

State of Louisiana

AREA AGENCY ON AGING AREA PLAN

A Comprehensive Coordinated Service System for Older Persons in Louisiana

New Orleans Council Area Agency on Aging
on Aging/Orleans

Fiscal Year 2024 through Fiscal Year 2027

July 1, 2023 – June 30, 2024

July 1, 2024 – June 30, 2025

July 1, 2025 – June 30, 2026

July 1, 2026 – June 30, 2027



Submitted to:

**State Unit on Aging
Office of the Governor
Office of Elderly Affairs
602 N. 5th Street, 4th Floor
Baton Rouge, LA 70802
(225) 342-7100**

adrcla.org



John Bel Edwards
Governor

State of Louisiana
OFFICE OF THE GOVERNOR
Office of Elderly Affairs

March 15, 2023

Mr. Howard Rodgers, III, Director
New Orleans Area Agency on Aging, Inc.
Post Office Box 19067
New Orleans, LA 70179-0067

RE: FY 2024 - 2027 Area Plan Approval

Dear Mr. Rodgers, III:

The Governor's Office of Elderly Affairs (GOEA) has received the FY 2024 - 2027 Area Plan for New Orleans Area Agency on Aging, Inc.. The plan has been reviewed to ensure it meets required guidelines.

Based upon the information submitted, New Orleans Area Agency on Aging, Inc.'s FY 2024-2027 Area Plan is approved.

The goals and objectives of New Orleans Area Agency on Aging, Inc.'s FY 2024-2027 Area Plan are to be monitored annually to determine the Agency's progress with meeting the goals and objectives, as defined within the plan. To fulfill the annual monitoring requirement, an Area Plan Goal Report shall be due to GOEA after the close of each fiscal year of the four (4) year area plan cycle. The Area Plan Goal Report is to be submitted no later than July 30th of the subsequent fiscal year.

Should there be a need for assistance or questions concerning your Agency's Area Plan, please contact your assigned Program Monitor for assistance.

Sincerely,

A handwritten signature in blue ink that reads "Shirley Merrick".

Shirley L. Merrick
Executive Director
Governor's Office of Elderly Affairs

SLM/slh

Enclosure

cc: Board Members of New Orleans Area Agency on Aging, Inc.

FY 2023-27 AREA PLAN
NEW ORLEANS COUNCIL ON AGING/ORLEANS AREA
AGENCY ON AGING (AAA)
EXECUTIVE SUMMARY

Description of the Planning and Service Area (PSA)

PSA OVERVIEW

The city of New Orleans was founded in 1718 by Jean Baptiste LeMoyne, Sieur de Bienville. The French ruled over the city until 1763 when they ceded the territory to the Spanish. The French regained control of the area 40 years later. In 1803, the Louisiana Purchase occurred with the selling of the area to the United States. Due to the influence of the early settlers and other ethnic groups, the city was known for its polyglot population and mixture of cultures including Anglo, African, French and Creole French (people of French decent born in America and Creoles of color (people mixed with European and African ancestry). These multicultural influences can be found in the city's food, music, and architecture.

Due to the city's port, the population grew making it one of the wealthiest in the United States. This growth help to make the city a commercial center with a population of 170,000. Whites, free people of color, and slaves settled in New Orleans due to the Haitian Revolution in Saint Domingue.

The 19th century in New Orleans could be viewed as a time of unrest which included the War of 1812 and the Battle of New Orleans. New Orleans was the largest slave trading center in the country. Because New Orleans was captured early in the American Civil War by the Union without a battle, it was spared the destruction that many other cities of the American South experienced. As a result, it retained it historical flavor with an array of 19th century structures.

In the 20th century New Orleans experienced an expansion in land mass due to development of large pumps invented by engineer, A. Baldwin Wood, allowing the swamps and wetlands to be drained. Unfortunately, the problem of subsidence had not been given much consideration with the former swamp land continuing to sink slowly. Jazz music was developed and due to its popularity, the influence could be felt around the world. Tourism grew into a thriving industry after World War II with millions visiting the city each year for the numerous cultural festivals and celebrations.

Hurricane Katrina hit New Orleans on August 29, 2005. It has been called "the largest civil engineering disaster in the United States" flooding the majority of the city when the levee and floodwall system failed. Levees on four of the city's canals breached. This great flood left over 80% of the city underwater and scattering its residents throughout the United States and to

foreign countries. The final death toll of Hurricane Katrina was 1,577 people from Louisiana with half being older adults.

While Hurricane Katrina will have impact on the City of New Orleans for decades to come, the rebuilding process has been an example of the resiliency of the residents. Many people from around the world helped with various aspects of rebuilding New Orleans. Their generosity and compassion will long be remembered by the residents of the city.

COVID-19 SHUTDOWN AND HURRICANE RELIEF

After the covid shutdown was ordered in March 2020, NOCOA looked for ways to meet the needs of homebound older adults while keeping the staff safe from this mysterious virus. The home delivered meals drivers continued to provide meals to exiting clients, since it could be done while social distancing. The Social Services Director with the help of one of the board members, who was a nursing instructor, developed an instrument to survey clients and callers about their needs during the early days of the shutdown as well as the knowledge of ways to keep safe and stay healthy. Information was provided to callers about organizations offering assistance within the community.

Members of the administrative team met with various funding sources including the Governor's Office of Elderly Affairs to obtain guidance on how to serve older adults during the shut-down. Various senior centers became drive thru meal sites allowing older adults to pick-up food and in some cases included evening and weekend meals. Other groups provided activities via conference call and some on Zoom. The Social Services staff continued to provide information on programs and services to benefit older adults which included drive-thru food pantries, supply distributions which offered cleaning supplies to help prevent the spread of the virus, and information on covid-19 vaccines, when they became available.

NOCOA worked closely with the New Orleans Health Department to provide information to older adults in need of assistance during the early days of the covid shutdown. The group met weekly via Zoom to discuss resources to help residents to remain safe during the pandemic. The city's health department received a grant from FEMA to provide meals to those people who were disabled and not enrolled in any federally funded food and/or feeding programs. They worked with local restaurants who prepared meals which were delivered by volunteers around the city. While the program was scheduled to last for one month, it lasted for a year. Various new organizations were developed to assist during the pandemic including Culture Aid NOLA (CAN). This group was created in March 2020 as a collaborative between various cultural service organizations to fight food insecurity associated with the pandemic. Currently, they provide free groceries to residents twice a week.

The 2020 hurricane season was extremely active with several storms threatening the city. Because the New Orleans Health Department facilitated a weekly conference with providers during the covid shutdown, they used this platform to discuss hurricane preparations and relief efforts when the city was impacted by Hurricane Zeta on October 29, 2020. The group met prior to the hurricane making landfall reporting on the special provisions that had been made for those in New Orleans who had been displaced by Hurricane Laura in Lake Charles. The group met the

day after the hurricane and provided information on storm damage in various areas of the city and resources available for those who were impacted.

With additional funds received due to the pandemic shutdown, NOCOA increased the number of clients receiving home delivered meals. In some cases, participants were given two weekly meals to take home and others for weekends. Some of the senior centers provided covid-relief baskets which included cleaning supplies, masks, and sanitizer to help older adults remain safe. The senior center department at NOCOA began to operate “Senior Centers Without Walls” where participants could gather socially on Zoom and through conference calls for activities to remain safe during the pandemic. NOCOA encouraged senior center directors to create opportunities for engagement, socialization, and/or stimulation. Many centers created monthly newsletters which included puzzles and activities for participants. Many drive thru and drive by events were held for older adults to pick up food, supplies, and materials to help them remain active and engaged at home.

NOCOA facilitated and participated in several drive thru holiday events and program recognitions. In 2021, NOCOA facilitated Bingocize, an evidence-based program which combines exercise and health promotion in a bingo type game, to 15 participants at the Mercy Endeavor Senior Center. The Social Services Director worked with an MSW intern from the Southern University at New Orleans School of Social Work and an Occupational therapy doctoral candidate from Jacksonville University. The students programmed the Samsung Galaxy tablets used for the program and trained the senior center staff on how to use them, so they would be available to help participants, in the event they needed it. A distribution time was scheduled for participants to pick-up the devices and sign loan agreements.

The Bingocize session was held for 10 weeks from February to April 2021. To generate interest and continued support for the program, participants were given various promotional items at the center’s monthly drive thru events. Participants were called four days a week to remind them of classes and to charge their electronic devices. Since some had a hard time using the program app, paper copies of bingo card were mailed to participants. It was determined at the beginning of bingocize, all gifts would be provided at the end of the session. Participants expressed gratitude for the ability to connect virtually with others while staying safe by remaining isolated.

Because the majority of New Orleans economy is built on the hotel, restaurant, and tourism industry, the covid-19 shut down had a major impact on the city. Currently the city has seen a robust recovery in the tourism industry with many annual conferences and conventions returning in 2022 after a two-year hiatus. Crime is high nationally and many blame the social isolation associated with the pandemic lock downs. Due to the high crime rate, New Orleans been given the title as “murder capital” of America, according to National statistics. The New Orleans Police Department is under-staffed and this has impacted public safety in the city. As a result, residents are on high alert including older adults. The social isolation of the covid-19 shutdowns, several hurricane threats and damage from Hurricane Zeta in 2020, and Hurricane Ida in 2021, increased crime, and inflation has taken its toll on many of the residents of the city and their mental health. Older adults have not fared well during any of the above situations.

NOCOA SERVICE DELIVERY SYSTEM

New Orleans Council on Aging (NOCOA) is utilized by public and private providers in the PSA. NOCOA provides information on services and programs for those 60 and over in the city while also linking volunteers aged 55 and over to service opportunities. The agency partners with other providers to develop services and plan events for those 60 and over. NOCOA's Aging and Disability Resource Center (ADRC) provides information to those aged 18-59 who are disabled in Orleans, Plaquemines, and St. Bernard parishes. The Senior Rx program links individuals to prescription assistance programs and provides Medicare counseling to beneficiaries. This program often receives additional funding to provide host events to spread awareness about the various Medicare Savings Programs funded by the state. Many of the agency's referrals come from health care providers including discharge planners and social workers referring patients to programs such as meals on wheels and homemaker services. NOCOA also receives calls from family caregivers searching for resources that will allow their loved ones to stay home instead of institutionalization.

NOCOA partners with other community groups and organizations to find solutions to issues impacting older adults. They include the American Association of Retired Persons (AARP), LSU AgCenter, New Orleans Advocates for GLBT Elders (NOAGE), and the New Orleans Health Department. Several staff serve on advisory councils, boards, and committees of community organizations including many of those named above. The Retired and Senior Volunteer Program, Senior Companion Program, and the Area Agency on Aging (AAA) have their own advisory councils which provide program recommendations. By collaborating with these and others agencies, NOCOA can stay abreast of the needs of older adults and many of the resources to assist them. NOCOA also collaborates with several faith-based groups, governmental, and for-profit organizations including Entergy New Orleans.

NOCOA convenes the Elder Action Coalition (EAC), a quarterly, networking forum of aging service providers. The purpose of this group is to advance understanding in the field of aging while informing the public of aging services. The EAC also leverages resources, share expertise, and knowledge to strengthen the local aging infrastructure to support older adults and their caregivers in the community. The goal is to improve the quality of life of older adults in Orleans Parish and a strength of the NOCOA service delivery system.

Several staff are members of professional associations including the American Society on Aging (ASA), USAging Today formerly the National Association of Area Agencies on Aging (N4A), and Meals on Wheels of America (MOW). As a result, they had the opportunity to attend and present at national conferences. Several of NOCOA staff volunteered at the N4A conference in New Orleans in 2019, prior to the covid shutdown. They were able to learn about best practices and network with other professionals in the field.

AREA PROFILE

According to the Census reporter, the City of New Orleans consist of 169.5 of square miles. It contains 154, 826 households with a population of 391, 249. Those individuals aged 60 and older are 21% of the total population which is 82,162. The current older adult population has surpassed the pre-Katrina level of 73,311.

African Americans or blacks make up 59% of the city's population for a total of 230, 836 people. Whites account for 31% of the population for a total of 121, 287 people. Asian Americans account for 3% of the city's residents which is a total 11, 747 people. The City of New Orleans is 53% female which is a total of 207, 361 women.

Census data indicates 89, 987 people which is 23% of the total population live in poverty. Older adults aged 60 and older account for 18% of individuals who live in poverty for a total of 14, 789 people. NOCOA will continue to target those individuals and give priority to older adults who are in the greatest economic need according to the federal poverty guidelines which are published annually.

New Orleans is a very poor city with a median annual income of \$32,764. This is 80% of the median state income of \$50,800. It has been reported that 18% of older adults aged 65 and older live in poverty. Inflation is impacting everyone in the city including older adults.

While New Orleans is considered an urban area, due to the slow recovery in certain parts of the city such as New Orleans East and the Lower Ninth Ward, residents are forced to go to other areas and/or outside of the city for a variety of essentials as well as amenities.

COMMUNITY FOCAL POINTS

ORLEANS PARISH

2. List community focal points within the PSA (include addresses) as reported on the NAPIS State Program Report. Attach maps of the PSA and indicate all Focal Points.

	Community Served	Name and address of Focal Point	Services Provided	Services Coordinated with other Agencies
1	New Orleans	12 th Ward Save Our Community-2101 Philip Street, 2 nd Floor (75)	3, 9, 10, 13,15, 20, 22, 23, 24, 25, 27, 28 & 29.	Yes
2.	New Orleans	*Arthur Monday Senior Center-1111 Newton Street, Ste 101 (14)	3,6,7, 9, 10, 11, 12,13,15, 20, 22, 24, 25, 27, 28 & 29.	Yes
3.	New Orleans	*Carrollton Hollygrove Senior Center 3300 Hamilton Street, (18)	3,6,9,10, 11,12,13,15, 20, 22, 23, 24, 25, 27, 28, &29.	Yes

4	New Orleans	*Central City Senior Center 2101 Philip Street, 1 st Floor (13)	3,6,7,9,10,11, 12,13,15, 17, 20, 22, 23, 24, 25, 27, 28, &29.	Yes
5.	New Orleans	Gentilly Senior Center 2022 St. Bernard Avenue, Room 227 (16)	6,9,10. 11,12,13, 20, 22, 24, 25, 27,28, &29.	Yes.
6.	New Orleans	Clover Cares Adult Day Care (formerly Kingsley House) 901 Richard Street (30)	2,3,4, 6, 9,10, 13,14, 15, 17, 20, 21, 22, 23, 24, 25, 26, 27, 28, &29.	Yes
7.	New Orleans	Kinship Center 921 South Carrollton Avenue (18)	3,6, 7, 9,10,11,12,13 15, 17, 20, 22, 23, 24,25, 27, 28, &29.	Yes
8.	New Orleans	Lakeview Shepherd Center 316 38 th Street (24)	6,9,10, 11,12,13, 20, 22, 24, 25, 26,27, 28, &29.	Yes
9.	New Orleans	Lower Algiers Senior Center 6400 General Meyer Avenue (31)	3, 6,9,10, 11,12,13,15, 20,22, 24, 25, 27, 28, &29.	Yes
10.	New Orleans	Mercy Endeavors Senior Center 457 Jackson Avenue (30)	3,6,4,9,10,11,12 13,15,20, 22, 24, 25, 27, 28, &29.	Yes
11.	New Orleans	Pontchartrain Park Community Center 6520 Congress Drive (26)	6,7,9,10, 11,12, 13, 20, 22, 24, 25, 27, 28, &29	Yes
12.	New Orleans	*RAI Ministries, Inc-Lower Ninth Ward Senior Center 1616 Fats Domino Street (17)	6, 9,10, 13,20, 22, 24, 25, 27, 28, & 29.	Yes

13.	New Orleans	RAI Ministries, Inc-Senior Center East 9301 Chef Menteur Hwy (27)	6, 9,10,11,12, 13, 20,22, 24, 25, 27,28, &29.	Yes
14.	New Orleans	Treme Community Education Program (Harmony House) 2201 Barracks Street (19)	3,6,9,10,11, 12,13,15, 20,22, 24, 25, 27, 28, & 29.	Yes
15.	New Orleans	New Orleans Council on Aging-Administrative Office 2475 Canal Street, Ste 400 (19)	6,7,8,9,10, 11,12, 13,16, 21,22, 27, 28, 29, 30, 31, 32, 40, &42	Yes

***Located in a city of New Orleans Multi-purpose building.**

GOEA TAXONOMY FISCAL YEAR 2020-23

- | | |
|-----------------------------------|------------------------------------|
| 1. Adult Day Care | 24. Public Education |
| 2. Adult Day Health Care | 25. Recreation |
| 3. Assisted Transportation | 26. Sitter Services |
| 4. Case Management | 27. Telephoning |
| 5. Chore | 28. Utility Assistance |
| 6. Congregate Meals | 29. Visiting |
| 7. Home Delivered Meals | |
| 8. Homemaker | 30. NFCSP Public Education |
| 9. Information and Assistance | 31. NFCSP Information & Assistance |
| 10. Legal Assistance | 32. NFCSP Outreach |
| 11. Nutrition Counseling | 33. NFCSP Case Management |
| 12. Nutrition Education | 34. NFCSP Individual Counseling |
| 13. Outreach | 35. NFCSP Support Groups |
| 14. Personal Care | 36. NFCSP Adult Day Care |
| 15. Transportation | 37. NFCSP Adult Day Health Care |
| 16. Health Promotion (Title IIID) | |
| 17. Counseling | 38. NFCSP Group Respite |
| 18. Crime Prevention Services | 39. NFCSP Individual Care Support |
| 19. Home Repair/Modifications | 40. NFCSP In-Home Respite |
| 20. Material Aid | 41. NFCSP Institutional Respite |
| 21. Medical Alert | 42. NFCSP Material Aid |
| 22. Wellness IIIB | 43. NFCSP Personal Care |
| 23. Placement Services | 44. NFCSP Sitter Services |
| | 45. NFCSP Chore |

46. NFCSP Home Delivered Meals
47. NFCSP Home Repair/Modifications

NEEDS ASSESSMENT

NOCOA was granted access to the Louisiana Statewide Needs Assessment after the training on the Area Plan on September 14, 2022. The survey was emailed to the board of directors, advisory council members, and staff immediately after it was made available.

The Director of Community Services emailed the QR Code to stakeholders and subscribers of the agency's digital newsletter. This included 787 people representing various individuals and organizations. The QR Code was also placed on the agency's website on September 22, 2022.

NOCOA staff spoke at the Senior Companion Program's monthly in-service on September 15th. The survey questions were read aloud to the volunteers in attendance. As a result, 38 paper surveys were completed. NOCOA staff also presented at the Pontchartrain Park Community Center on September 27th and 15 participants completed the survey. NOCOA staff spoke at Mercy Endeavors Senior Center on October 3rd and read the survey questions to participants. As a result, 23 members completed it.

The National Family Caregiver Support Program Manager announced the survey to program participants on a Zoom meeting on September 15th. Surveys were mailed in stamped envelopes to 15 participants. Those 29 programs participants who had email addresses on file were sent the link to complete the survey.

NOCOA provided the link and QR Code of the survey to various senior housing providers on September 26, 2022. They included Providence Housing which manages several senior housing facilities in the city. A representative from Tivoli apartments was sent the survey link. The survey link was also sent to the service coordinator supervisor at the Volunteers of America's Terrace on Tulane senior apartments who is a member of the AAA Advisory Council. Those representing senior housing was asked to complete the survey and share it with their residents.

The digital format of the survey was sent to representatives from organizations providing information and/or services to individuals and their caregivers with cognitive impairments including Alzheimer's disease and dementia. They include the leadership staff of Programs for All Inclusive Care for the Elderly (PACE), Tulane and Ochsner's Brain Health programs. The survey was also sent to Healed 3D, an advocacy group for caregivers of those with Alzheimer's disease.

The survey was sent to the Ombudsman Coordinator for the New Orleans area to get input from those working with nursing home residents. One of the Advisory Council members is a former nursing home administrator and agreed to share the survey link with several nursing home administrators in the area.

Surveys were sent to the Veterans Administration Social Services Department, a major referral source for the home delivered meals and homemaker programs. The Louisiana Associate State Director of AARP was sent the survey to complete. NOCOA's Executive Director sent the survey link to the graduate chapter of the Alpha Phi Alpha Fraternity, Inc in New Orleans.

The People Program NOLA is a center for creative learning which offers adults age 50 and older a place to gather, socialize, and spend their leisure time as a way to combat loneliness and social isolation. They offer over 150 classes in the fall, spring, and summer at two campuses in New Orleans on both the east and westbank. Because members pay a semester fee to take classes, it is often called “elder college.”

Members of the yoga class were also emailed the survey link. One of the instructors distributed paper survey at the lakeshore campus on the east bank on October 3, 2022. Surveys were distributed at the Westbank campus on October 6, 2022. As a result, 60 surveys were collected from this group and entered into the portal by NOCOA staff.

NOCOA Director of Senior Center services provided the paper survey to the 11 subcontracted senior centers and the three NOCOA manages directly. Because the majority of their participants were given paper copies that would require entry into the portal, they were given a deadline of October 11th to return the survey.

Since the Older Americans Act requires inclusion of the LGBTQIA+ community and/or people living with HIV /AIDS in this plan, NOCOA reached out to advocacy groups and service providers of this population. These organizations include New Orleans Advocates for GLBT+ elders, Crescent Care, a Federal Qualified Health Center (FQHC) providing whole person health, sexual health and wellness, and HIV support services, and the New Orleans Regional Aids Planning Council (NORAPC) who are responsible for developing a comprehensive system of care for People Living With HIV (PLWH).

After a conversation with the Executive Director of NOAGE, Jim Meadows about the importance of the survey, he volunteered to send the link to subscribers of a digital newsletter on October 11th. The health planner of the NORPC, Joseph Santiago sent the QR Code of the survey to their members and stakeholders. The electronic version of the needs assessment was also sent to Parent Families and Friends of Lesbians and Gay (P-FLAG), which provides advocacy, support, and education.

The Director of Community Services, Martin Huber, sent the QR Code and survey link to office of the Mayor of the City of New Orleans, the Honorable LaToya Cantrell and members of the New Orleans City Council in early October.

NEEDS ASSESMENT RESULTS

While there was a major push to have the surveys completed electronically, less than 25% of respondents utilized this format.

SURVEY RESULTS-Respondents completed **342** surveys and identified the following needs:

- I) Knowing what services are available and how to get them. 81.2%
- II) Taking part in fun activities (such as crafts, music, games) with others my age. 78.9%
- III) Preventing falls and accidents. 76%
- IV) Having access to the internet. 71.6%

- V) Having someone to talk to when I feel lonely. 68.9%
- VI) Having a senior center near my home. 68.3%
- VII) Information on healthy eating to maintain physical health or overall well-being. 66.9%
- VIII) Transportation to the Senior Center, store, doctor's office, pharmacy, or other location. 65.1%
- IX) Information or help applying for health insurance or prescription coverage. 64.8%
- X) Keeping Warm or Cool as the Weather changes. 62.2%

INFORMATION FROM OTHER AGENCIES SERVING PEOPLE WITH DISABILITIES

NOCOA Director of Community Services emailed the QR Code to those on the Elder Action Coalition List serve which includes 787 individuals representing organizations concerned or serving older adults and those with disabilities. Because the information was entered into a portal, NOCOA does not know which provider completed the survey.

Special efforts were made to include those providers and clinicians working with people with cognitive impairments and dementia including Tulane and Ochsner Brain Health programs, PACE of GNO, and Healed 3D. Because the Alzheimer's Association is included on the list serve, efforts were made to reach out to them also.

The survey link and QR Code was sent to the Ombudsman Director for New Orleans who is responsible for resolving issues with nursing home residents. Efforts were also made to reach out to the Protective Service Organizations in Greater New Orleans. Staff from Elderly Protective Services and Adult Protective Services are included on the list serve. Due to the covid-19 shutdown, many of the organizations and groups that met in-person has not resumed their meetings.

PREVALENT NEEDS IN THE PSA

Due to inflation, information on any program or service providing older adults with vitally needed services at a reduced cost or free would be helpful. This mirrors the number one need identified on the Louisiana Statewide Needs Assessment. NOCOA provides information on utility assistance, medicare savings programs including extra help and the low-income subsidy program, food giveaways, commodities, and any other program or service to benefit older adults.

While survey respondents indicated they wanted to have access to the internet, many lack computers and /or the ability to use them. In speaking with older adults at the community meetings, several barriers were mentioned including costs, security of personal information while using the internet, and the need for adaptive devices to make using the computer easier for people with mobility impairments.

Transportation continues to be an issue for older adults because some are unable or unwilling to drive. Many of these individuals rely on the Regional Transit Authority fixed route or paratransit services for those with disabilities. Some older adults thought the \$2.00 per one way trip for paratransit was expensive for those on a fixed income.

Covid-19 has had negative effects on older adults. Many of those in long term care facilities and with underlying chronic conditions died as a result. During the shut downs associated with the pandemic, isolation was required. This type of social isolation caused depression and anxiety. As a result, many survey respondents indicated wanting to have someone to talk to when they feel lonely.

NOCOA ANSWERS TO THE TOP FIVE NEEDS IDENTIFIED:

Because NOCOA offers a large array of programs and services and has working relationships with other providers in the PSA, that can assist with the majority of needs identified in the survey.

The Aging and Disability Resource Center and the Social Services Department will continue to assist older adults by educating them on the services available and how to get them.

NOCOA manages three senior centers directly and subcontracts with eleven. The Director of Senior Center Services meets bi-monthly with the directors of the senior centers in the NOCOA network. At these meetings, providers of services that would benefit older adults are given an opportunity to speak to the group. If the director feels this service is something that would benefit their senior center participants, providers are invited to speak to the center's participants directly. The Director of Senior Center services also invites church groups and other organizations which serve older adults to these meetings, to learn more about services that are available for older adults.

NOCOA will continue to work with providers and stakeholders serving the LGBTQIA+ community to look for funding for a senior center for this population. NOCOA will continue to work with providers to create meal sites and senior centers in areas of the city that lack them

NOCOA has a license for A Matter of Balance (MOB): Managing concerns about fall awareness and prevention program. Three of the staff are MOB Master Trainers which allows them to teach classes to volunteer lay leader coaches as well as older adults. NOCOA offers classes annually at senior centers in their network. However, NOCOA will make a special effort to train more coaches who work in places where seniors live, congregate, or go to for socialization such as senior centers and the People Program NOLA. By training additional coaches who are employed at specific facilities, this will allow the agency to offer additional classes to more older adults. This will assist with the need of preventing falls and accidents.

Because survey respondents indicated they wanted to have access to the internet, NOCOA will link them to programs to assist. This includes providing information on the Affordable Connectivity Program as well as other organization teaching computer class and providing computers to older adults. Based on the limited number of older adults who completed the survey electronically, there is a need to link seniors to computer classes.

Survey respondents indicated they wanted someone to talk-to when they feel lonely. The National Institute on Aging has a 24 hour hotline exclusively for adults aged 65 and over. NOCOA will continue to share this information about this program with those in their network.

NOCOA staff will also work with the AAA Advisory Council to develop a behavioral health subcommittee to create a directory of mental health resources in Orleans parish. The subcommittee will collaborate with providers to present a workshop on the mental health needs of older adults. The subcommittee will research evidence based mental health programs for the elderly and search for funding for them.

HOW WILL NOCOA ADDRESS THE NEEDS OF THE MOST VULNERABLE:

NOCOA will continue to provide information about programs and services to those older adults and family caregivers who request them. Priority will be given to older adults who are in greatest economic and social need. Special emphasis will be given to low-income minority elders who are socially isolated and/or at risk of institutionalization.

While NOCOA does not provide case management, efforts will be made to link these individuals with needed resources. If necessary, staff will contact additional organizations and/or family members on the client's behalf. In the case of suspected abuse or neglect, NOCOA will contact the protective services on behalf of the elderly or disabled.

HCBS WAITING LIST AND HOW NOCOA WILL ADDRESS IT

NOCOA has a waiting list for its home delivered meals, homemaker, and NFCSP in-home respite programs. The agency will determine if those clients who are receiving home delivered meals fit the homebound criteria and give priority to those individuals who are in the greatest economic and social need for this service. For those individuals who are not eligible, the agency will provide information on comparable services, such as congregate meal sites and senior centers. Currently, the agency is working with a senior housing facility in New Orleans east to become a congregate meal site. NOCOA hopes to offer congregate meals at additional locations. Efforts will be made to secure funding to hire additional staff and purchase more meals and/or supplies to provide services.

The homemaker program continues to be a highly requested service especially after the covid-19 shutdowns. Efforts are being made to provide services to those older adults who are in the greatest economic need. The homemaker staff has been instructed to report any client changes or issues to the homemaker supervisor as soon as possible. As a result, changes will be made to the homemaker's schedules and services provided to those clients who have been granted the service on an alternate basis.

The nursing shortages has trickled down to the NFCSP in-home respite program with the lack of individuals to work as Certified Nursing Assistants and/or Direct Service Workers. The NFCSP program

manager will organize a subcommittee to examine this issue on an agency level. This group will look at how other states and the industry are working to solve this problem.

TARGETING

The 2020 Older Americans Act (OAA) reauthorization identifies specific populations and population subgroups which the Orleans Area Agency on Aging (AAA) must include in their targeting efforts. Currently, required target populations and those in “greatest need” include those residents who identify as Black, Latino, Indigenous/Native Americans, Asian Americans, Pacific islanders, Other Persons of Color, Members of religious minorities, Persons with disabilities, Persons who live in a rural area, Persons of the LGBTQ+ community, Persons with limited English proficiency, Persons caring for another, Persons at risk for institutionalization, Persons living with HIV/AIDS, and Individuals with income at or below the poverty level.

According to the Census reporter, the City of New Orleans consist of 169.5 of square miles. It contains 154, 826 households with a population of 391, 249. Those individuals aged 60 and older are 21% of the total population which is 82,162. The current older adult population has surpassed the pre-Katrina level of 73,311.

African Americans or blacks make up 59% of the city’s population for a total of 230, 836 people. Whites account for 31% of the population for a total of 121, 287 people. Asian Americans account for 3% of the city’s residents which is a total 11, 747 people. The city of New Orleans is 53% female with a total of 207, 361 women.

Census data indicates 89, 987 people which is 23% of the total population live in poverty. Older adults aged 60 and older account for a total of 18% of individuals who live in poverty for a total of 14, 789 people. NOCOA will continue to target those individuals and give priority to older adults who are in the greatest economic need according to the federal poverty guidelines which are published annually.

NOCOA sent the needs assessment to New Orleans Advocates for GLBT Elders (NOAGE), Crescent Care, a Federally Qualified Health Center (FQHC) which provides health care for those with HIV/AIDS, the New Orleans Regional Aids Planning Council (NORAPC), responsible for coordinating services for Persons Living With HIV (PLWH) and Parents Families, and Friends of Lesbians and Gays+ (PFLAG) to determine the needs of these population subgroups. Based on the 341 respondents who completed the survey 19 identified as LGBTQ+.

New Orleans has the third largest population in the nation of individuals aged 60 and older who are HIV positive or have an immune deficiency disease. Due to the stigma of how the disease is contracted, many older adults are uncomfortable talking about it and/or not responsive to education or prevention efforts. Based on these high percentage of older adults contracting HIV, more awareness and prevention efforts are needed.

New Orleans is one of the cheapest places to retire among cities which are considered LGBTQ+ friendly, further adding to the number of older adults in the city. Despite the above, many LGBTQ+ elders express concerns for their safety while living in senior housing and long-term

care facilities and are returning to living a lifestyle where they are withholding information about their sexuality to providers. In 2020, SAGE/NOAGE partnered with Tulane University to survey long term care facilities in the region to determine if they were LGBTQ + friendly, and safe for LGBTQ+ elders to stay, and were there procedures to ensure the population's safety. Three long term care facilities and six senior housing facilities met these criteria.

NOCOA is a partner of NOAGE, the local chapter of SAGE: Advocates for Services for LGBTQ+ Elders with two staff being inaugural board members. Due to term limits, they have rotated off the board but have passed the baton on to another member of the NOCOA staff. One of the NOAGE charter members continues to work with the LGBTQ+ community by serving as a board member for PFLAG. Several NOCOA staff are social workers and are required to obtain Continuing Education Units to maintain licensure. In 2021, they attended the HIV and Aging Summit sponsored by NOAGE and LSU Schools of Medicine and Public Health where they were able to hear presentations from providers and clients about the issues impacting LGBTQ+ older adults and those living with HIV.

AREA PLAN: THEN AND NOW: BARRIERS AND HOW TO OVERCOME THEM

The 2020 Reauthorization of the Older Americans Act requires the inclusion of LGBTQIA+ older adults and those people living with HIV/AIDS. This is new and was not required four years ago. There are several organizations in New Orleans working with these groups. They include New Orleans Gay, Lesbians, Bisexual and Transgender Advocates (NOAGE); Crescent Care, a Federally Qualified Health Center, providing whole person health care, sexual health and wellness, and HIV support services; the New Orleans Regional Aids Planning Council (NORAPC); responsible for coordinating services for Persons Living With HIV (PLWH) and Parents Families, and Friends of Lesbians and Gays+ (PFLAG) to determine the needs of these subgroups.

NOCOA will work closely with the above groups to identify needs of LGBTQIA+ older adults and those individuals living with HIV/AIDS. The Director of Senior Center Services currently serves on the board of PFLAG. The ADRC Program Coordinator is a member of the NOAGE board. One of the AAA advisory council members is also interested in the needs of the LGBTQIA+ elders and has volunteered at a residential housing facility providing services to people living with AIDS. During the needs assessment period, NOCOA was contacted by executive director of Belle Reve which is building a new mixed income, mixed use apartment with particular focus on LGBT+ elders.

NOCOA will collaborate with groups serving those most vulnerable population including the LGBTQIA+ and those living with HIV and AIDS. The Orleans AAA will examine ways to assist family caregivers who are providing services to the elderly loved ones. NOCOA will compile a directory of behavioral health providers working with older adults and educate those in the aging network about these services and/or providers.

IDENTIFICATION OF PRIORITIES

LOUISIANA STATEWIDE NEEDS ASSESSMENT REPORT

The Governor's Office of Elderly Affairs, Louisiana State Unit on Aging, provided the QR code and email link to the statewide aging network on September 13, 2022. It was strongly encouraged the survey be completed electronically. The electronic version of the survey was provided to organizations in the New Orleans Council on Aging network. Martin Huber, Director of Community Services, provided the QR code of the survey to a listserv of over 500 organizations including the Mayor, the City Council, and other elected officials. Other staff were asked to send the QR Code and link to individuals in their network. It was also sent to the agency's board of directors, advisory council members, and staff. Paper copies of the surveys were distributed and the responses were entered into the portal for those who lacked computer access and/or the ability to use them. NOCOA received a total of 342 surveys with staff entering the results for 262.

NEEDS ASSESSMENT RESULTS -Respondents completed **342** surveys and identified the following needs:

- I) Knowing what services are available and how to get them. 81.2%
- II) Taking part in fun activities (such as crafts, music, games) with others my age. 78.9%
- III) Preventing falls and accidents. 76%
- IV) *Having access to the internet. 71.6%***
- V) *Having someone to talk to when I feel lonely. 68.9%***
- VI) Having a senior center near my home. 68.3%
- VII) Information on healthy eating to maintain physical health or overall well- being. 66.9%
- VIII) *Transportation to the Senior Center, store, doctor's office, pharmacy, or other location. 65.1%***
- IX) Information or help applying for health insurance or prescription coverage. 64.8%
- X) Keeping Warm or Cool as the Weather changes. 62.2%

2. EXISTING NOCOA SERVICES TO ADDRESS NEEDS IDENTIFIED:

ARDC/SenioRx and Social Services Department (I and IX)

Senior Centers-NOCOAS manages three and subcontracts with 11. (II and VI)

A Matter of Balance Fall Prevention Program (III)

Expanding the Public Health Worker Grant- (VII)

Transportation options (VIII)

a) Power to Care Utility Assistance Program (X)

1. PRIORITIES IDENTIFIED FROM THE NEEDS ASSESSMENT

Respondents indicated older adults wanted to know what services are available and how to get them. NOCOA has an Aging and Disability Resource Center (ADRC) responsible for assisting older adults and people with disabilities between the age of 18-59 who reside in Orleans, Plaquemines, and St Bernard Parishes with any unmet needs.

NOCOA's Social Services department has an Information and Assistance Specialist who is responsible for answering calls from older adults, family caregivers, and providers who request information on programs and services over the phone or via the agency's website and/or on their social media accounts. The social services staff are provided information on community resources to assist those looking for assistance.

Because the ADRC and Social Services departments are housed in the same area of the office, they can communicate on client issues and discuss frequently requested services. The Assistant Executive Director II/Social Services Director is responsible for providing supervision to the Social Services department which includes the Assistant Social Services Director (ASSD). The ASSD provides supervision to the ADRC Program which includes a program coordinator, outreach worker, and volunteers. The two departments work closely together and are able to collaborate on client issues.

Taking part in fun activities (crafts, music, and games) with others my age was the second highest need identified on the assessment. NOCOA operates three senior centers in which the Director of Senior Center Services provides supervision. This director also provides technical assistance to the 11 centers in which the agency subcontracts. The senior center director facilitates a bi-monthly meeting. Providers are invited to discuss programs and services available to benefit older adults in Orleans Parish. Individuals working with senior groups who are not a part of the NOCOA network are welcomed to attend these meetings to network with others and learn more about programs and services for older adults. Following Hurricane Katrina, Mercy Endeavors Senior Center attended the meeting but did not receive funding from NOCOA. Several years later NOCOA was able to award them funds from city and state grants.

Preventing falls and accidents was the third highest scoring need on the needs assessment. Since 2010, NOCOA has had a license for A Matter of Balance. This is an evidence-based fall prevention and awareness program which offers 16 hours of classroom instruction, videos, and exercise to older adults offered in two-hour increments. Despite the large number of older adults who have taken the class, there are always others who can benefit from the program. Due to the strict requirements associated with evidence-based programming, the class size is limited to 12 people. As a result, NOCOA is limited in how many classes it can offer and the number of older adults who are able to participate.

Information on healthy eating and how to maintain physical health and overall well-being scored sixth on the needs assessment. NOCOA will implement the Eat Smart, Live Strong Program to provide exercise and nutrition education to older adults in and outside of the senior center network by utilizing stipend volunteers. The launch date for this program is January 2023 which is being funded through the Expanding Public Health Workers Grant.

The survey indicated respondents wanted information or help applying for health insurance and prescription drug coverage. NOCOA has a SenioRx Program to assist with these needs. The program staff are certified Medicare counselors. During Medicare open enrollment, they provide information about original Medicare and the various Medicare Advantage Plans.

They also help beneficiaries enroll in the Medicare Savings Plans including low-income subsidy and extra help programs. Finally, they help individuals without insurance and/or prescription drug benefits to apply for free or low- cost medication through the various prescription assistance programs.

Information about keeping warm or cool as the weather changes was identified on the needs assessment. Based on the discussions at the community meetings and the public hearing, there were concerns about the rising costs of utility bills. Several individuals discussed how the Entergy Smart Program has helped them save on their bills by identifying the source of energy leaks and helping to fix them. Others mentioned how levelized billing has helped them keep the cost of their utility bills more manageable.

RESOURCES TO BE DEVELOPED OR EXPANDED TO ADDRESS NEEDS:

Survey respondents indicated the following needs causing NOCOA to develop or expand existing services.

Having access to the internet. (IV)

NOCOA will investigate ways to link older adults to the Affordable Connectivity Program which offers free to low-cost internet service to individuals whose income fall within a certain range. NOCOA will provide this information to older adults and providers within the network.

American Association of Retired Persons (AARP) of Louisiana has been awarded a grant from Google to provide digital literacy trainings to low-income people over the age of 50 with a focus on women and people of color. AARP has provided funds to organizations who have computer labs to offer classes to older adults. NOCOA will work with AARP to link older adults to these classes offered by their subgrantees.

Having Someone to talk to when I feel lonely. (V)

At the beginning of the covid-19 shutdowns, NOCOA provided telephoning to its clients by utilizing a survey developed by the Social Services Director and a member of the board who is a nurse. It included questions about the client's health and knowledge of covid prevention precautions. The staff also provided information on community resources as they became available.

As the covid shutdowns lingered, NOCOA provided information about mental health resources in the community including the National Institute of Aging crisis line exclusively for older adults. NOCOA will continue to provide information about this program to its participants and providers in the network as well as other mental health resources as they become available.

NOCOA and the AAA Advisory Council will form a behavioral health subcommittee to create a directory of mental health providers serving older adults and family caregivers. This subcommittee will sponsor a workshop to educate providers on the mental health needs of older adults and resources to assist them. They will research evidence based behavioral health programs for older adults and look for funding to provide them in New Orleans.

III. Transportation to the Senior Center, store, doctor's office or pharmacy, or other location(s). (VIII)

NOCOA will expand the information it provides on transportation options to older adults in New Orleans provided by the Regional Transit Authority (RTA), RTA paratransit, Medicare Advantage Plans, and rideshare services such as Uber and Lyft. NOCOA will work with Ride New Orleans, a transportation advocacy group on issues impacting older adults in New Orleans.

HOW NOCOA WILL MEET TARGETING MANDATES:

NOCOA's staff will continue to work with organizations providing services to the Lesbian Gay, Bisexual, and Transgender + community such as New Orleans Advocates for LGBTQ+ Elders (NOAGE). The ADRC Program Coordinator is a member of the NOAGE Board. The Director of Senior Center Services is a board member of the Parents, Families, and Friends, of Lesbians and Gays (PFLAG). NOCOA is on the listserv for the New Orleans Regional Aids Planning Council. As a result of NOCOA involvement with these groups, staff will learn of the needs of this subgroup and share this information to other staff and stakeholders. NOCOA will continue its commitment to serving the needs of the LGBTQIA older adults and people living with HIV and AIDS.

The National Family Caregiver Program Manager will organize a subcommittee to examine the needs of relatives as caregivers. One of the priorities will include investigating how other programs and states are managing the shortage of Certified Nursing Assistants and/or Direct Service Workers to provide in-home care. They will also research adaptive aids and/or technology that can be of assistance to family caregivers.

NOCOA and the AAA Advisory Council will develop a behavioral health subcommittee. This group will research programs to assist older adults with their mental health needs. This includes developing a directory of behavioral health service providers in New Orleans for older adults. They will sponsor a workshop for providers and family caregivers on the mental health needs of older adults. They will also research evidence based mental health programs for older adults and search for funding for them.

NOCOA will provide information on healthy eating and exercise to help older adults maintain their physical health through the Expanding Public Health Workers Grant which will be funded until FY2024. NOCOA will utilize the Eat Smart, Live Strong program to offer exercise and nutrition programs to older adults in the agency's senior center network and to individuals outside it such as the New Orleans Recreation Department and churches which have a large number of older adult members and/or ministries. Volunteers will teach classes to older adults and be paid for their service.

Budgetary Impacts of the Needs Prioritized

NOCOA has existing programs and services to meet many of the needs indicated on the needs assessment. As a result, no major budgetary impacts are anticipated. While no additional funding

is anticipated to meet the needs prioritized, coordination is required. The Assistant Executive Director II will work with the AAA Advisory Council and NOCOA administrative staff to achieve the goals identified. When possible, the agency will utilize volunteers and/or interns from local universities and the senior community employment program.

The Orleans AAA Advisory Council will work to provide information about the Affordable Connectivity Program and other resources offering low-cost internet services to older adults. NOCOA will also provide information about AARP digital literacy classes to older adults in New Orleans since survey participants indicated they wanted access to the internet.

NOCOA will expand the information it provides on transportation options for older adults such as those offered by the RTA, RTA paratransit, Medicare Advantage plans and rideshare programs, Uber and Lyft. The agency will contact Ride New Orleans, a transportation advocacy group to determine how they can assist older adult riders who have experienced challenges with the RTA and its paratransit services.

NOCOA will offer information about mental health resources available for older adults in Orleans Parish. This will include developing a subcommittee to identify programs available to assist. This group will also identify potential speakers for a workshop for providers and family caregivers. Finally, they will identify evidence based mental health programs and the cost associated with providing them in New Orleans.

AREA PLAN GOALS

GOAL ONE: NOCOA staff and the Orleans Area Agency on Aging (AAA) Advisory Council will form a behavioral health subcommittee to identify programs and services for older adults and their caregivers to reach out to when they are feeling lonely and need someone to talk to, publish a directory of mental/behavior providers serving older adults in the Greater New Orleans area, and host a workshop to educate providers and family caregivers on the mental health needs of older adults and resources to assist them. The committee will research evidence based mental health programs and search for funding for them.

RATIONALE: Many older adults identified having someone to talk to when they feel lonely as important on the Louisiana Statewide Needs Assessment. Based on the social isolation mandated during the covid-19 shutdowns of 2020-21, many older adults are still dealing with its effects including loneliness and depression.

This goal/objective will expand OAA Core Program (Information and Assistance) and services provided to caregivers. (JULY 1, 2023- JUNE 30, 2027)-CONTINUOUS

Goal Number and Objectives

OBJECTIVE 1.1: NOCOA staff will convene a meeting with members the AAA Advisory Council to identify behavioral health services for older adults in Orleans parish. This group will be called the NOCOA behavior health subcommittee.

OUTCOME 1.1: The NOCOA behavioral health subcommittee will contact organizations providing behavior health services to older adults in Orleans parish to learn more about their programs and eligibility requirements.

MEASUREMENT: The behavior health subcommittee will publish a directory of organizations providing behavior health services to older adults in Orleans parish and update the information annually.

PROJECTIONS:

FY 24-To form a behavior health subcommittee.

FY 25-To create a directory of organizations and individuals providing mental/behavioral health services in New Orleans and distribute information to the NOCOA network.

FY 26-To update the directory.

FY 27- To provide the directory to those providers and caregivers who attend the mental health workshop sponsored by the behavioral health subcommittee and to those individuals who request it.

OBJECTIVE 1.2: The behavior health subcommittee will identify topics and potential speakers to present at a workshop about some aspect of the behavioral health needs of older adults in Orleans parish.

OUTCOME: The behavior health subcommittee will develop a workshop about the mental health needs of older adults.

MEASUREMENT: The behavior health subcommittee will identify relevant topics and potential presenters to speak on the behavioral health needs of older adults.

PROJECTIONS:

FY 2024-The behavioral health subcommittee will identify topics, potential speakers, and a facility to host a workshop about the behavioral health needs of older adults.

FY 2025-The committee will identify potential sponsors and examine the feasibility of offering continuing education units for health care providers at the workshop.

FY 2026-NOCO will advertise the workshop to members of their network, on the agency's website, and social media platforms.

OBJECTIVE 1.3: The behavioral health subcommittee will research evidence based mental health programs for older adults and search look for funding to offer these programs to older adults in New Orleans.

OUTCOME: The behavioral health subcommittee will identify evidence based mental/behavioral health programs for older adults and the costs. The subcommittee will also search for funding to provide them.

MEASUREMENT: The behavioral health committee will identify evidence based mental health programs for older adults and their costs while looking for potential funders.

FY 26-Identify evidence based mental/behavioral health programs for older adults and their costs.

FY 27-Search for funding for the evidence based mental/behavioral health programs identified.

GOAL TWO: NOCOA will facilitate nutrition and exercise classes to improve the health of older adults. The agency will utilize funding from the Expanding the Public Health Workforce Grant to provide information on healthy eating and exercise to older adults at senior centers and other places where seniors congregate including places outside of the NOCOA network. (FROM JULY 1, 2023-JUNE 30, 2024-YEAR ONE)

RATIONALE: While covid-19 had a negative effect on many groups of individuals, older adults have been severely impacted. Research indicates those in poor health and with underlying conditions were the most susceptible to the virus. Information on healthy eating to maintain physical health and overall well-being scored seventh on the Louisiana Statewide Needs Assessment. NOCOA will provide several incentives for those who participate in the classes including a produce box offered from Top Box, food co-op, polo shirt with an agency/program logo, and healthy snacks.

This goal/objective will satisfy the Covid requirement.

OBJECTIVE 2.1: NOCOA will provide presentations at the senior center directors meeting and at various senior centers and places where seniors congregate to recruit individuals to participate in the nutrition and exercise classes utilizing the Eat Smart, Live Strong Program which consist of 4 classes held for one hour each.

OUTCOME: NOCOA will provide presentations about the Eat Smart program to those individuals in their network.

MEASUREMENT: This objective will be measured by the number of presentations provided in the NOCOA senior center network and places where seniors congregate.

FY24-NOCOA will provide up to 6 presentations on the Eat Smart Program.

FY25-NOCOA will examine the feasibility of offering additional classes to those individuals in their network and make presentations about the program, once the Expanding public health workers grant has ended.

OBJECTIVE 2.2: NOCOA will recruit participants for the Eat Smart classes outside of their traditional network.

OUTCOME: NOCOA will make presentations to recruit participants at places where seniors congregate outside of the New Orleans network.

MEASUREMENT: This objective will be measured by the number of presentations done to groups outside of the NOCOA network such as senior housing facilities, senior church groups, and other places where seniors congregate.

FY 24- NOCOA will provide presentations to three senior groups outside of their network about offering classes to older adults

OBJECTIVE 2.3: NOCOA will offer classes to older adults in and outside of its senior center network.

OUTCOME: NOCOA will offer classes to senior groups in and outside of the senior center network and places where senior congregate.

MEASUREMENT: This objective will be measured by the number of classes offered to older adults in and outside of the senior center network.

FY 24-NOCOA will offer up to 48 classes to older adults.

FY 25-Based on funding availability, NOCOA will offer additional classes to older adults.

GOAL THREE: The New Orleans Council on Aging will work with groups providing services and/or advocacy on behalf of LGBTQIA* older adults and/or those living with HIV/AIDS. NOCOA will collaborate on projects serving the LGBTQIA+ elders and/or those living with HIV/AIDS (By JULY 1, 2023-JUNE 30, 2024) -CONTINUOUS

RATIONALE: The Older Americans Act requires the inclusion of LGBTQIA+ elders and/or those older adults living with HIV/AIDS as vulnerable populations. New Orleans has the third largest population in the nation of individuals aged 60 and over who are HIV positive or have an immune deficiency disease. Due to the stigma, many older adults are uncomfortable talking about it and unresponsive to prevention efforts. New Orleans is one of the cheapest places to retire among cities which are considered LGBTQIA+ friendly. NOCOA anticipates the number of older people in this subgroup will increase.

There are various groups in New Orleans working with the LGBTQIA+ community and/or older adults living with HIV/AIDS. They include the New Orleans Advocates for LGBTQIA elders (NOAGE), Crescent Care, formerly the No Aids Task Force, a Federally Qualified Health Center providing whole person health care, sexual health and wellness programs, and HIV support services. The New Orleans AIDS Regional Planning Council (NOARPC) responsible for developing and maintaining a comprehensive system of care for People Living With HIV (PLWH) and the Parents, Families, and Friends of Lesbians and Gays (P-FLAG). By working with them, NOCOA will learn about their unique needs.

Because the LGBTQIA+ community has traditionally been discriminated against, research indicates many keep their sexual identity a secret when they become older

and need medical services and long-term care. In 2020, SAGE/NOAGE partnered with Tulane University to survey senior housing and long term care facilities in the region to determine if they were LGBTQ+ friendly and had policies to ensure this population's safety. Three long term care facilities and six senior housing facilities answered positively.

OBJECTIVE 3.1: NOCOA staff and/or volunteers will continue to work with groups serving those who identify as LGBTQIA+ and/or those people living with HIV/AIDS.

MEASUREMENT: This will be measured by staff and/or volunteers sharing information indicating they attended a meeting and/or working on projects or groups to support members of the LGBTQIA+ community and/or those individuals living with HIV/AIDS.

PROJECTIONS:

FY 24-NOCO staff and/or volunteers will share information they received while attending a meeting or event sponsored by one of the various groups addressing the needs of the LGBTQIA+ community and/or those living with HIV/AIDS.

FY 25-NOCO staff and/or volunteers will attend a meeting of one of the various groups addressing the needs of the LGBTQIA+ community and/or those living with HIV/AIDS.

FY 26-NOCO staff and/or volunteers will participate in an activity or event sponsored by one of the various groups addressing the needs of the LGBTQIA+ community and/or those living with HIV/AIDS.

OBJECTIVE 3.2: NOCOA will work closely with LGBTQIA+ service providers to become aware of the needs of older adults who identify as members of this group.

OUTCOME: To have a representative of an organization serving LGBTQIA+ older adults and/or those living with HIV/AIDS report annually at the New Orleans Council on Aging/Orleans Area Agency on Aging (AAA) Advisory Council and/or staff meeting.

MEASUREMENT: This would be measured by reviewing the minutes of NOCOA staff and/or AAA Advisory Council meetings and/or training registrations.

PROJECTIONS:

FY 24-NOCO staff and/or community representatives will share information from presentations or scholarly reports about issues impacting the LGBTQIA+ community and/or those older adults living with HIV/AIDS with staff, advisory council members, and/or volunteers annually.

FY 25-Information about the LGBTQIA+ community and/or those living with HIV/AIDS will be shared with the AAA Advisory Council, staff, and/or volunteers and the NOCOA management team annually.

FY 26- Information about the LGBTQIA+ community and/or those living with HIV/AIDS will be shared with the AAA Advisory Council, staff, and/or volunteers annually.

FY 27- Information about the LGBTQIA+ community and/or those living with HIV/AIDS will be shared with the AAA Advisory Council, staff, and/or volunteers annually.

OBJECTIVE 3.3: NOCOA staff will attend meetings, workshops, or conferences sponsored or facilitated by providers and/or experts in the field working with the LGBTQIA+ community and/or those individuals living with HIV and AIDS.

MEASUREMENT-This will be measured by proof of meeting attendance including registration and /or a Continuing Education Certificate.

PROJECTIONS:

FY 24-NOCOA staff and/or volunteers will attend a meeting, workshop, and/or review a newsletter, or scholarly report and share information with the AAA Advisory Council, staff and/or volunteers.

FY 25-NOCOA staff and/or volunteers will attend a meeting, workshop, and/or review a newsletter or scholarly report and share information with the AAA Advisory Council, staff, and/or volunteers

FY 26- NOCOA staff or volunteer will attend a meeting, workshop, and/or review a newsletter or scholarly report and share information with the AAA Advisory Council, staff, and volunteers.

FY 27- NOCOA staff or volunteer will attend a meeting, workshop, and/or review a newsletter or scholarly report and share with the AAA Advisory Council, staff, and/or volunteers.

FY 26-NOCOA staff or volunteers will collaborate on a project with one of the groups addressing the needs of the LGBTQIA+ and/or those individuals living with HIV/AIDS community specifically those working with older adults.

GOAL FOUR: The New Orleans Council on Aging will launch an awareness campaign to provide information about its home and community-based services and other services it provides to older adults and family caregivers in the New Orleans.

RATIONALE: Survey respondents indicated overwhelmingly they wanted to know what services are available to them and how to get them. It ranked number one of the Louisiana Statewide Needs Assessment distributed by the New Orleans Council on Aging. This is not surprising considering 10,000 people turn age 65 daily. NOCOA

hopes its awareness campaign will increase the agency's exposure and they gain additional clients, volunteers, and funders. NOCOA would also like to educate a new group of older adults and/or their caregivers about the programs and services offered in Orleans parish.

This goal/objective satisfies both the Older Americans Act (OAA) Core Program and expands access to Home and Community Based Services (HCBS) requirements. (BY JULY 1, 2023-JUNE 30, 2027)-CONTINUOUS

OBJECTIVE 4.1: NOCOA staff will contact television stations including cable access about the cost associated with promoting their programs, services, and/or agency events. NOCOA will also utilize Senior Profile, its cable access program, to inform the senior population on the effects of aging.

MEASUREMENT: This will be measured by counting the number of media outlets NOCOA contacted about being featured.

PROJECTIONS:

FY 24-NOCO A Director of Community Services and/ or designee will contact local television stations to learn more about their pricing structure and fees for non-profit organizations.

FY 25-NOCO A Director of Community Service will develop an agency media policy and educate members of the management on how create a sample press release to utilize for television media to promote agency programs, services, or events.

FY 26-NOCO A staff will contact three television stations about promoting a program, service, or event.

FY 27- NOCO A staff will contact at least one television station about featuring a program, service, or event.

OBJECTIVE 4.2: NOCOA will contact radio stations about the costs associated with having a program, service and/or events featured.

MEASUREMENT: This will be measured by the email/letter indicating NOCOA has contacted various radio stations about having a program, service, or event featured on the radio.

PROJECTIONS:

FY 24- NOCO A Director of Community Services and/ or designee will contact local radio stations to learn more about their pricing structure and fees for non-profit organizations.

FY 25-NOCO A Director of Community Service will develop a radio media policy for the agency which will include educating members of the management team on how to create a sample press release for radio media.

FY 26-NOCOA will reach out to three radio stations to promote a program, service, or event.

FY 27-NOCOA will reach out to two radio stations about promoting a program, service or event.

OBJECTIVE 4.3: NOCOA will contact the local newspaper to learn more about the cost associated with having a program, service, and/or agency sponsored event featured in a publication.

MEASUREMENT: This will be measured by an email or letter indicating NOCOA has inquired about the cost of having a program, service, or event featured in the local newspaper.

FY-24-NOCOA Director of Community Services or designee will contact the local paper to learn more about free media and/or cost in having the agency, program, service, or event featured.

PROJECTIONS:

FY 25-NOCOA Director of Community Services or designee will provide information and/or training to staff on how to create a sample press release for print media to have a program, service, or event featured in the newspaper.

FY 26- NOCOA Director of Community Services will research funding options to pay for print media to promote an agency event, program, or service.

FY 27-NOCOA will utilize print media to promote the agency, program, or event in the local newspaper.

GOAL FIVE-NOCOA will provide information about transportation options available to older adults and people with disabilities in New Orleans including getting involved with RIDE New Orleans, a transportation advocacy group.

RATIONALE-Transportation plays a major role in the lives of older adults. Due to disabilities, the high cost of gas, car maintenance, insurance, and safety on the road, many older adults are unable or unwilling to drive. As a result, they must rely on others for transportation. Transportation to the senior center, store, doctor's office, pharmacy or other locations scored eighth on the Louisiana Statewide Needs Assessment.

This goal/objective fulfills the Older Americans Act (OAA) Core Programs by providing information on transportation options (July 1, 2024-June 30, 2025)-Year 2.

OBJECTIVE 5.1-NOCOA will contact transportation providers to identify the various options available to older adults in New Orleans including the Regional Transit Authority (RTA), RTA paratransit (for those with disabilities), those offered by the Medicare Advantage plans, and rideshare services like Uber and Lyft .

MEASUREMENT- This objective will be measured by evidence of contact made with representatives from the above groups.

PROJECTIONS:

FY 25-NOCOA will contact transportation providers to determine the various options available for older adults and people with disabilities in Orleans parish by October 31, 2024.

OBJECTIVE 5.2- NOCOA staff will compile a directory of various transportation options available for older adults and people with disabilities in New Orleans.

MEASUREMENT -This will be measured by the directory which will include names of providers and their fees.

PROJECTIONS:

FY 25-NOCOA will compile information of transportation options available for older adults and people with disabilities in New Orleans by January 31, 2025.

OBJECTIVE 5.3- NOCOA will attend a meeting of RIDE New Orleans to learn more about their work to create a more equitable transit system.

MEASUREMENT-This will be measured by attendance at a Ride New Orleans meeting.

PROJECTIONS:

FY 25- NOCOA staff or volunteer will attend a RIDE New Orleans meeting by June 30, 2025.

GOAL SIX- NOCOA will form a caregiver subcommittee, develop a survey or conduct a focus group for caregivers to share their views on what is needed to assist them in caring for their loved ones, research various caregiving training and/or education modules, and investigate direct aid programs being offered to family caregivers and search for funding options for these programs.

RATIONALE-Family Caregivers provide vitally needed services by caring for their loved ones in the home. Due to the various effects of caregiving, many caregivers suffer from caregiver burn-out, depression, and negative health outcomes. NOCOA would like to support caregivers providing vitally needed services to their loved ones.

This goal and objectives will satisfy the caregiving requirement which is a priority in the development of the FY 2023-27 Area Plan. (July 1, 2023-June 30, 2027)-
CONTINUOUS

OBJECTIVE 6.1-NOCOA NFCSP Manager will convene a caregiver subcommittee which will include staff, providers, and a caregiver to determine the needs of those who are clients of the NOCOA NFCSP.

MEASUREMENT- This will be measured by the minutes from the meeting of this subcommittee.

PROJECTIONS:

FY24 -The subcommittee will meet by June 30, 2024.

OBJECTIVE 6.2-The subcommittee will develop a survey and/or host a focus group to determine the needs of the caregivers who are enrolled in the NOCOA NFCSP.

MEASUREMENT-This objective will be measured by the development of the survey instrument and the results from the focus group and survey.

PROJECTIONS:

FY 2024-

FY 2025-The survey instrument will be developed and distributed to participants of NOCOA NFCSP and the results will be analyzed by June 30, 2025.

OBJECTIVE 6.3-The subcommittee will research resources to assist caregivers based on the survey results.

MEASUREMENT-This objective will be measured from the minutes of the meeting(s) and will be shared with the caregivers.

PROJECTIONS:

FY 2026-This objective will be completed by June 30, 2026.

OBJECTIVE 6.4-The subcommittee will search for grants to help fund the needs of caregivers and/or programs identified to assist them in the caregiving role.

MEASUREMENT-This objective will be measured by the grant options researched and any grant applications completed.

GOAL SEVEN-To provide information to older adults on how to access the internet, provide information on organizations offering computer training including using the internet and social media platforms, and programs offering low-cost internet services.

RATIONALE-Older adults indicated having access to the internet was important to them with it ranking fourth on the Louisiana Statewide Needs Assessment. While the needs assessment was made available via QR Code and through an internet link, many individuals were unable to use either of them. Due to these limitations, NOCOA utilized paper surveys and entered the responses. While discussing this matter at the community meetings, several older adults gave various reasons for not having the internet including cost, fear, the lack of knowledge of how to use computer, and security concerns.

This goal and objective of providing information satisfies the Older American Act (OAA) Core services requirement.

OBJECTIVE 7.1-NOCOA will provide information on computer classes being offered by AARP through its digital literacy grant from Google to older adults in the NOCOA network and those callers who express an interest.

MEASUREMENT- This will be measured by emails sent to the AARP staff requesting information about the program.

PROJECTIONS-This objective will be completed by FY 24.

OBJECTIVE 7.2- NOCOA will provide information on computer classes being offered to individuals in their network and callers who express an interest.

PROJECTIONS-

FY 24-This objective will be completed by FY 24.

OBJECTIVE 7.3-NOCOA will provide information on the Affordable Connectivity Program and other various low- cost internet options available to older adults.

MEASUREMENT- This will be measured by providing information on the Affordable Connectivity Program

FY 24-This objective will be completed by FY 24.