistics

Employment & Education

- In 2009, **7.0%** of Catawba County residents age 60-64 were in the labor force; **3.5%** of residents 65+ were in the labor force (as % of total labor force)
- **14.8%** of Catawba County residents aged 45-64 years in 2009 did not have a high school diploma or equivalent, **34.2%** of those age 65+ did not have a high school diploma or equivalent

Source: 2009 American Community Survey, US Census Bureau.

Social Security

- **21,590** Catawba County residents age 65+ received Social Security benefits in 2008
- The average **monthly** Social Security benefit received in 2008 was **\$1,160**

Source: NC Division of Aging



CATAWBA COUNTY

LIVABLE & SENIOR FRIENDLY COMMUNITY SURVEY

Catawba County is conducting a comprehensive planning process that promotes the development of a livable and senior friendly community. We would appreciate you taking the time to complete and return this survey. The information is **confidential** and will be very helpful as we work to build a livable and senior friendly community. Please indicate your situation by checking the appropriate box or listing information about your current situation. **Please return completed survey by October 31, 2009.**

The following best describes me

Adult-age 60 +	Older Adult Caregiver	Professional in the aging field	Other
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Age	Gender	Marital Status	Race
50 or under	Male	Married	Caucasian/White
51 – 60	Female	Single	African American
61 – 70		Divorced	Hispanic
71 – 80		Widowed	Asian
81 or over			Other

Living Accommodations (Check Any that Apply)

Zip Code	House	Live with Caregiver
Own	Condo	Assisted Living
Rent	Apartment	Nursing Home
	Mobile Home	

How do you rate your quality of life?	Excellent	Very Good	Good	Fair	Poor
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate your health?	Excellent	Very Good	Good	Fair	Poor
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Health	Yes	No	Doesn't Apply
I regularly participate in activities which help me stay mentally and physically active.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I need medical care or a checkup, I am able to see a primary care physician or specialist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I need dental care, I am able to see a dentist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have access to nutritional counseling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am aware of and can access Mental Health services when I need them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I received a flu vaccine during the past 12 months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know where to get help if I have questions about my health care coverage, Medicare or prescription coverage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Health Continued	Yes	No	Doesn't Apply
I know where to get help if I have trouble obtaining medications I need.			
I know about alternative therapies like Chiropractic Care and Acupuncture.			
I know where to get help if I have trouble accessing health care.			
I am satisfied with the available hospital services in Catawba County.			

Safety and Security	Yes	No	Doesn't Apply
I feel safe in my home and neighborhood.			
I know the telephone number to call in case of emergency.			
I am confident that the fire department will respond quickly if I need them.			
I am confident that the police/sheriff will respond quickly if I need them.			
I have smoke detectors in my home.			
If I know of abuse, neglect or exploitation of an older or disabled adult, I would report it to Social Services.			
I worry about being a victim of fraud or identity theft.			

During a typical week, how many hours do you spend participating in the following activities?	Less than 1 hour	1-5 hours	6+ hours
Participating in a club, civic group or volunteer work			
Participating in religious or spiritual activities with others			
Visiting with family in person, on the phone or via computer			
Visiting with friends in person, on the phone or via computer			
Providing help to friends or relatives			
Participating in senior activities			
Caring for a pet			
Doing housework or home maintenance			
Participating in a hobby such as art, gardening, or music			
Working for pay			
Participating in continuing education activities			
Participating in sports			
Attending movies, sporting events or group events			

How much do you agree or disagree with the following statements?	Strongly Agree	Agree	Disagree	Strongly Disagree
My community values older people.				
My community values my language and traditions.				
I have planned for my financial future.				



How much do you agree or disagree (continued)	Strongly Agree	Agree	Disagree	Strongly Disagree
My family and friends rely on me.				
I am willing to ask for and accept help from others.				
I feel hopeful about the future.				

Rank the items below as a high, medium or low need for Catawba County's aging population.	High Need	Medium Need	Low Need
Assistance with personal care			
Assistance with housework, laundry, etc			
Home delivered meals			
Transportation			
Driver safety			
Help paying bills			
Long term care costs			
Financial planning			
Caregiver support			
Opportunities for interaction with others (family, friends, neighbors)			

Access and Choice in Services and Support	Yes	No	Doesn't Apply
I know what types of senior services are available in Catawba County.			
I know how to access or apply for services.			
I know who to call if I have a question about available services.			
I use the internet to search for available services.			
There is adequate community support for individuals acting as caregivers for family members.			
Quality long term care facilities (nursing homes and assisted living facilities) are available for community residents.			
There are adequate services (Home Health, Adult Day Care) to help keep me or my loved one at home.			
I can afford to pay for services to keep myself or my loved one home as long as possible.			
I am confident I will have help if I become unable to care for myself.			
I need help paying for my prescription drugs.			
I have a Medicare Part D prescription drug plan.			
I sometimes have to choose between buying food or medicine.			
I attend Senior Center activities.			



How do you like to receive information regarding services or opportunities available in your community?

Phone	Mail	E-mail	Newspaper	Radio	TV
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Is there anything that we have not asked you that you would like to tell us?
Please add any comments below.**

Thank you very much for your participation in this survey process. Your input is valuable to us as we work to build a livable and senior friendly community.

Please return completed survey by October 31, 2009 to any Aging Leadership Volunteer or mail to:

Tami Hefner, Adult Services Program Manager
Catawba County Social Services
PO Box 669
Newton, NC 28658

You may also contact Tami Hefner to arrange pick up of completed surveys.
828-695-5607 or tami@catawbacountync.gov



CATAWBA COUNTY

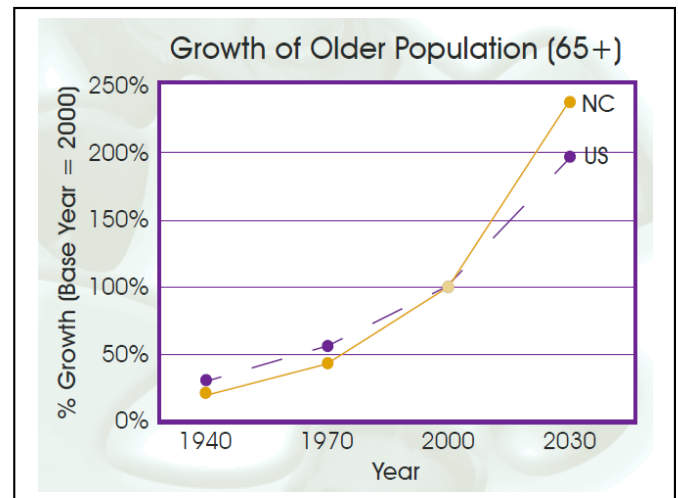
EXECUTIVE SUMMARY FOR: LIVABLE & SENIOR FRIENDLY COMMUNITY SURVEY

LIVABLE AND SENIOR-FRIENDLY COMMUNITIES

NORTH CAROLINA

In the fall of 2009, as a part of the Catawba Aging Leadership Planning Project, Catawba County, along with aging service providers, volunteers and local municipalities developed a "Livable & Senior Friendly Community Survey". This survey was widely distributed throughout Catawba County and targeted the County's Senior Community, their caregivers and professionals in the aging field. The purpose of the survey was to obtain current and relevant information on the quality of life of seniors. Obtaining this information is important when looking toward the future of Catawba County and in light of the following statistics:

- North Carolina ranked 11th nationally in total population and ranked 10th in the number of persons age 50 and older in 2004.
- North Carolina's older population increased 20.5% between 1990 and 2000, giving the state the 12th fastest-growing older population. This rate of growth exceeds the national average growth rate of 12%.
- NC ranks 11th highest in the proportion of the poor among older adults.
- Among the top 20 most populous states, North Carolina has the highest percentage of seniors living in rural areas.

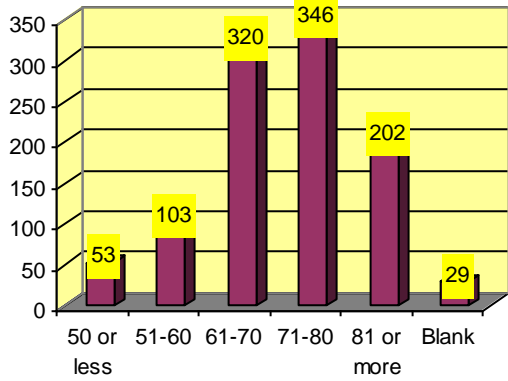


The results from the 1055 surveys will assist the community at large, service providers and elected officials with better insight into ways to more efficiently and effectively meet the needs of our aging population.

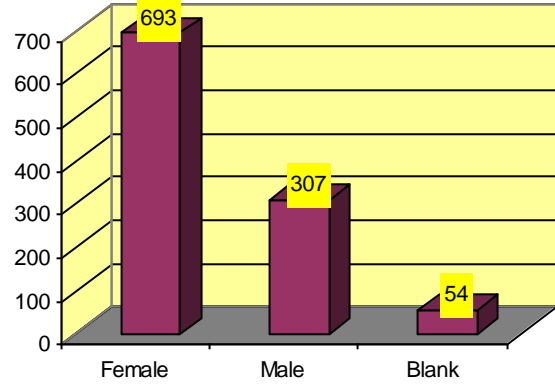
This Executive Summary includes a sample of the survey results. For more information about the survey please contact Tami Hefner, tami@catawbacountync.gov (828) 695-5607 or visit www.catawbacountync.gov to view the survey results and comments in their entirety.

Demographics of Respondents

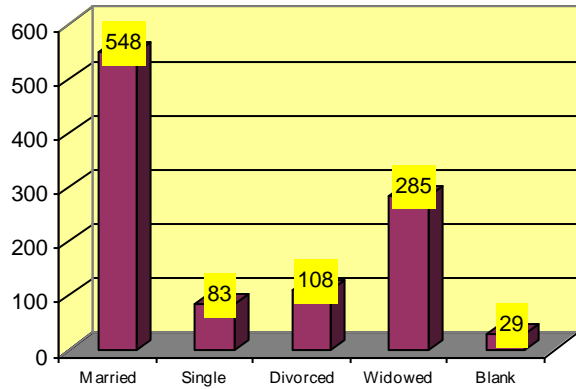
Age



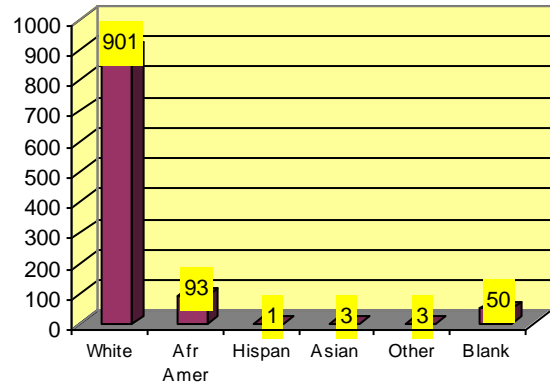
Gender



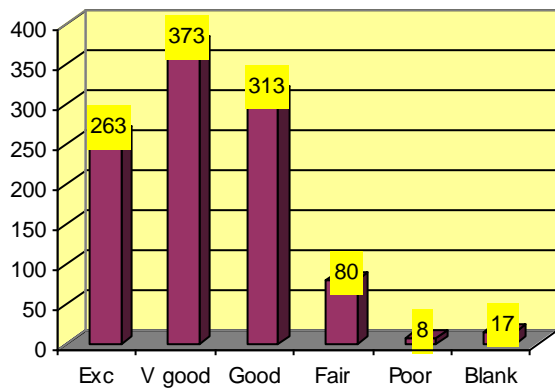
Marital status



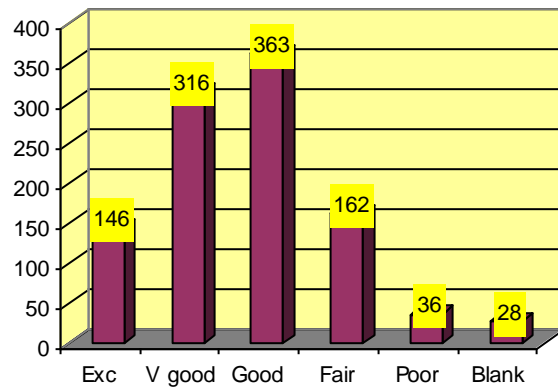
Race



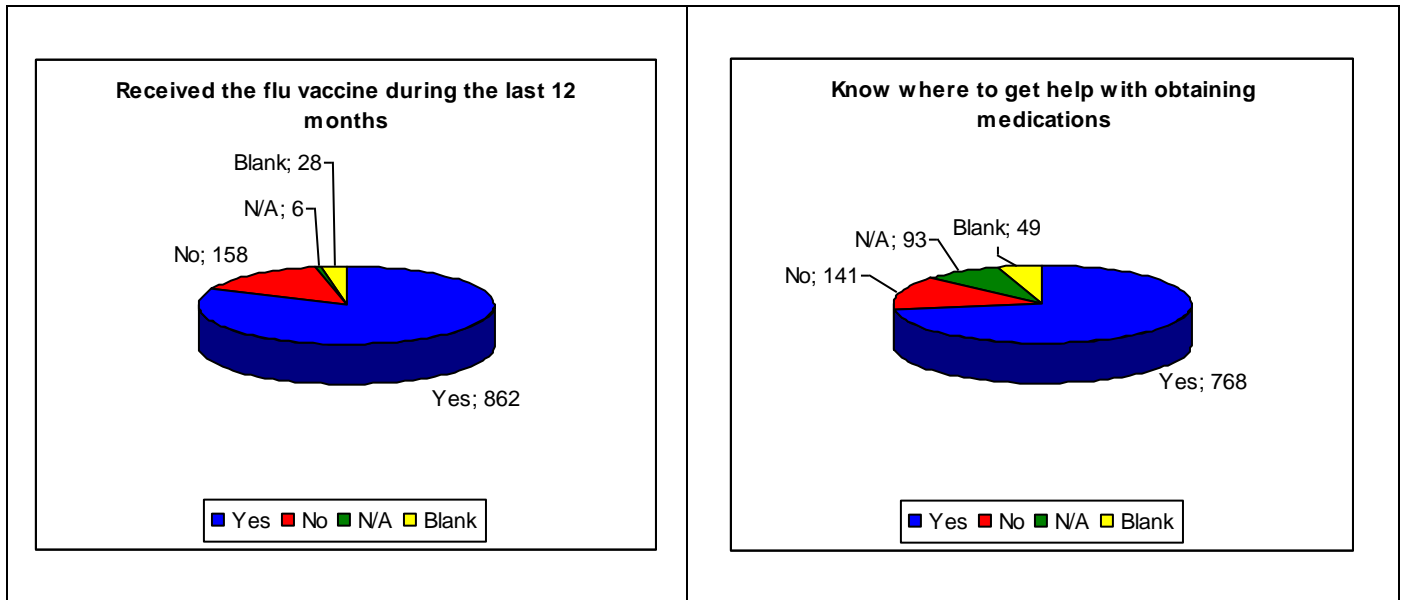
Rate your quality of life



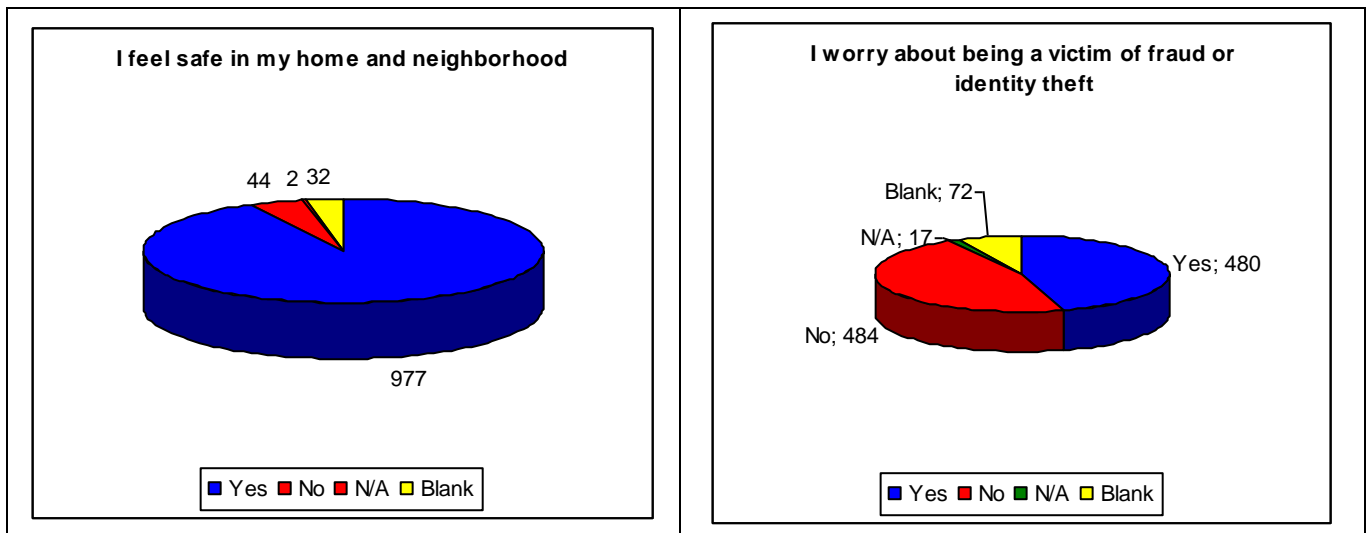
Rate your health



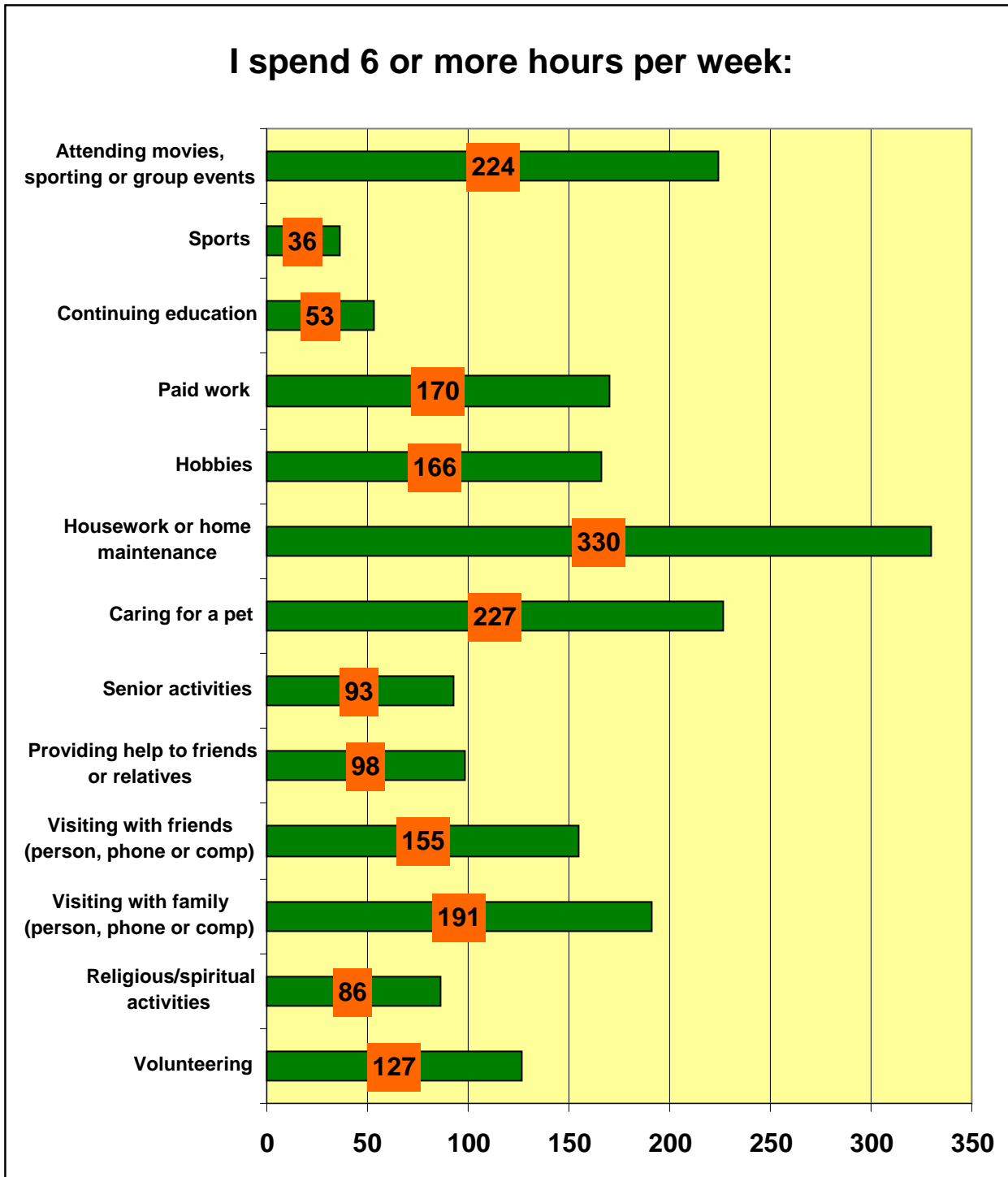
Health (survey responses)



Safety and Security (survey responses)

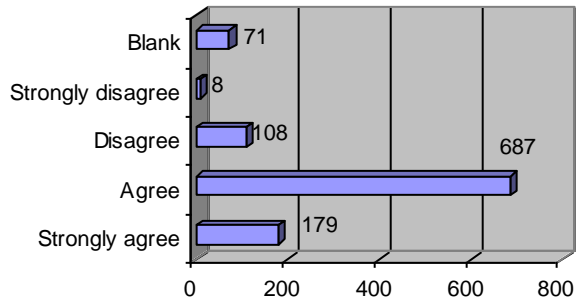


Activities (survey responses)

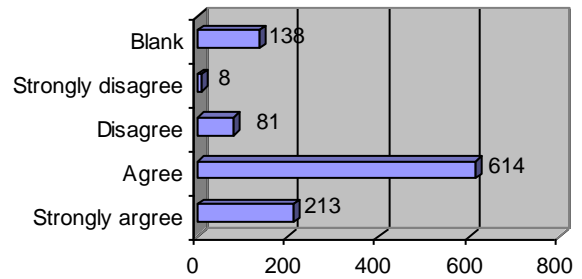


Community Assessment (survey responses)

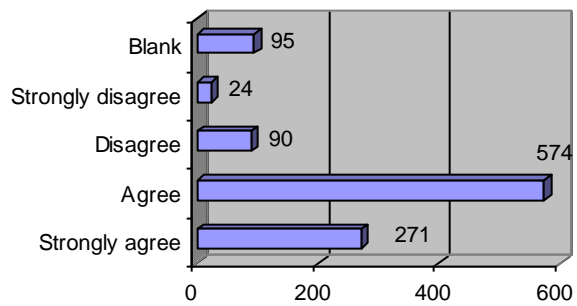
My community values older people



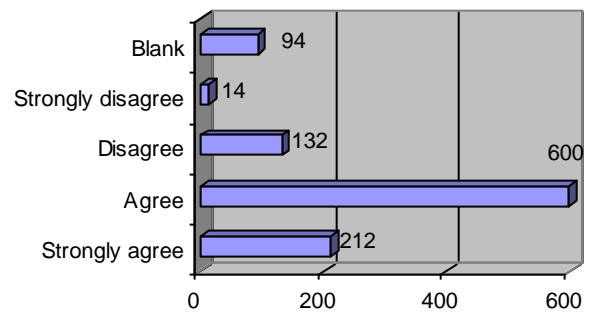
My community values my language and traditions



I have planned for my financial future

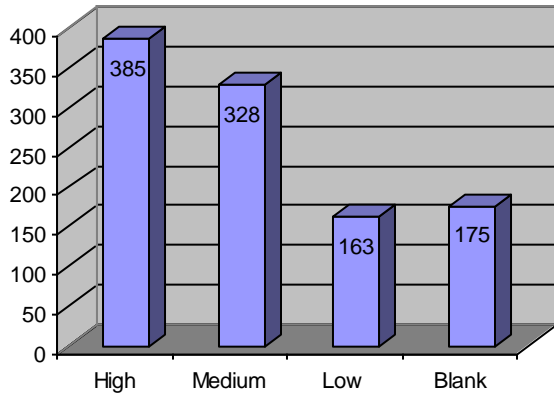


I feel hopeful about the future

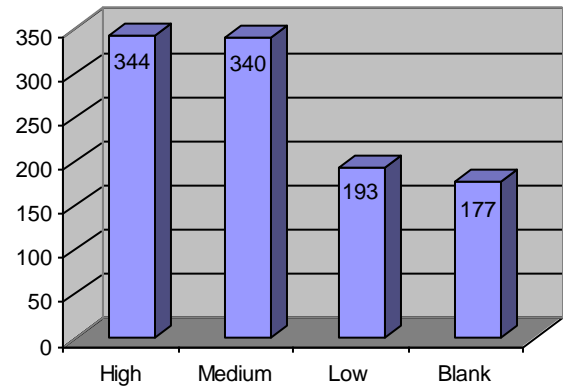


Needs identified by survey respondents

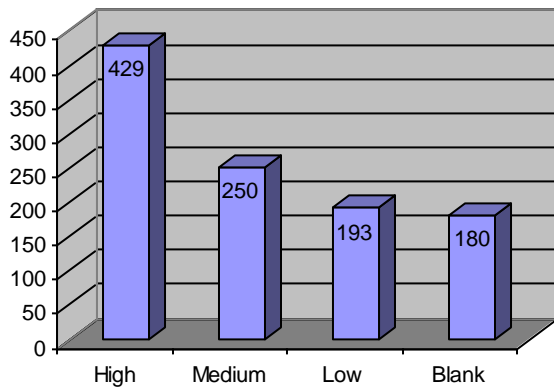
Assistance with personal care



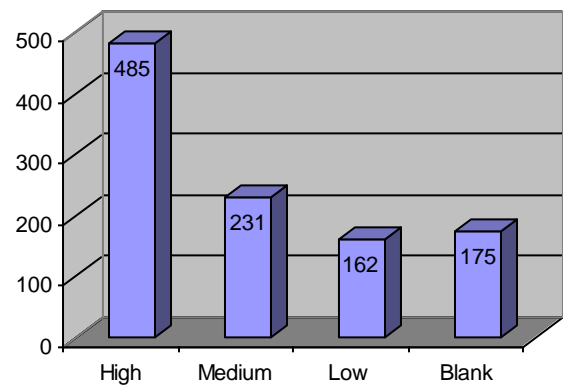
Assistance with housework, laundry, etc.



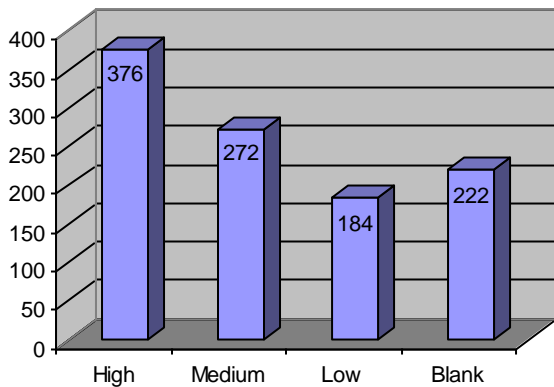
Home delivered meals



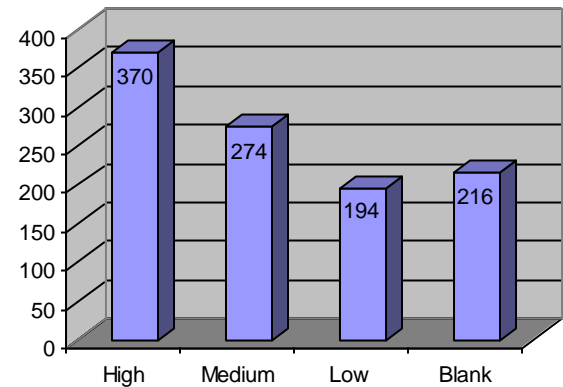
Transportation



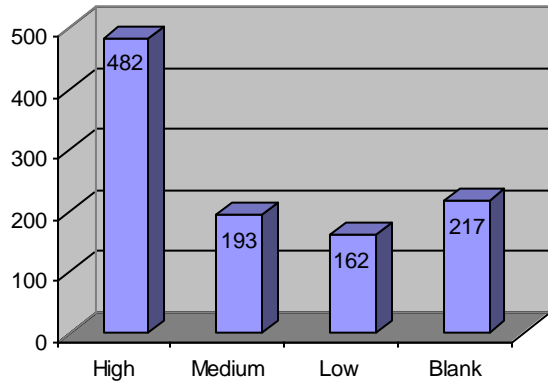
Driver safety



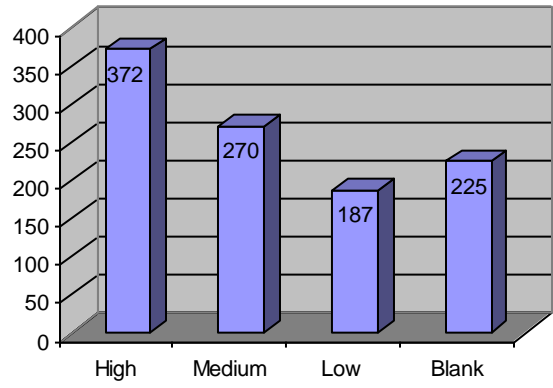
Help paying bills



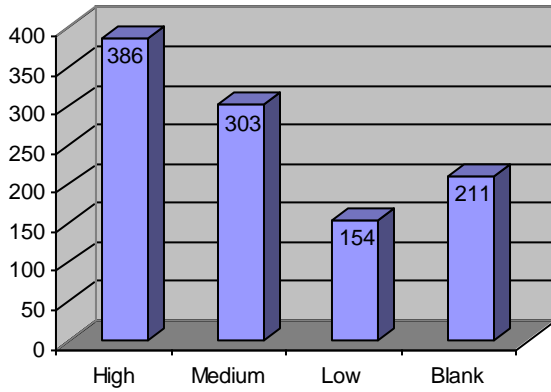
Long term care costs



Financial planning

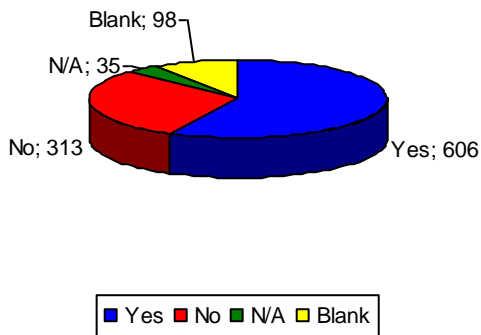


Interact with others

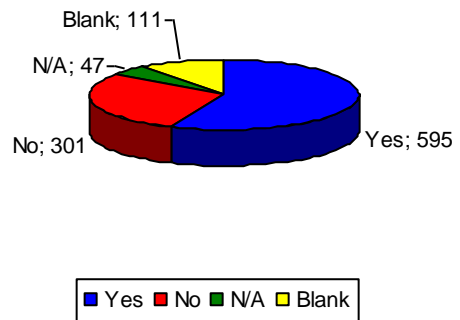


Access and Choice in Service and Support based on survey responses

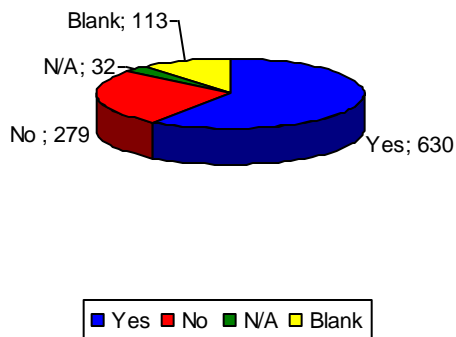
Know type of senior services available in Catawba County



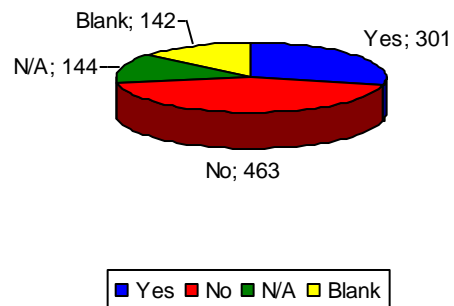
Know how to access or apply for services



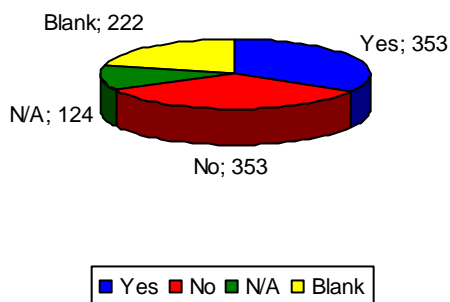
Know who to call about available services



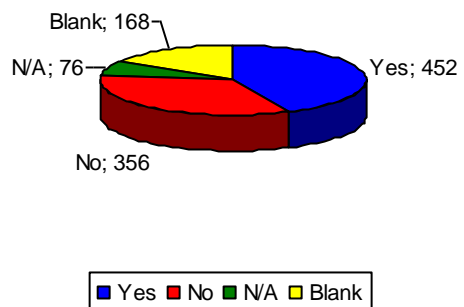
Use the internet to search for available services

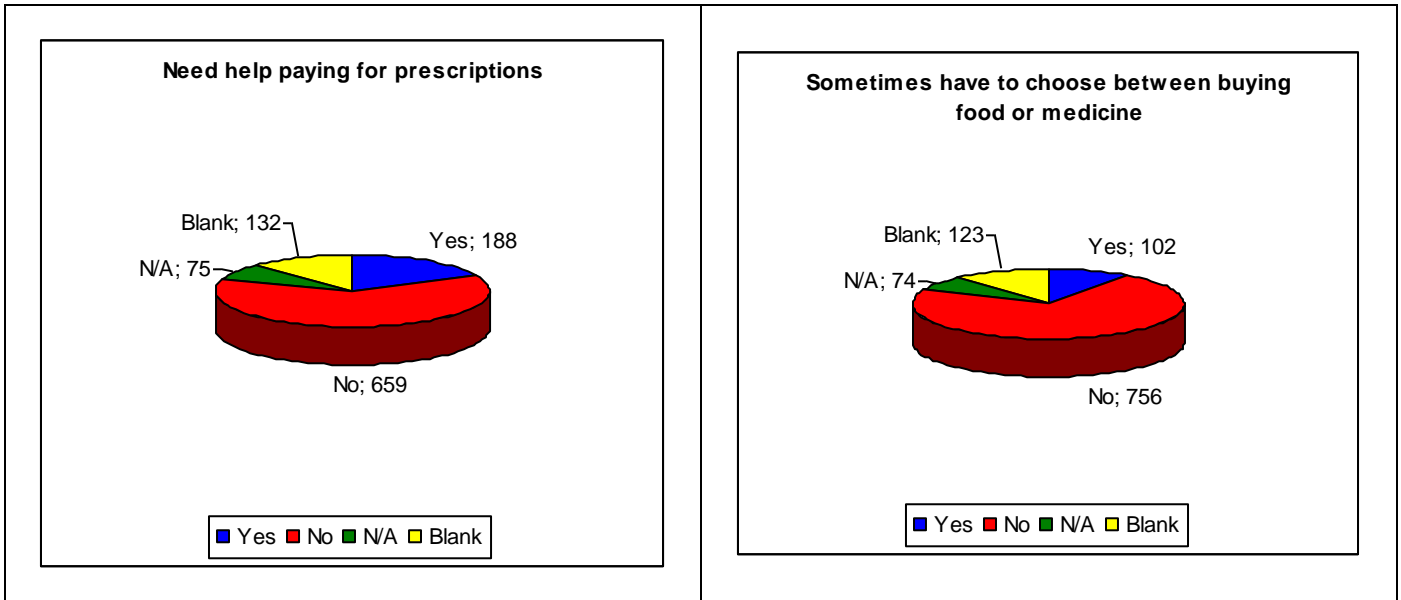


Adequate community support for caregivers



Afford services for myself or loved ones to stay at home





Selected comments from Livable and Community Survey

- Catawba County is wonderful in every way. A beautiful area. Offers much in the way of leisure activities. We just need to improve our economic status (more jobs).
- Retired for 5 years, continue to volunteer in the community, active in Rotary, tutoring and soup kitchen. We are not affluent with an income of \$40,000 for 2 but we have “enough”.
- Areas of concern: Adult Day care affordability and Meals on Wheels.
- There are services out there but I have no idea how to access them.
- I am more concerned for those less fortunate than I. Those without a pension, adequate savings, under educated and no responsible relatives in the area to check on them and see their needs are being met. I feel this is a growing problem as families become more spread out and have less contact with their elderly members.
- Since we are in the SE corner of Catawba County, it’s easier to go to Iredell Co for doctors, hospitals, etc. I get the Charlotte Observer and there is very little news about the happenings in Catawba County. There was more when they had a “Catawba” addition –now the “Lake Norman” paper on Sunday has a little. What I’m trying to say I guess, is that I don’t feel a part of Catawba County.
- I am only 61 years old and I believe that my age has affected my ability to get a job.
- There are a large number of those in our community who need in home assistance but live on a limited budget and cannot afford to pay for in home aide/sitter services but do not qualify for Medicaid either. They are often at home alone, which is often unsafe, but don’t have any other option.
- The donut hole in Medicare must be fixed. Universal health care is a top priority. Transportation and long term care assistance are top priorities. We need better quality nursing homes. We should stop warehousing consumers with developmental disabilities and/or mental illness in assisted living centers.
- Senior Centers are so far apart and old in Catawba County. Most cities I have traveled have modern central facility.
- Would like to see better transportation for seniors in outlying areas.

Final Totals for Demographics and Health

Total # of Surveys: 1055

Role		Age Group		Gender		Marital		Race	
60 Plus	740	50 or under	53	Female	693	Married	548	Caucasian	901
Caregiver	16	51-60	103	Male	307	Single	83	African Amer	93
Professional	36	61-70	320	Blank	54	Divorced	108	Hispanic	1
Other	42	71-80	346			Widowed	285	Asian	3
Blank	221	81 or over	202			Blank	29	Other	3
		Blank	29					Blank	50

Rent/Own		Home Type		Living Arrangement	
Total # Rent	138	House	845	With Caregiver	39
Total # Own	788	Apt	113	Assisted Living	12
Blank	0	Mobile	43	Nursing Home	2
		Blank	43	Blank	991

Life	Excellent	Very Good	Good	Fair	Poor	Blank
Quality of Life	263	373	313	80	8	17
Health	146	316	363	162	36	28

Health	Yes	No	N/A	blank
1 Participate in activities - mentally and physically active	867	130	23	34
2 Able to see primary care physician or specialist	1009	30	4	12
3 Able to see a dentist	915	77	34	27
4 Have access to nutritional counseling	620	216	120	94
5 Can access Mental Health Services	786	91	112	61
6 Received the flu vaccine during the last 12 mths	862	158	6	28
7 Know where to get Healthcare, Medicare, Rx coverage help	933	66	21	28
8 Know where to get help with obtaining medications	768	141	93	49
9 Know about alternatives - Chiropractic Care Acupuncture	728	163	83	79
10 Know trouble accessing health care hep	757	152	68	77
11 Staffed with hospital services in Catawba County	900	71	29	55

Total # of Surveys: 1055

Safety and Security	<u>Yes</u>	<u>No</u>	<u>N/A</u>	<u>blank</u>
1. I feel safe in my home and neighborhood	977	44	2	32
2. I know the telephone to call in emergency	1014	9	1	31
3. Fire Department will respond quickly	1013	8	3	31
4. Police/Sherriff will respond quickly	983	38	2	31
5. Have smoke detectors in home	994	25	0	36
6. Will report abuse, neglect, exploitation to DSS	962	17	29	46
7. Worry being a victim of fraud or identity theft	480	484	17	72

Opinions	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>blank</u>
1. Community values older people	179	687	108	8	71
2. Community values my language and traditions	213	614	81	8	138
3. Planned for financial future	271	574	90	24	95
4. Family and friends rely on me	293	550	99	17	95
5. Ask for and accept help from others	218	689	56	4	86
6. Hopeful about the future	212	600	132	14	94

Hours spent in Participating in Activities	<u><1</u>	<u>1-5</u>	<u>6+</u>	<u>blank</u>
1. Club, civic group or volunteer work	428	368	127	132
2. Religious or spiritual activities with others	264	631	86	73
3. Visiting with family in person, phone or computer	237	561	191	66
4. Visiting with friends in person, phone or computer	252	566	155	82
5. Providing help to friends or relatives	376	474	98	107
6. Senior activities	519	299	93	144
7. Caring for a pet	340	160	227	328
8. Housework or home maintenance	152	474	330	99
9. Hobby - (art, music, gardening)	320	412	166	156
10. Paid work	415	43	170	427
11. Continuing education activities	501	141	53	360
12. Sports	524	119	36	376
13. Attending movies, sporting and group events	465	314	50	224

Total # of Surveys: 1055

<u>Need</u>	<u>High</u>	<u>Me</u>	<u>Low</u>	<u>blank</u>
1 Assistance with personal care	385	328	163	175
2 Assistance with housework, laundry, etc	344	340	193	177
3 Home delivered meals	429	250	193	180
4 Transportation	485	231	162	175
5 Driver Safety	376	272	184	222
6 Help paying bills	370	274	194	216
7 Long Term Care costs	482	193	162	217
8 Financial Planning	372	270	187	225
9 Caregiver support	420	252	169	212
10 Interact with others	386	303	154	211

<u>Access and Choice in Service and Support</u>	<u>Yes</u>	<u>No</u>	<u>N/A</u>	<u>blank</u>
1. Know type of senior services in Catawba County	606	313	35	98
2 Know how to access or apply for services	595	301	47	111
3 Know who to call about available services	630	279	32	113
4 Use Internet to search for services	301	463	144	142
5 Adequate community support for caregivers	353	353	124	222
6 Quality Long Term Care Facilities	659	154	70	171
7 Adequate services for myself or loved ones to stay home	497	228	119	207
8 Afford services for myself or loved ones to stay at home	452	356	76	168
9 Will have help if unable to care for myself	623	265	27	139
10. Need help paying for prescriptions	188	659	75	132
11. Have Medicare Part D prescription drug plan	478	362	101	113
12 Have to choose between buying food or medicine	102	756	74	123
13 Attend Senior Center activities	387	505	62	101

<u>Receive Information</u>								
Receive information?	Phone	255	Mail	626	Email	194	Newspaper	401
	Radio	138	TV	315				