

2024-2027 FOUR-YEAR AREA PLAN

■ ■ ■ ■ ■ *Program Module*



SENIOR CONNECTION CENTER

Planning and Service Area: 6

Submission Date: **September 9, 2026**



Table of Contents

Contents

Introduction to the Area Plan	4
Program and Contract Module Certification	6
AAA Board of Directors	8
AAA Advisory Council	12
Funds Administered and Bid Cycles	15
Resources Used	16
Executive Summary	17
Mission and Vision Statements	20
Spotlight on Success Stories	22
Profile	27
Identification of Counties:	27
Identification of Major Communities:	37
Socio-Demographic and Economic Factors:	40
Economic and Social Resources:	47
Description of Service System:	49
Role in Interagency Collaborative Efforts:	82
Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis	88
Performance Analysis and Targeted Outreach	92
Performance Analysis:	92
2021 PSA 6 Performance Analysis	95
2022 PSA 6 Performance Analysis	120
2023 PSA 6 Performance Analysis	132
2024 PSA 6 Performance Analysis	144
Targeted Outreach Plan:	156
2024 Outreach and Education Plans with 2022 Reporting	161
2025 Outreach and Education Plans with 2023 Reporting	182
2026 Outreach and Education Plans with 2024 Reporting	201
2027 Outreach and Education Plans with 2025 Reporting	220
Unmet Needs and Service Opportunities	243
Access to Services:	244
Caregiver:	247
Communities:	249

Health Care:	254
Home and Community-Based Services (HCBS):	258
Emergency Preparedness	262
Goals, Objectives, and Strategies.....	270
Direct Services Waiver Request Form.....	296
Assurances & Attestations.....	297

[Remainder of page left blank]

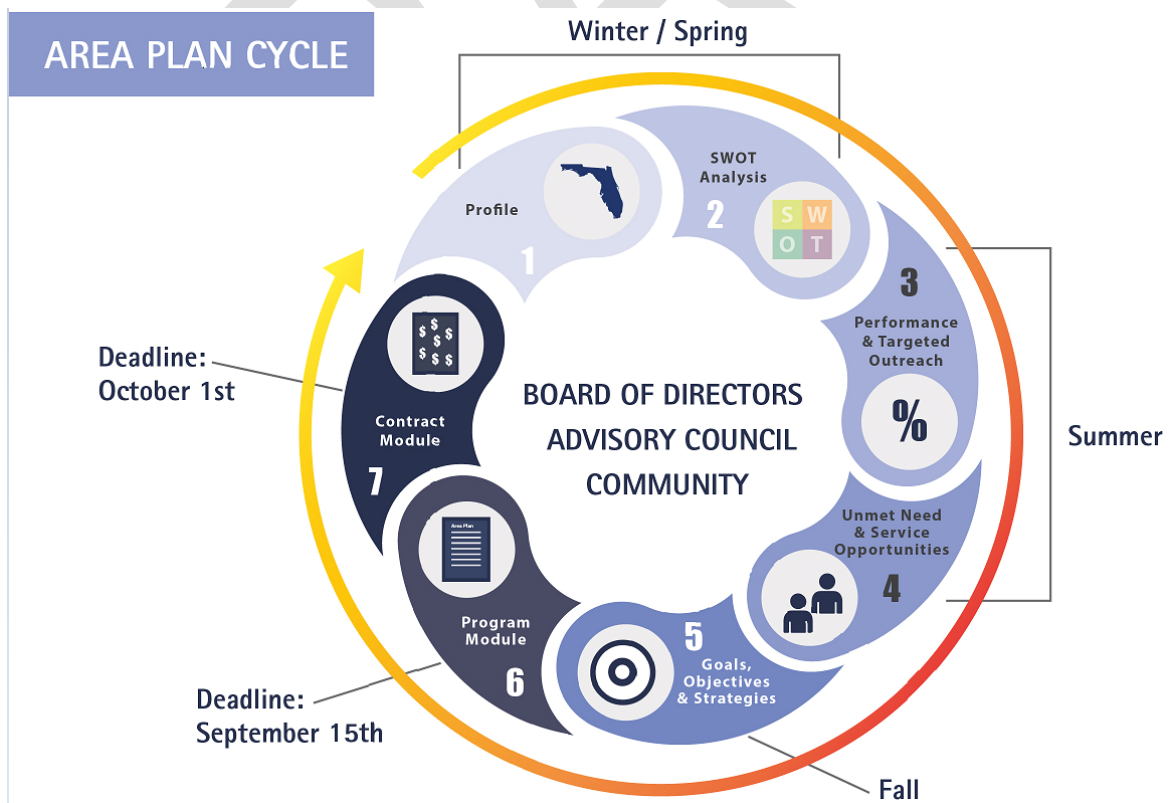
Introduction to the Area Plan

The Area Plan describes in detail the specific services to be provided to the population of older adults residing in each Planning and Service Area (PSA). The plan is developed from an assessment of the needs of the PSA as determined by public input that involves public hearings, the solicited participation of those affected and their caregivers, and service providers. The plan also states the goals and objectives that the Area Agency on Aging (AAA) and its staff and volunteers plan to accomplish during the planning period. This four-year cycle is for the period of January 1, 2024, through December 31, 2027.

The Area Plan is divided into two parts, the Program Module and the Contract Module. The Program Module includes a profile of the PSA; a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis; an analysis of performance and unmet needs; the service plan including goals, objectives, and strategies; assurances; and other elements relating to the provision of services.

The Contract Module includes the elements of the plan relating to funding sources and allocations, as well as other administrative/contractual requirements, and otherwise substantiates the means through which planned activities will be accomplished.

In planning to produce the Area Plan, AAAs should consider the following Area Plan development cycle.



This recommended planning cycle features the development of the PSA Profile, followed by the completion of the comprehensive SWOT analysis during the winter and spring of the Area Plan submission year. The summer should feature the development of the Performance and Targeted Outreach and Unmet Need and Services opportunities components of the Area Plan. With the completion of these components, the AAA will be prepared to address the Goals, Objectives, and Strategies component of the Area Plan.

With the completion of each stage in development of the Area Plan, the AAA is required to submit the respective components to Department of Elder Affairs (DOEA) through their contract manager for review and feedback.

By the spring of each year, the DOEA will directly email Area Agencies on Aging executive directors. This email will include the Area Plan Program Module Template, Instructions, Area Plan Contract Module Template, and a table of due dates for submission of the Area Plan Cycle components.

[Remainder of page left blank]

Program and Contract Module Certification

AREA AGENCY ON AGING (AAA) INFORMATION:

Legal Name of Agency: Senior Connection Center, Inc.

Mailing Address: 8928 Brittany Way, Tampa, FL 33619

Telephone: (813) 740-3888 FEDERAL ID NUMBER: 59-2074063

CERTIFICATION BY BOARD PRESIDENT, ADVISORY COUNCIL CHAIR, AAA DIRECTOR:

I hereby certify that the attached documents:

- Reflect input from a cross section of service providers, consumers, and caregivers who are representative of all areas and culturally diverse populations of the Planning and Service Area (PSA).
- Incorporate the comments and recommendations of the Area Agency's Advisory Council.
- Have been reviewed and approved by the Board of Directors of the Area Agency on Aging.

Additionally:

Signatures below indicate that both the Program Module and the Contract Module have been reviewed and approved by the respective governing bodies.

I further certify that the contents are true, accurate, and complete statements. I acknowledge that intentional misrepresentation or falsification may result in the termination of financial assistance. I have reviewed and approved this 2024-2027 Area Plan.

President, Board of Directors

Name: Kim Borsheim Signature: _____

Date: _____

Advisory Council Chair

Name: Lorraine Grace Signature: _____

Date: _____

Executive Director, Area Agency on Aging

Name: Kim Northup Wright Signature: _____

Date: _____

Signing this form verifies that the Board of Directors and the Advisory Council and AAA Executive Director understand that they are responsible for the development and implementation of the plan and for ensuring compliance with the Older Americans Act Section 306.

DRAFT

AAA Board of Directors

Membership Composition:

Senior Connection Center (SCC) shall have one class of voting Directors. The Board of Directors shall contain leaders in the community who have the respect, capacity, and authority necessary to convene all interested persons, assess needs, design solutions, track overall success, stimulate change, and plan community responses for the present and for the future. Directors shall reside or work in the Planning and Service Area. The Board of Directors shall seek to have broad representation. The Board of Directors shall consist of the following Director positions:

One Director from Hardee/Highlands counties,
Five Directors from Hillsborough County,
Two Directors from Manatee County,
Three Directors from Polk County, and
Two at-large members representing targeted industries and expertise not identified through the county representation (which could include rural expert, academician, health care, financial institution or expert, elder law, and social services).

Frequency of Meetings:

Regular meetings of the Board of Directors shall be held at least quarterly for the transaction of business.

Committee meetings are established on set schedules or formally called by the Chair of the Committee or Board Chair, as needed.

Special meetings of the Board of Directors may be called by the Board Chair or by written request to the Board Chair by two Directors.

The 2026 Board of Directors meetings schedule is as follows:

- February 3
- March 3
- May 5
- June 2
- September 8
- October 6
- November 3

The proposed 2027 Board of Directors meetings schedule is as follows (subject to change):

- [Pending]

Officer Selection Schedule:

The Membership and Nominations Committee shall, after consideration of the qualifications of the individuals qualified to serve as Officers, place before the Directors of the corporation at its annual meeting, a slate of nominees, one of each Officer position. At said meeting any other Director of the Corporation may also place into nomination for any office, other eligible individuals not previously nominated, provided such person has agreed to serve if elected. Officers shall assume duties at the next Board of Directors meeting following the annual meeting of the corporation. Each Officer shall hold office until his or her death, resignation, retirement, removal, disqualification, or his or her successor shall have been elected and qualified.

[Remainder of page left blank]

AAA Board Officers:

Title	Name	Term
Chair	Kim Borsheim <i>Manatee County</i>	Officer Term 02/26-02/27 Board Term 02/26-02/29
Vice Chair	Terry Gubbins <i>Manatee County</i>	Officer Term 02/26-02/27 Board Term 02/26-02/29
Treasurer	Gil Machin <i>Hillsborough County</i>	Officer Term 02/26-02/27 Board Term 02/24-02/27
Secretary	Marilyn Brunner <i>Polk County</i>	Officer Term 02/26-02/27 Board Term 02/24-02/27

[Remainder of page left blank]

AAA Board of Directors Membership:

Name	Occupation / Affiliation	County of Residence or Primary Work	Member Since	Current Term of Office
Kim Borsheim	Managing Director, Lakewood Ranch Concierge Hospitalists	<i>Manatee County</i>	09/22	02/26-02/29
Terry Gubbins	Retired Pharmacist	<i>Manatee County</i>	09/22	02/26-02/29
Gil Machin	Retired Certified Public Service Manager	<i>Hillsborough County</i>	02/21	02/24-02/27
Marilyn Brunner	Retired Registered Nurse	<i>Polk County</i>	02/21	02/24-02/27
Danielle Faller	Elder Law Attorney, Hemness Faller Elder Law	<i>Hillsborough County</i>	03/24	03/24-02/28
Eileen Poiley	Director of Education, USF Health Byrd Alzheimer's Institute	<i>Hillsborough County</i>	10/23	02/24-02/27
Dr. Lindsay Peterson	Associate Professor of Research, USF School of Aging Studies	<i>Hillsborough County</i>	03/25	02/25-02/28

[Remainder of page left blank]

AAA Advisory Council

Council Composition:

The Advisory Council shall consist of a minimum of eleven (11) members:

One from Hardee/Highlands counties,
Five members from Hillsborough County,
Two from Manatee County, and
Three from Polk County.

No more than 13 members shall serve on the Council. They will all be considered voting members. The membership composition shall reflect the demographics of the PSA.

The Advisory Council members will consist of older individuals, including minority individuals, who are participants or who are eligible to participate in programs funded by the Older Americans Act, representatives of older individuals, local elected officials, and the public. The Council will strive to maintain a majority of older individuals (60+) in its membership.

Advisory Council recruitment efforts have included advertising through SCC's electronic newsletter and social media pages, and recruitment is a standing item on the Advisory Council's agenda.

Frequency of Meetings:

The Advisory Council shall hold at least four meetings each year. Additional meetings may be held as needed.

The 2026 Advisory Council meetings schedule is as follows:

- March 25
- June 24
- September 9
- November 18

The proposed 2027 Advisory Council meetings schedule is as follows (subject to change):

- [Pending]

Member Selection Schedule:

The Membership Committee for the Advisory Council shall receive nominations for membership and shall assess the nominee in accordance with the following criteria:

- a. The Advisory Council will strive to maintain a majority of older persons and include minority individuals and persons who either are, or are eligible to be, participants in the Older Americans Act programs.
- b. Prospective members must have a commitment to the needs and concerns of the elderly.
- c. Prospective members must be willing to commit time and energy to the work of the Council.

Following a formal interview, the Membership Committee will recommend the nominee to the Council for approval at the next regularly scheduled meeting of the Advisory Council.

Service Term(s):

Members of the Advisory Council will serve for terms of three years and shall be eligible to succeed themselves for an additional term of three years. However, it is and has been the intent of the Advisory Council that if an Advisory Council position remains unfilled, the Advisory Council may fill the vacancy with an Advisory Council member or former member regardless of the number of terms that member has served.

[Remainder of page left blank]

AAA Advisory Council Members:

Name	Occupation / Affiliation	County of Residence or Primary Work	Member Since	Current Term of Office	60+ (yes/no)	Race	Ethnicity
Lorraine Grace, Chair	Retired	Manatee County	2025	02/25-02/28	Yes	White	Non-Hispanic
Leslie Jamesson, Vice Chair	YMCA of West Central Florida	Polk County	2022	02/26-02/29	Yes	White	Non-Hispanic
Elizabeth Heyne, Secretary	James A. Haley VA Hospital	Hillsborough County	2024	02/25-02/28	No	White	Non-Hispanic
Allison (Allie) Bates	Community Coordinator	Polk County	2026	02/26-02/29	No	White	Non-Hispanic
CherylAnn Haley	Volunteer Coordinator	Hillsborough County	2026	02/26-02/29	No	White	Non-Hispanic
Dr. Kalen Range	Retired	Hillsborough County	2024	02/25-02/28	Yes	Black	Non-Hispanic
Nancy Braswell	Tampa General Hospital	Hillsborough County	2026	02/26-02/29	Yes	White	Asian/Pacific Islander
Sue Sinquefield	Retired	Manatee County	2024	06/24-02/28	Yes	White	Non-Hispanic

[Remainder of page left blank]

Funds Administered and Bid Cycles

The following funds are administered by Senior Connection Center (SCC) for PSA 6. The current and anticipated Bid Cycles are provided for those programs that are administered through competitively procured subcontracts.

Funds Administered			Current Bid Cycle		Anticipated Bid Cycle	
			Published	Current Year of Cycle	Ant. Pub.	Ant. Award
Older Americans Act (OAA)	III B	☒	01/22	5	01/28	06/28
	III C.I	☒	01/22	5	01/28	06/28
	III C.II	☒	01/22	5	01/28	06/28
	III D*	☒				
	III E	☒	01/22	5	01/28	06/28
	VII*	☒				
General Revenue	ADI	☒	01/21	6	01/27	05/27
	CCE	☒	01/21	6	01/27	05/27
	HCE	☒	01/21	6	01/27	05/27
Other	ADRC*	☒				
	AoA Grants	☐				
	FACE*	☐				
	LSP*	☒				
	NSIP*	☒				
	RELIEF*	☐				
	SHINE*	☒				
	USDA*	☐				

* This fund does not have an associated Bid Cycle.

Resources Used

Advancing States: <http://www.advancingstates.org/>

American Community Survey: <https://www.census.gov/programs-surveys/acs>

AoA Special Tabulation Data 60+: <https://data.acl.gov/>

Behavioral Risk Factor Surveillance System: <https://www.cdc.gov/brfss/factsheets/index.htm>

DOEA Assessing the Needs of Elder Floridians, 2016

DOEA eCIRTS and Legacy CIRTS

DOEA Elder Needs Index Maps

DOEA Florida County Profiles

DOEA Long-Range Program Plan Fiscal Years 2020-2021 through 2024-2025

DOEA State Plan on Aging – 2022-2025

Economic and Demographic Research (EDR): <http://edr.state.fl.us/Content/area-profiles/county/index.cfm>

FLHealthCHARTS: <https://www.flhealthcharts.gov/charts/default.aspx>

Florida Commission for the Transportation Disadvantaged 2023 Annual Performance Report

Health Resources and Services Administration – Federal Office of Rural Health Policy (FORHP) Data Files: <https://www.hrsa.gov/rural-health/about-us/what-is-rural/data-files>

National Aging Program Information System (NAPIS) / The Older Americans Performance System (OAAPS) reports

Senior Connection Center 2024 Aging Needs Survey

Senior Connection Center 2025 Aging Needs Survey

Senior Connection Center 2026 Aging Needs Survey

Senior Connection Center 2027 Aging Needs Survey

Senior Connection Center 2023 SWOT Survey

Targeting Data and Dashboard – DOEA

Targeting Performance Maps – DOEA

University of South Florida 2024 Community Needs Assessment

United States Census Bureau – Urban and Rural: <https://www.census.gov/programs-surveys/geography/guidance/geo-areas/urban-rural.html>

United States Department of Agriculture – 2020 Rural-Urban Commuting Area Codes: <https://www.ers.usda.gov/data-products/rural-urban-commuting-area-codes>

2024-2027 Four-Year Area Plan Program Module

Executive Summary

No significant updates were made to the 2027 Area Plan Update Executive Summary since the submission of the 2024-2027 Area Plan.

This section describes the role of Senior Connection Center (SCC) as an Area Agency on Aging (AAA) and includes major highlights, key initiatives, and how the significant needs of the PSA will be addressed.

SCC is pleased to present this executive summary as part of the 2024-2027 Area Plan for PSA 6. This document establishes the needs in our community using available data and addresses how we plan to meet these needs through the provision of services for the next four years.

About Senior Connection Center

SCC serves as the designated AAA for the five counties comprising PSA 6 of the DOEA. A private, nonprofit organization, SCC serves the needs of older adults, disabled adults, their families, and caregivers in Hardee, Highlands, Hillsborough, Manatee, and Polk counties. In PSA 6, there are 704,075 residents who are 60 years of age and older, per the 2022 Profile of Older Floridians, representing 11 percent of the State's elder population and three percent of the State's total population.

The Agency is governed by a volunteer Board of Directors comprised of individuals who represent their respective counties and are sensitive to the needs of all older adults residing in SCC's service area. The Board of Directors is assisted by an Advisory Council, which represents the interests of consumers and advises on functions, which further the Agency's mission. The Board of Directors relies on the Advisory Council's input as part of their decision-making process.

SCC's Major Highlights and Addressing Significant Needs

Core to our work as an Area Agency on Aging is our mission to help older adults and persons with disabilities live with independence and dignity. In order to address the needs of older adults, SCC is responsible for developing a community-based service system. To accomplish this, SCC works with others to create a complete and comprehensive system of care. This involves the planning and development of new programs, educating the public, advocating with legislators, supporting "Age-Friendly" initiatives, and providing direct services.

Population trends show the number and percentage of older adults are projected to increase in

the coming years as baby boomers are entering retirement age and the average life expectancy rises. An expected consequence is that the need for long-term care services will similarly rise. Services provided must be well managed to help avoid the unwanted results of depleted personal savings, strained government entitlement programs, and unrealistic expectations of providers and caregivers (DOEA, Long-Range Program Plan, 2020).

It is reasonable to infer that as individuals age in place, many will experience health-related conditions and require access to comprehensive support services, including access to caregiver support services, to help them remain in their homes. Data indicates that when comparing the needs of elders from previous years, more elders now live alone, have poorer nutrition indicators, and are experiencing more challenges with their homes (DOEA, Assessing the Needs of Elder Floridians, 2016). As noted in the report from 2016, more than one-half of elders needed some level of assistance with heavy chores, and about one-third needed assistance with light housekeeping. Caregivers primarily indicated they needed respite and emotional support services.

Key Initiatives

During the last year, while the aging network was still recovering from the pandemic, our planning and service area was further impacted by a devastating storm, Hurricane Ian. These difficulties did provide SCC with several new temporary funding streams and the ability to offer new services. This allowed SCC to focus on being innovative and led to a surge in expanded service options.

Specifically, several new caregiver support and technology services are now available that had not been just a couple of years earlier. New technology services, such as Uniper, provide interactive health and wellness opportunities for isolated older adults. In addition, a partnership with Amazon paved the way for the installation of Alexa Echo and Ring Doorbell devices, helping older adults be safer and more secure in their homes.

Prior to the pandemic, SCC established a “Crisis Fund” using money generated from its fundraising efforts to address critical needs not able to be met through traditional programs. The goal of this program is to provide one-time assistance, where a small amount of help (typically less than \$1,000) can address an essential need. Since the launch of the crisis fund, staff have been able to assist in a variety of ways, including providing assistance with one-time housing costs, home repair, medication and dental costs, food, transportation, and utility issues.

Goals and Plans for the Future

It is critical that SCC approaches the next four years with a focus on meeting the needs of staff,

volunteers, and those we are responsible for serving. Being mindful of the ambitions and priorities outlined in this Plan will help to ensure that SCC is a leader in the eldercare space for our communities. This four-year Area Plan will also help to serve as a guide, ensuring SCC successfully achieves the goals established by the DOEA as outlined below.

These five goals are as follows:

- Goal 1:** Strengthen and streamline the aging network's capacity, inspiring innovation, integrating best practices, and building efficiencies to respond to the growing and diversifying aging population.
- Goal 2:** Ensure that Florida is the nation's most dementia and age-friendly state by increasing awareness and caregiver support while enhancing collaboration across the aging network.
- Goal 3:** Enhance efforts to maintain and support healthy living, active engagement, and a sense of community for all older Floridians.
- Goal 4:** Advocate for the safety and the physical and mental health of older adults by raising awareness and responding effectively to incidences of abuse, injury, exploitation, violence, and neglect.
- Goal 5:** Increase disaster preparation and resiliency.

[Remainder of page left blank]

Mission and Vision Statements

No significant updates were made to the 2027 Area Plan Update Mission and Vision Statements since the submission of the 2024-2027 Area Plan.

The Mission Statement defines the purpose and primary objectives of SCC. The Vision Statement describes what SCC intends to accomplish or achieve in the future.

In 1965, the Older Americans Act (OAA) became the framework for a national network dedicated to serving the nation's 60 and older population. This network includes the Administration on Aging/Administration for Community Living at the federal level; the DOEA at the state level; the AAA at the local level; and other public, private, and voluntary sector organizations throughout the community.

As previously stated, SCC serves as the designated AAA for the five counties comprising PSA 6 of the DOEA. PSA 6 includes Hardee, Highlands, Hillsborough, Manatee, and Polk counties.

Mission

It is the mission statement of SCC to help older adults and persons with disabilities live with independence and dignity.

Vision

The vision of SCC is to be the recognized community leader who connects older adults, persons with disabilities, and caregivers with the information, resources, and services they need.

In accordance with our mission and vision, SCC conducts activities, which include, but are not limited to, the following:

- Identify and prioritize the needs of older adults in the PSA.
- Inventory public, private, and voluntary sector resources that are available to meet the needs of older persons.
- In partnership with the DOEA, develop an Area Plan to assist in shaping the service delivery system to address the needs and concerns of older persons now and in the future.
- Award federal and state funding to local service providers to provide an array of home and community-based services for older persons.

- Serve as a focal point for information, referral, and assistance for older persons, their caregivers and families, and the disabled through the Aging and Disability Resource Center (ADRC).
- Work in partnership with public, private, and voluntary sector organizations to address unmet needs and coordinate long-term care services.
- Act as the primary advocate for the needs and concerns of older persons.

Core Values

Teamwork, Compassion, Quality, Work-Life Balance, and Respect

In addition to our mission and vision, SCC identified core values approved by the Board of Directors. These core values are the foundation of how we make decisions, approach our work, and treat our partners, clients, and each other.

[Remainder of page left blank]

Spotlight on Success Stories

There are countless, tangible ways the services provided and administered by SCC and our service providers, benefit Florida's older adult population and strengthen the communities we serve. The following are a small sample of stories that highlight their critical, positive impact.

Older Americans Act (OAA) Programs

Title III-B – Supportive and Access Services

Ms. G, a 71-year old woman living with COPD and lung cancer, made her apartment her home for four years. With limited mobility and a fixed income, she relied on her Section 8 Housing Choice Voucher to keep her rent affordable. Her housing stability was essential, not only for her day-to-day care needs, but also for her ability to continue cancer treatment.

Late in 2025, her world was suddenly upended. The new management company at her senior housing complex issued a notice of non-renewal, claiming her lease would end on December 31 and ordering her to move out by that date. The notice also referenced prior behavioral violations that she disputed and, importantly, cited an incorrect lease expiration date. If forced to leave, Ms. G would face losing her voucher, struggling to find alternative housing, and undergoing major disruption during a medically fragile time.

Overwhelmed and frightened, she turned to Bay Area Legal Services for help. Paralegal Carmen discovered Ms. G's signed lease ran through 2026—a full year beyond what management claimed. Recognizing immediate advocacy was critical to prevent the client from becoming homeless, Carmen contacted the property's regional manager and Ms. G's Section 8 counselor at the Tampa Housing Authority. Through persistent communication and clear documentation, Carmen demonstrated the non-renewal was issued in error. After reviewing the lease, the management company rescinded the non-renewal, acknowledged the mistake, and agreed Ms. G could remain in her home through the full term of her lease. This reversal ensured she would not be displaced while undergoing cancer treatment.

At the same time, Ms. G was struggling with confusion about her portion of the rent, which had unexpectedly increased. Carmen worked with both management and the Tampa Housing Authority to clarify the correct rent calculation, obtain an updated 2026 lease, and ensure the Housing Assistance Payments would continue without interruption. Thanks to these coordinated efforts, Ms. G remained stably housed, avoided a wrongful displacement, and maintained her Section 8 subsidy. No eviction was filed, no interruption of benefits occurred, and she was able to focus on her health rather than the fear of losing her home. For Ms. G, this was more than paperwork—it was peace of mind. For Bay Area Legal Services, it was another example of how timely, knowledgeable advocacy can protect the most vulnerable members of our community.

Title III-C1 – Congregate Nutrition Services

After moving from Texas, Ms. J found herself alone during the day while her family worked. At

age 73, she did not want to give up on living an exciting, vibrant life, but she did not know how to connect with others.

In Texas, she attended a center where seniors gather on a daily basis. She missed the community and wanted to reconnect with that sense of belonging. A family member suggested she contact NU-HOPE Elder Care Services to see what was available.

Ms. J was excited to learn that NU-HOPE ran the Cathryn McDonald Senior Center, a site funded primarily through the Older Americans Act III-B and III-C1 programs. Through these programs, NU-HOPE was able to arrange daily transportation for Ms. J to and from the local senior center and provide her with breakfast and lunch while at the site.

Ms. J quickly became an active participant in activities and events. Ms. J now enjoys regular social interaction, a renewed sense of purpose, and the friendships that come from being part of a supportive community.

Title III-C2 – Home Delivered Nutrition Services

Ms. B says, “Having a nutritious meal every day has been a blessing.” Mr. M says, “Eating a well-balanced meal every day has made a big improvement with my nutrition. My health is a lot better, I get around easily, able to stand a little longer and my life is happy.”

Title III-D – Disease Prevention and Health Promotion

“Enhance Wellness helped me break my goals into manageable steps. I'm now more confident using technology, attending fitness classes twice a week, and feeling stronger, more connected, and more capable.” – Ms. C

Title III-E – National Family Caregiver Support Program

Ms. M is 97-years-old and lives with her husband, who is her caregiver. Ms. M is disabled and has severe dementia, cognitive impairment, and poor mobility. Her husband is also 97 years-of-age and assists Ms. M, but not as much as necessary to ensure her well-being and safety, due to his own health challenges. During the initial visit from Hillsborough County Department of Aging Services, Mr. M stated he could not continue taking care of his wife and asked his daughter for help. Unfortunately, she was unable to provide as much assistance as her mother needed.

The case manager provided information related to the Older Americans Act Title III-E services, specifically about respite services provided in the home. Mr. M accepted the service, but was not sure it would solve their problems.

Once the aide started providing services, Mr. M called to express his happiness. He said they are now able to stay in their own home and do not have to go to a facility. Respite services are assisting Ms. M, along with hospice services because her condition has declined. The respite services from Hillsborough County Department of Aging Services provide much-needed care for her and relief for her husband. Receiving services through the Older Americans Act Title III-E program enables Ms. M to remain at home as long as possible, preventing early or unnecessary

placement in a nursing facility. The caregiver later reiterated, “Thanks to Aging Services, I am home and with my wife.”

State General Revenue (SGR) Programs

Alzheimer’s Disease Initiative (ADI)

Mrs. W is the spouse and caregiver of Mr. W who is an ADI client living with severe cognitive impairment. Mrs. W reports, “I’m just so internally grateful” for the respite, personal care, homemaking, and home delivered meals services provided through the ADI program for Mr. W. Additionally, Mrs. W expresses, “I have peace of mind knowing someone is with him when running errands and not feel rushed. This is a great program.”

Community Care for the Elderly (CCE)

Ms. C is 72 years old and lives alone, since her husband died several years ago. Her one companion is her dog, who she calls her friend, confidant, protector, and audience for her jokes. Ms. C laughs easily and frequently, stating humor is one way she fights through her long battle with depression.

Aging had not been easy. When her husband died, Ms. C had to give up the horses she raised and loved to ride. It was as if she lost everything that brought her joy in one short period of time. Her health issues, such as arthritis and diabetes, seemed to grow worse from the stress, but she managed them through careful diet and exercise. When she recently broke her leg and her foot, she did not know what to do. It seemed life was spinning out of control.

Ms. C called NU-HOPE Elder Care Services. Through the state-funded Community Care for the Elderly program, NU-HOPE is now providing Ms. C the help she needs while her leg and her spirit heal. NU-HOPE staff come to her home to help with housekeeping tasks such as cleaning and laundry. They are even able to shop for Ms. C, as it is physically and mentally exhausting for her. Ms. C is also able to get incontinence supplies mailed directly to her home, as shopping for and carrying them into her home had proven to be nearly impossible to do alone. Ms. C also received a supply of healthy, frozen meals delivered to her home to ensure she can continue her strict healthy eating during her recovery.

Now Ms. C is less overwhelmed and fearful of being alone as her leg heals. Her depression has become more manageable, knowing that help and support is just one phone call away. Ms. C has also begun to make plans for the life she wishes to live once her leg heals, for she realizes that one accident does not have to define her entire future.

Home Care for the Elderly (HCE)

Mr. M is 83 years old and lives with his wife, who is his caregiver. Mr. M has late-stage dementia, is disabled, and is at risk of falling, spending most of his time in bed due to his health. Then there is Mrs. M who he relies on for completing all of his activities of daily living, yet she works full-time for the government in addition to part-time over the weekends to cover expenses. Mrs. M has no assistance to care for her husband, leaving zero time for herself and

her own needs.

Mr. M began receiving services through the Home Care for the Elderly Program in 2024, receiving in-home services and assistance with meals. Mr. M and his wife call Seniors First a “blessing from the sky.” They are so grateful for the help that came at such a time of need. Mrs. M was in crisis physically, financially, and emotionally, and now she has relief through the HCE services provided by Seniors First. Mrs. M calls her case manager her life saver and expresses her gratitude for what Seniors First has done for her husband. The case manager is so pleased to be a part of improving Mr. and Mrs. M’s quality of life.

Local Services Program (LSP)

Mr. A is a 74-year-old who lives with his spouse of 53 years in their home in Sun City Center. In 2025, he began receiving homemaking services through the Local Services Program (LSP). Mr. A cares for his spouse, who has severe dementia and receives personal care and other services from Hillsborough County Department of Aging Services through the Alzheimer’s Disease Initiative (ADI) program.

Prior to Mr. and Mrs. A receiving services through these programs, Mr. A was looking at placing his wife in a nursing facility, which upset him greatly. Due to his health conditions, it was difficult for Mr. A to keep up with the activities needed around the house, especially with shopping, cleaning, and laundry. Receiving assistance with these services funded through LSP allows him to spend more quality time with his wife. The LSP services are preventing Mrs. A from needing to move to a nursing facility, enabling the couple to remain together at home going on 54 years!

Emergency Home Energy Assistance for the Elderly Program (EHEAP)

Mr. O is a veteran who has been homeless for six months and staying at the Salvation Army. He recently moved to an apartment funded through an affordable housing program and needed assistance paying his electricity bill for the move.

Through the EHEAP program, Mr. O received \$157.88 to pay his electricity bill, enabling him to move into his apartment. He expressed sincere gratitude for the financial assistance. Mr. O shared, “Thank you for helping me. I didn’t have anything and could not pay it.”

Serving Health Insurance Needs of Elders (SHINE)

Navigating Medicare can be a daunting barrier. When a local Polk County resident turned to SHINE, they were overwhelmed by mounting monthly expenses and unsure how to protect both their health and their budget. SHINE Counselor Diana provided personalized, targeted guidance. By diving deep into the complexities of Medicare Advantage plans, she identified a specialized Health Maintenance Organization (HMO) plan that perfectly aligned healthcare with financial relief.

Through the plan's utility benefit, the client's monthly electricity and internet bills are now

covered, lifting a massive financial burden and eliminating financial anxiety.

Additionally, the counselor ensured the client did not have to sacrifice trusted medical relationships, by first verifying their preferred gastroenterologist remained fully in-network.

“Truthfully changed my life going forward,” was the client’s powerful verdict. By looking at the whole person, not just the policy, SHINE continues to serve as a vital professional lifeline, transforming anxiety into security for our community's seniors.

[Remainder of page left blank]

Profile

This section provides an overview of the social, economic, and demographic characteristics of the PSA. The focus of this overview includes consideration of those geographic areas and population groups within the PSA of older individuals with greatest economic need, greatest social need, or disabilities, with particular attention to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas.

There have been no significant changes in PSA 6's 60 plus population since the original 2024-2027 Area Plan. The 2023 Profile of Older Floridians shows a slight decrease in individuals over the age of 60 compared to 2022 (-4,574), but the percentage of residents in this age group remains constant (25 percent), totaling 699,501 individuals over the age of 60 in PSA 6. The data from the following year (2024 Profile of Older Floridians) shows an expected increase in the 60 plus population (25,418 more than 2022), which is up to 26 percent of the total population, as well as an increase in the overall population (all ages).

Identification of Counties:

Figure 1: Identification of Counties within PSA 6



Senior Connection Center (SCC) is the designated AAA for the five counties comprising PSA 6. This includes Hardee, Highlands, Hillsborough, Manatee, and Polk counties. PSA 6 is one of

eleven of the DOEA's Planning and Service Areas (PSAs).

Table 1: 2022 Population Characteristics (60 and Older) – PSA 6

Counties	Total Population	60 and Older	Percentage of County's Total Population	Percentage of 60+ Population in PSA
Hardee	27,437	5,533	20%	1%
Highlands	105,942	45,876	43%	7%
Hillsborough	1,508,027	303,630	20%	43%
Manatee	408,029	143,844	35%	20%
Polk	735,068	205,192	28%	29%
PSA 6	2,784,503	704,075	N/A	N/A
Florida	21,925,785	6,100,379	N/A	N/A

Source: DOEA 2022 Florida State Profile Data, Generated 08/2023

As reported in the DOEA profile data, there were 2.78 million people living in PSA 6 in 2022, 25 percent (704,075) of whom were aged 60 and older. As compared to statewide demographics, PSA 6's population of older adults equated to just over 11 percent of the state's entire aged 60+ population. Additionally, 10 percent (63,574) of the state's entire 85 and older adult population (610,475) was residing in PSA 6.

There were great differences in the size of the population in each county, from over 1.5 million people in Hillsborough (54 percent of PSA 6 total population) to 735,068 people in Polk (26 percent of PSA 6's total population). Manatee County's population in 2022 was equal to 14 percent of the PSA 6's total population, with just over 400,000 people. Followed by Highlands County with a total population of just under 106,000, the equivalent of four percent of the total PSA population. Hardee County represents approximately one percent of PSA 6's population, with just over 27,000 people.

Per the Profile of Older Floridians, the total population of PSA 6 and Florida slightly decreased between 2022 and 2023 (by less than 0.5 percent). The overall population decreased in Hardee, Highlands, and Hillsborough counties and increased in Manatee and Polk counties in this time. Details are available in the table below.

Table 2.1a: 2022 vs. 2023 Total Population (All Ages) – PSA 6

Counties	2022	2023	Difference	Percentage Difference
Hardee	27,437	25,269	-2,168	-7.9%
Highlands	105,942	102,065	-3,877	-3.7%
Hillsborough	1,508,027	1,490,374	-17,653	-1.2%
Manatee	408,029	411,209	3,180	0.8%
Polk	735,068	748,365	13,297	1.8%
PSA 6	2,784,503	2,777,282	-7,221	-0.3%
Florida	21,925,785	21,889,011	-36,774	-0.2%

Source: 2022 and 2023 Profile of Older Floridians

As referenced earlier in this section, the PSA-wide total population increased between 2022 and 2024, per the Profile of Older Floridians. From largest to smallest, there were increases in the total population in Polk, Manatee, and Hillsborough counties and decreases in Hardee and Highlands counties. Details are available in the table below.

Table 2.1b: 2022 vs. 2024 Total Population (All Ages) – PSA 6

Counties	2022	2024	Difference	Percentage Difference
Hardee	27,437	25,544	-1,893	-6.9%
Highlands	105,942	103,102	-2,840	-2.7%
Hillsborough	1,508,027	1,520,529	12,502	0.8%
Manatee	408,029	421,768	13,739	3.4%
Polk	735,068	770,019	34,951	4.8%
PSA 6	2,784,503	2,840,962	56,459	2.0%
Florida	21,925,785	22,276,132	350,347	1.6%

Source: 2022 and 2024 Profile of Older Floridians

Within the PSA, Hillsborough and Polk are the two largest counties consisting of approximately 72 percent of the total 60+ population and accounting for 55 percent of the total landmass. Hillsborough, along with four other counties within Florida, account for 38 percent of the total state population aged 60 and older and 10 percent of the population 85 and older.

As summarized in the Florida State Plan on Aging FFY 2021-2025, Florida currently ranks number one in the percentage of its citizens who are elders and will continue to be so in the near future (20 percent in 2020, growing to 30 percent in 2045). West Central Florida is one of three regions of the state comprised of counties with 30 percent or more of the population age 60 and older. In Highlands County, more than 43 percent of the population is age 60 and older.

Figure 2: 60 and Older Population – PSA 6

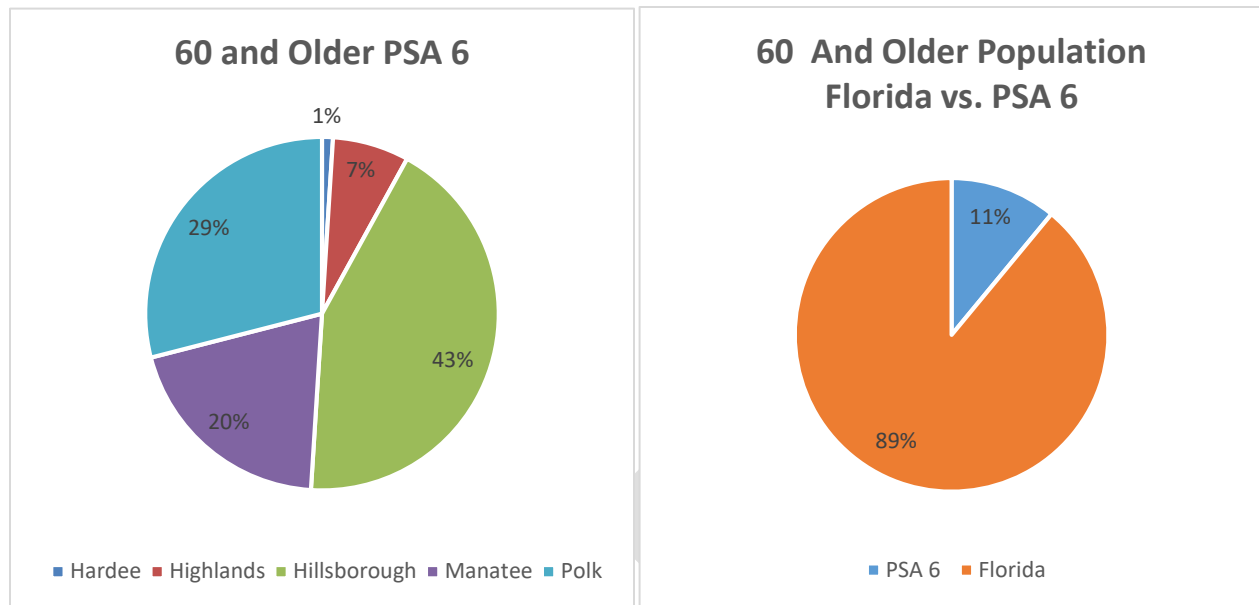
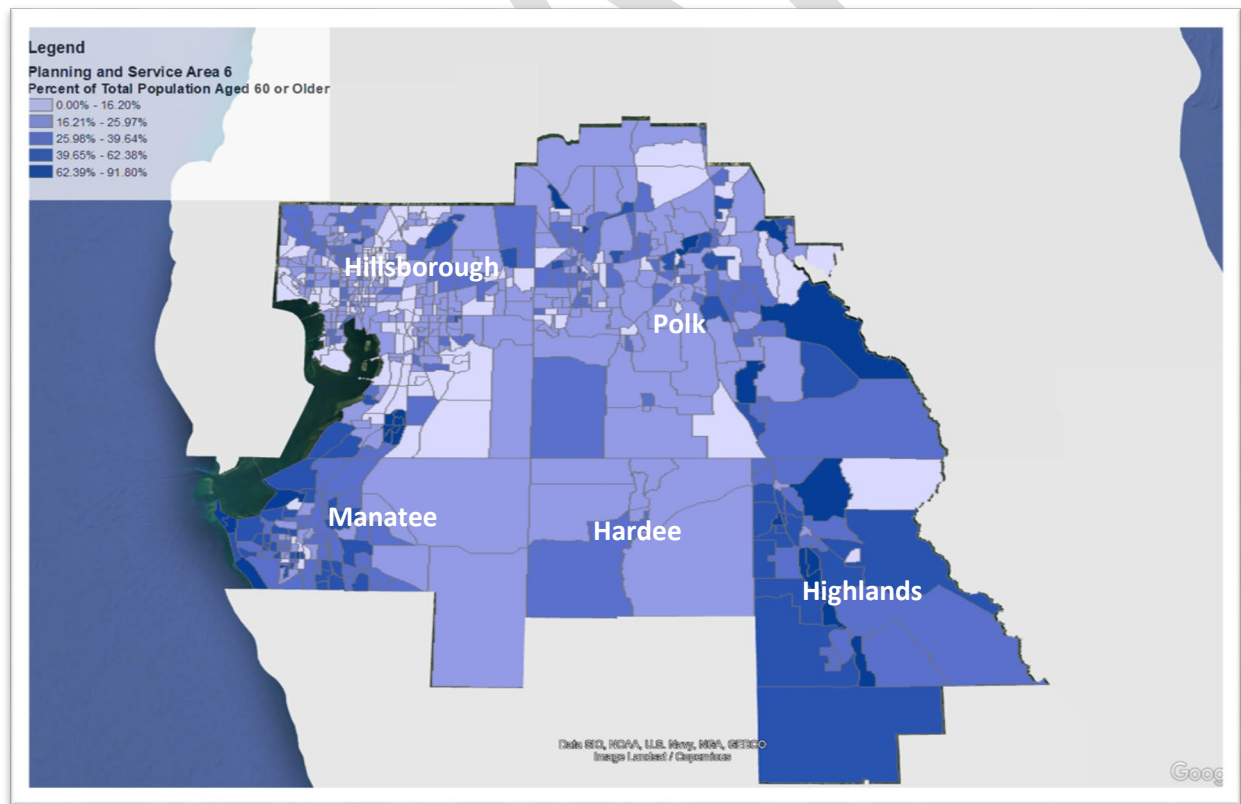


Figure 3: Age 60 Plus of Total Population – PSA 6



Source: DOEA 2022 Florida State Profile Date, Generated 03/27/2023

Age distribution varies considerably by county within the PSA. The most populous county, Hillsborough, has 303,630 residents over the age of 60, which represents 20 percent of the County's population and 43 percent of the PSA's elder population. The least populous county in PSA 6 is Hardee County. Hardee has 5,533 residents over the age of 60, which represents 20 percent of the County's population and one percent of the PSA's elder population.

The second most populous county in PSA 6 is Polk County. Polk has 205,192 residents over the age of 60, which represents 28 percent of the County's population and 29 percent of the PSA's elder population.

Manatee County is the third most populous county in PSA 6. They have 143,844 residents over the age of 60, which represents 35 percent of the County's population and 20 percent of the PSA.

Highlands County is the fourth most populous county in PSA 6 with 45,876 residents over the age of 60. This represents a staggering 43 percent of the County's population. Highlands County's elder residents represent seven percent of the PSA's over 60 population. According to the American Community Survey, Highlands County is ranked as one of the top five counties with the highest percentages of the population 65 years and over in Florida.

Table 2.2a: 2022 Population Characteristics and Change from Previous Year (60 and Older) – PSA 6

Counties	Total Population	60 and Older	Change in 60+ Pop. from previous year	Percentage of Total Population	Percentage of 60+ Pop. in PSA
Hardee	27,437	5,533	189	20%	1%
Highlands	105,942	45,876	2,482	43%	7%
Hillsborough	1,508,027	303,630	32,895	20%	43%
Manatee	408,029	143,844	18,205	35%	20%
Polk	735,068	205,192	23,604	28%	29%
PSA 6	2,784,503	704,075	77,375	25%	24%
Florida	21,925,785	6,100,379	594,779	28%	11%

Source: DOEA 2022 Florida State Profile Data, Generated 08/2023

Between 2019 and 2022, profile data indicates that PSA 6 experienced an increase of almost one percent in the older adult 60+ population. This one percent represents an additional 77,375 older adults in PSA 6 since 2019. Overall, these numbers help to validate and support the upward population trend continuing from the prior 2020-2023 planning period.

Reviewing population changes for those 60 and older between 2022 and 2024 reveals increases in three of PSA 6's five counties, with the largest increases in Manatee County (+6.3 percent) and Polk County (+4.5%). The PSA-wide 60 and older population increased by 3.6% between 2022 and 2024. Additional information is presented in the table below.

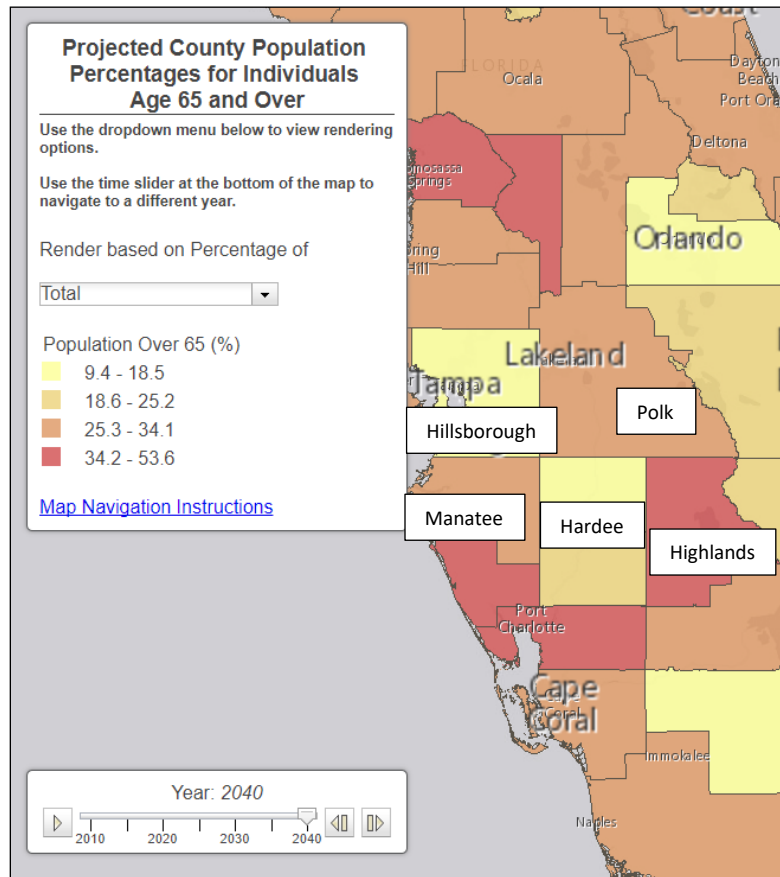
Table 2.2b: 2024 Population Characteristics and Change from 2022 (60 and Older) – PSA 6

Counties	Total Population	60 and Older	Change in 60+ Pop. from 2022	Percentage of Total Population	Percentage of 60+ Pop. in PSA
Hardee	25,544	5,391	(142)	21%	1%
Highlands	103,102	44,826	(1,050)	43%	6%
Hillsborough	1,520,529	311,931	8,301	21%	43%
Manatee	421,768	152,951	9,107	36%	21%
Polk	770,019	214,394	9,202	28%	29%
PSA 6	2,840,962	729,493	25,418	26%	N/A
Florida	22,276,132	6,317,870	217,491	28%	N/A

Source: DOEA 2024 and 2022 Florida State Profile Data

[Remainder of page left blank]

Figure 4: Projected County Population Percentages for Individuals Age 65 and Over in the Year 2040

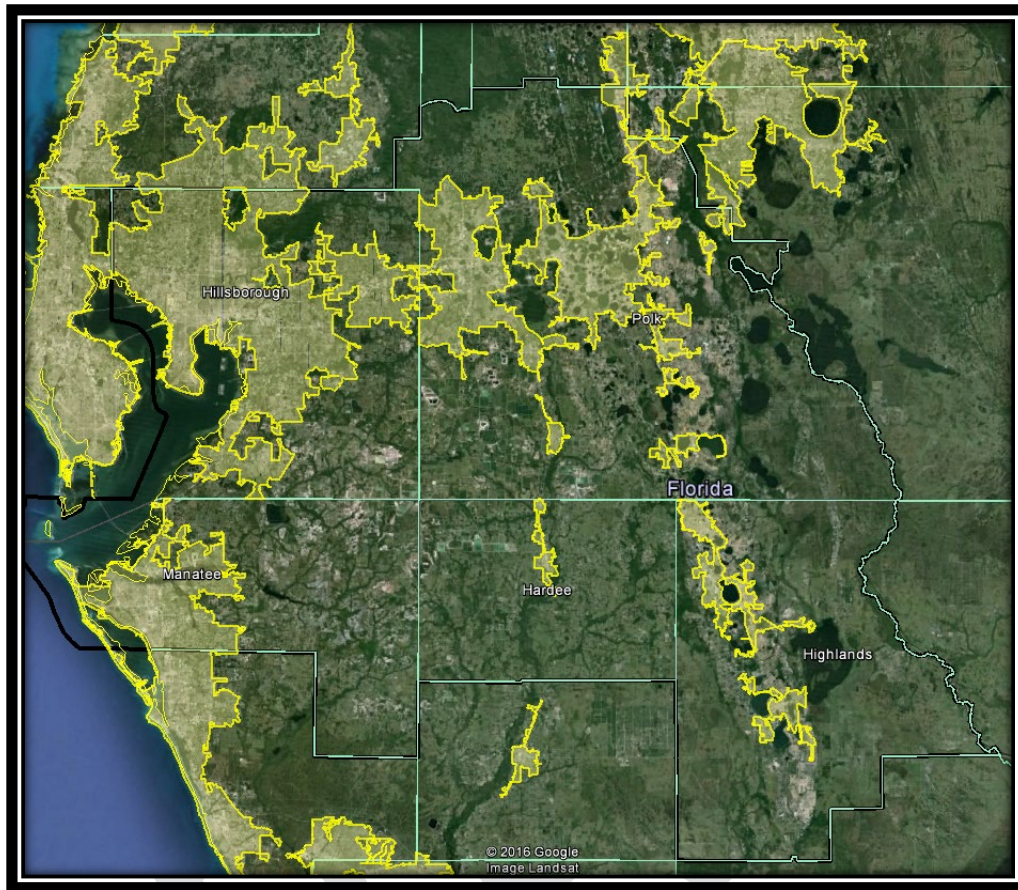


Source: Florida Policy Exchange Center on Aging, University of South Florida

The University of South Florida developed county population projections for those ages 65 and older into 2040. It is projected that the 65 and older population will be between 9.4-18.5 percent in Hillsborough County in 2040. Similarly, Hardee County is estimated to also have between 9.4-18.5 percent of 65 and older adults by 2040. Both Polk and Manatee counties are estimated to have between 25.3 - 34.1 percent of older adults by 2040. Highlands County will have the largest percentage of older adults in 2040, estimated at 34.2-53.6 percent.

Hillsborough's population was more than half of the region's population in 2022 and will continue to be the most populous county in the region in the future. One out of three people living in Highlands County was age 65 or older in 2022, while just one out of 10 was of this age in Hillsborough County. A high percentage of people who are age 65 and older implies that there are fewer working-age people to provide care or pay taxes to support the needs of an older population with increasing frailty.

Figure 5: Urban and Non-Urban Areas – PSA 6



Source: Urban Areas, 2010 U.S. Census Bureau Census and 2013-2017 American Community Survey

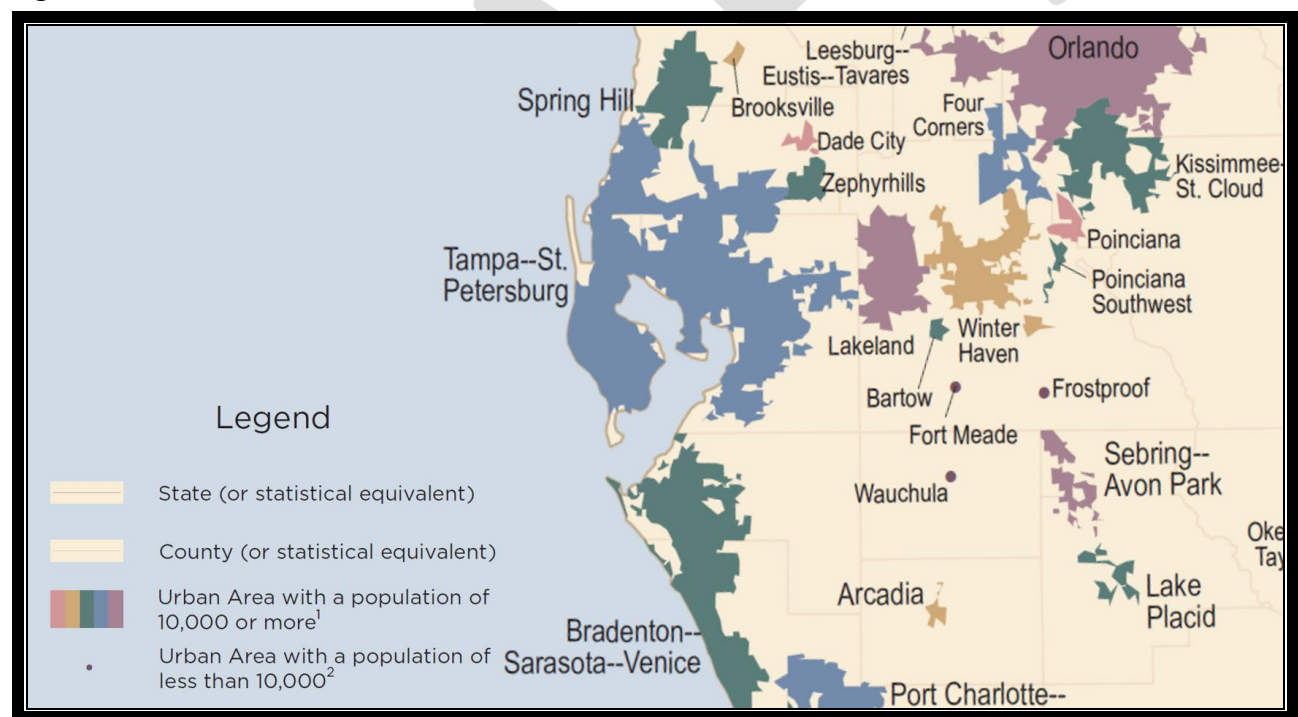
This map of PSA 6 outlines and shades the urban areas in yellow. All areas outside of the shaded yellow areas are considered rural according to the U.S. Census Bureau. Due to the classification process used by the United States Census Bureau, entire counties are no longer designated as rural or urban but are now based on geographical areas and population numbers in those specific areas. The U.S. Census Bureau defines urbanized areas as areas with 50,000 or more people. Urban clusters are areas defined as containing at least 2,500 and less than 50,000 people. Rural encompasses all population, housing, and territory not included within an urban area. It should be noted that 2020 U.S. Census data on rural-urban areas has not yet been released, and U.S. Census data from 2010 is being used to determine rural or urban areas in PSA 6.

The map demonstrates the vast urban and rural areas within PSA 6. Highlands and Hardee counties have extensive rural areas, compared to Hillsborough, Polk, and Manatee counties. There are also rural portions of Polk, Manatee, and Hillsborough counties that have substantial elderly populations living in this area. The difference in urban and rural elderly population

characteristics, service needs, and challenges will be described in detail through various sections of this Area Plan.

An updated map of urban areas is below, based on 2020 census data. It identifies urban areas using a range of colors, as shown in the legend, depending on the population density. The remaining areas, in tan, are non-urban (rural). While this more recent map provides a relevant visual of urban versus non-urban areas, we lack necessary details on the places considered rural. Also, this map is for the general population, and we do not currently have access to a map with data for the 60 and older population living in rural areas. These deficiencies make it difficult to accurately identify and locate potential clients, which could hinder our ability to deliver targeted services and support. To address this gap, SCC has requested technical assistance from the DOEA for help identifying these rural areas in more detail. This collaboration is crucial for developing a comprehensive and actionable map that will further improve the effectiveness and reach of our outreach efforts.

Figure 5.2: Urban and Non-Urban Areas – PSA 6



Source: U.S. Census Bureau 2020 Census Urban Areas Wall Map (August 2023)

In 2026, SCC further researched rurality in Hardee, Highlands, Hillsborough, Manatee, and Polk counties. SCC is developing organization-wide key performance indicators (KPIs), one of which is a rural achievement rate. This will allow us to better monitor our progress, extending to nearly all programs and services. The goal was to identify the specific ZIP codes or census tracts considered rural, so we can most effectively target our services and track our achievement more

accurately throughout the year.

The DOEA provided valuable input in determining the Rural-Urban Commuting Area (RUCA) Codes to consider rural, leading to SCC adopting RUCA Codes four through ten as rural. According to 2020 RUCA and Federal Office of Rural Health Policy (FORHP) data, the following eight ZIP codes and 25 census tracts in PSA 6 are rural:

Table 2.3a: Rural ZIP Codes in PSA 6

ZIP Code	Town	County	Primary RUCA Code
33834	Bowling Green	Hardee	9
33865	Ona	Hardee	9
33873	Wauchula	Hardee	7
33890	Zolfo Springs	Hardee	9
33852	Lake Placid	Highlands	4
33862	Lake Placid	Highlands	4
33835	Bradley	Polk	10
33843	Frostproof	Polk	7

Source: USDA 2020 Rural-Urban Commuting Area Codes, ZIP codes

Table 2.3b: Rural Census Tracts in PSA 6

#	2020 Census Tract	County	Primary RUCA Code
1	Census Tract 9702.02	Hardee	3
2	Census Tract 9701.01	Hardee	8
3	Census Tract 9701.02	Hardee	9
4	Census Tract 9702.01	Hardee	9
5	Census Tract 9703.01	Hardee	7
6	Census Tract 9703.02	Hardee	8
7	Census Tract 9704.01	Hardee	7
8	Census Tract 9704.02	Hardee	9
9	Census Tract 9614.02	Highlands	4
10	Census Tract 9615	Highlands	4
11	Census Tract 9616.04	Highlands	4
12	Census Tract 9616.05	Highlands	4
13	Census Tract 9617.01	Highlands	4
14	Census Tract 9617.02	Highlands	4
15	Census Tract 9801	Highlands	10
16	Census Tract 9802	Highlands	10
17	Census Tract 9801	Hillsborough	10
18	Census Tract 9802	Hillsborough	10
19	Census Tract 9803	Hillsborough	10
20	Census Tract 9805	Hillsborough	10

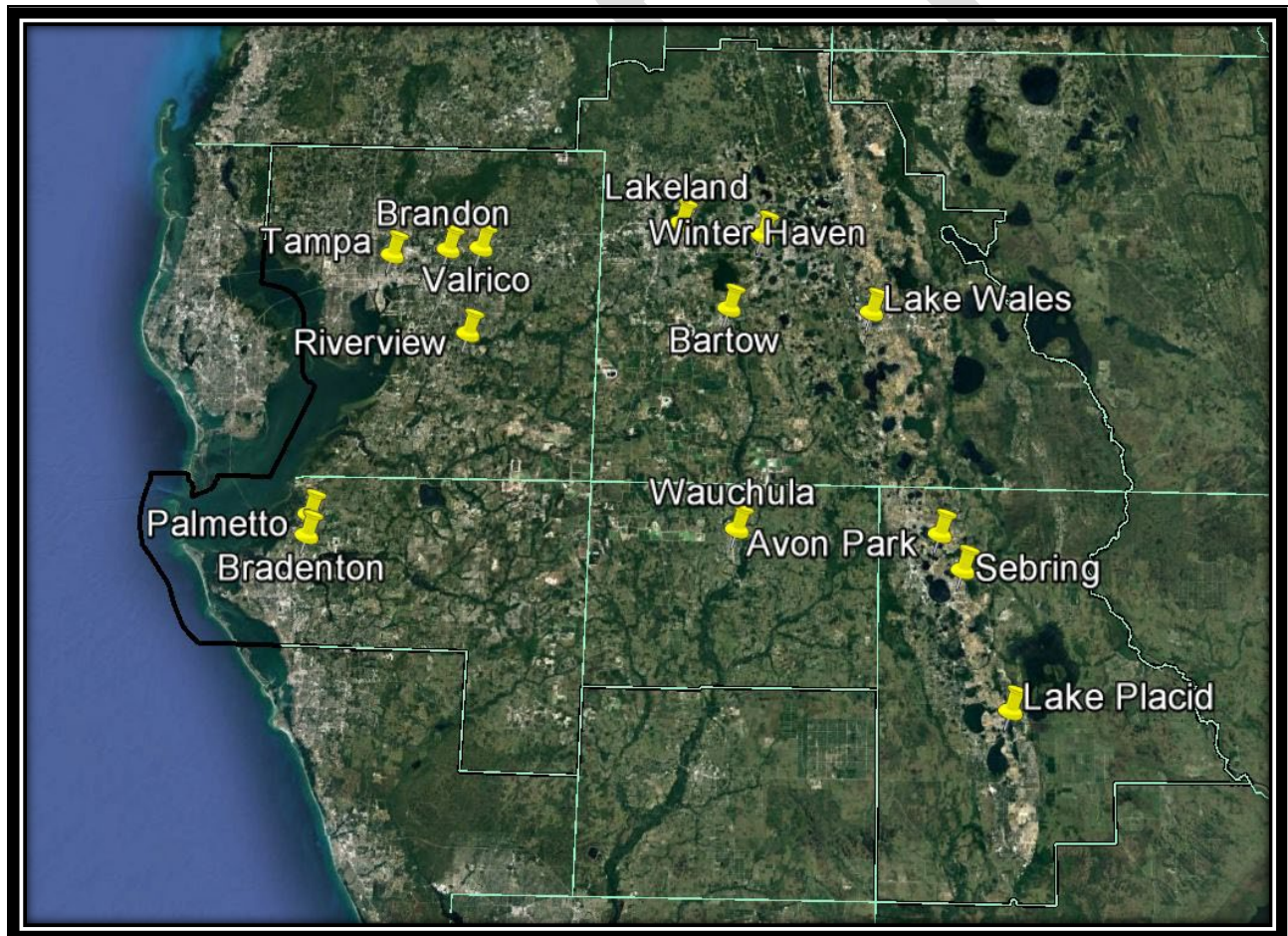
21	Census Tract 157.01	Polk	7
22	Census Tract 158.01	Polk	7
23	Census Tract 158.02	Polk	7
24	Census Tract 161	Polk	10
25	Census Tract 9800	Polk	10

Sources: USDA 2020 Rural-Urban Commuting Area Codes, census tracts and HRSA FORHP County and Census Tract

With these regions identified, SCC is developing mechanisms to determine how many clients we are serving in these areas. This is addressed further in the Performance Analysis section of this plan.

Identification of Major Communities:

Figure 6: Identification of Major Communities



The most populous communities in these counties include the following cities/towns:

- Brandon, Riverview, Valrico, and Tampa in Hillsborough County
- Lakeland, Winter Haven, Bartow, and Lake Wales in Polk County

- Bradenton and Palmetto in Manatee County
- Sebring, Lake Placid, and Avon Park in Highlands County
- Wauchula in Hardee County

The PSA is bounded by Tampa Bay and the Gulf of Mexico to the west; Pasco and Lake Counties to the north; the Kissimmee River to the east; and Sarasota, DeSoto, and Glades counties to the south. PSA 6 covers 5,333 square miles, which represents nine percent of the state's total square mileage.

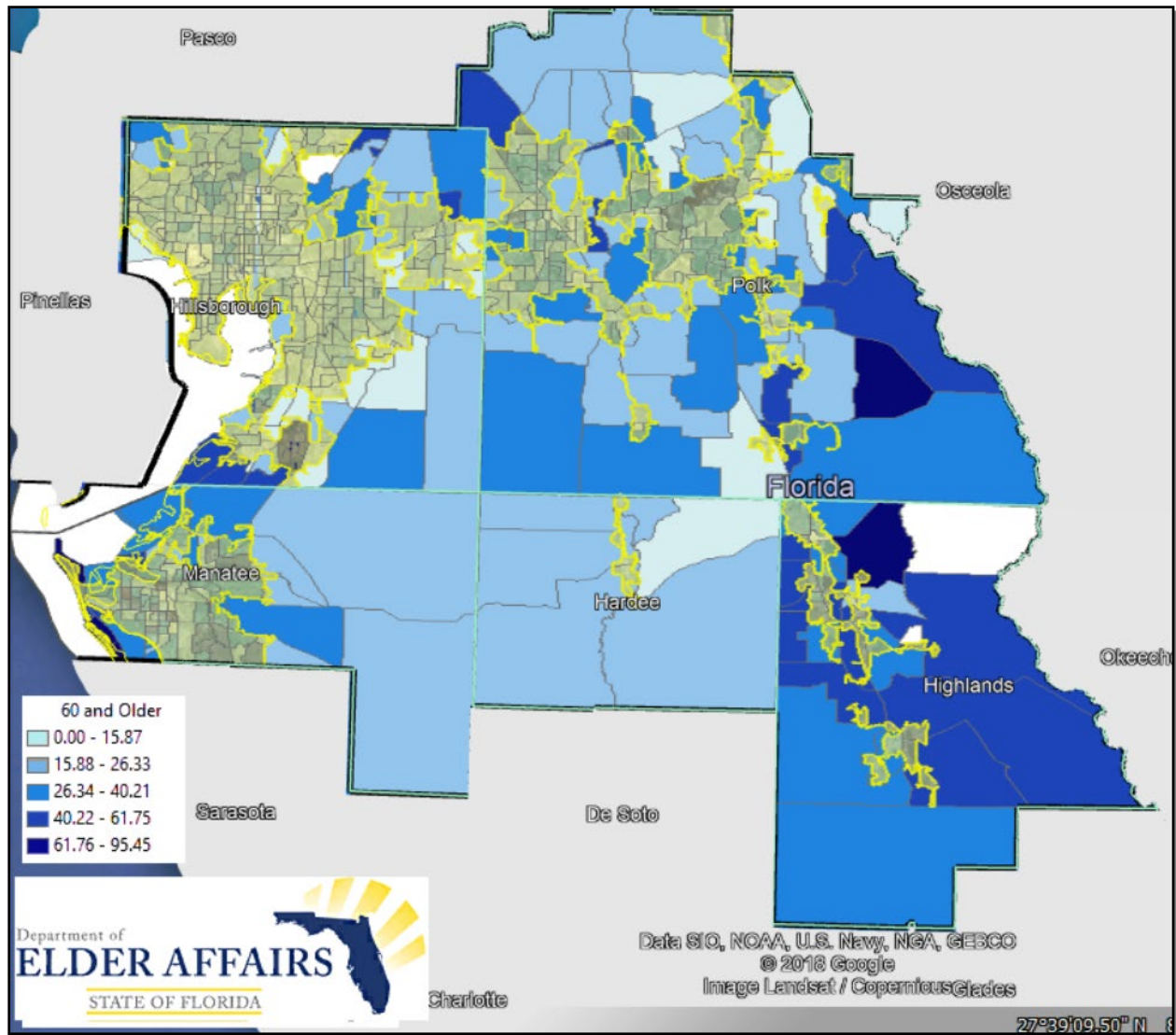
Land development patterns in the PSA have resulted in heavy urbanization in and around the cities of Tampa, Lakeland, Bradenton, and Sebring. The major industries providing employment in the PSA are the service industry and retail trade. Polk County also has a large number of residents employed in manufacturing and construction, while a major employment category for Hardee and Highlands counties is phosphate mining and agriculture (largely citrus).

PSA 6 defines a "community" as an interacting population of various kinds of individuals living together within a larger society.

The communities within PSA 6 are diverse and have varying resources and needs. Like most communities nationwide, they face inadequate infrastructure, health care, and education. SCC's 2024 Aging Needs Survey and public hearings also indicated that there are additional concerns in terms of disparities by county in the areas of housing, access to services, and plans for transportation. These counties each have their own degree of differing knowledge and ability to access aging services.

[Remainder of page left blank]

Figure 7: 60 + Population with Urban and Non-Urban Layer



Source: Urban Areas, 2010 U.S. Census Bureau Census and 2013-2017 American Community Survey

The most populous 60+ communities in these counties include the following cities/towns:

- Tampa, Brandon, Sun City Center, Apollo Beach, and Plant City in Hillsborough County
- Lakeland, Winter Haven, and Bartow in Polk County
- Bradenton, Lakewood Ranch, Ellenton, Longboat Key, and Palmetto in Manatee County
- Sebring, Avon Park, and Lake Placid in Highlands County
- Wauchula in Hardee County

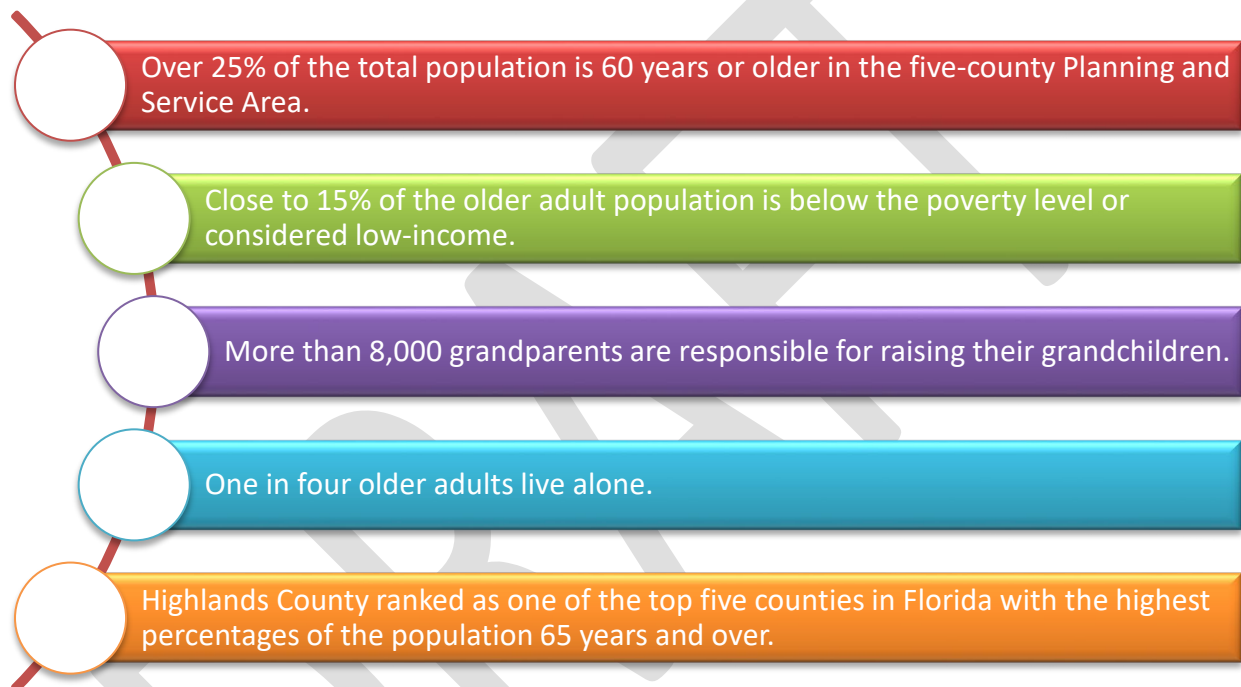
Non-urban communities containing high concentrations of 60 + adults:

- Keystone, Thonotosassa, North Plant City, Wimauma, and Balm in Hillsborough County
- Lake Wales, Polk City, Indian Lake Estates, Babson Park, South Fort Meade, and Frostproof in Polk County

- Parrish, Duette, and Myakka City in Manatee County
- Venus, West Avon Park, and Lorida in Highlands County
- Bowling Green, Ona, and Zolfo Springs in Hardee County

Socio-Demographic and Economic Factors:

PSA 6 covers a very diverse region encompassing both urban and rural areas, thus creating varied conditions with considerable disparities of socio-economic factors that influence the needs of this PSA. A broad-brush description of PSA 6 indicates the following as of 2022:



Data points to continued growth in the aging population paired with increasing needs. Generally, older adults are incrementally more impoverished and disabled when compared to 2020. SCC recognizes this trend will likely continue as the population ages.

In addition to the demands placed on services by those in the “oldest-old” age category (defined as individuals age 85 and older), further impact is being felt with the baby boom generation, individuals that are “aging in place,” and minority elders. It is expected that the baby boom generation will continue to be a catalyst to help transform the service delivery system. This segment of the population wants more non-traditional services, those that are consumer-directed, cost-effective, efficient, and have measurable outcomes. Additionally, the middle-aged population currently has a dual challenge of caring for growing children and aging parents, also

known as the “Sandwich Generation.”

The diversity of need is great and exacerbated by the challenge of providing services in rural communities. Moreover, there are pockets of underserved and largely uncouneted populations of predominantly Hispanic migrant workers living in these counties. These elders are low-income, typically have had little or no health care, and are now beginning to encounter health difficulties. Targeting these individuals can provide additional challenges if there is Limited English-Speaking Proficiency (LEP) or if there is concern about deportation.

At the other end of the scale are the “snow-birds” who have retired to Florida on moderate pensions and have enough resources to have good living conditions, access to health care and proper nutrition. As they age in place, transportation, socialization, and nutrition begin to become challenges for them. Targeting these individuals is somewhat easier, as many of them live in urban/suburban settings where services are more easily accessible.

Minority and Culturally Diverse Elders

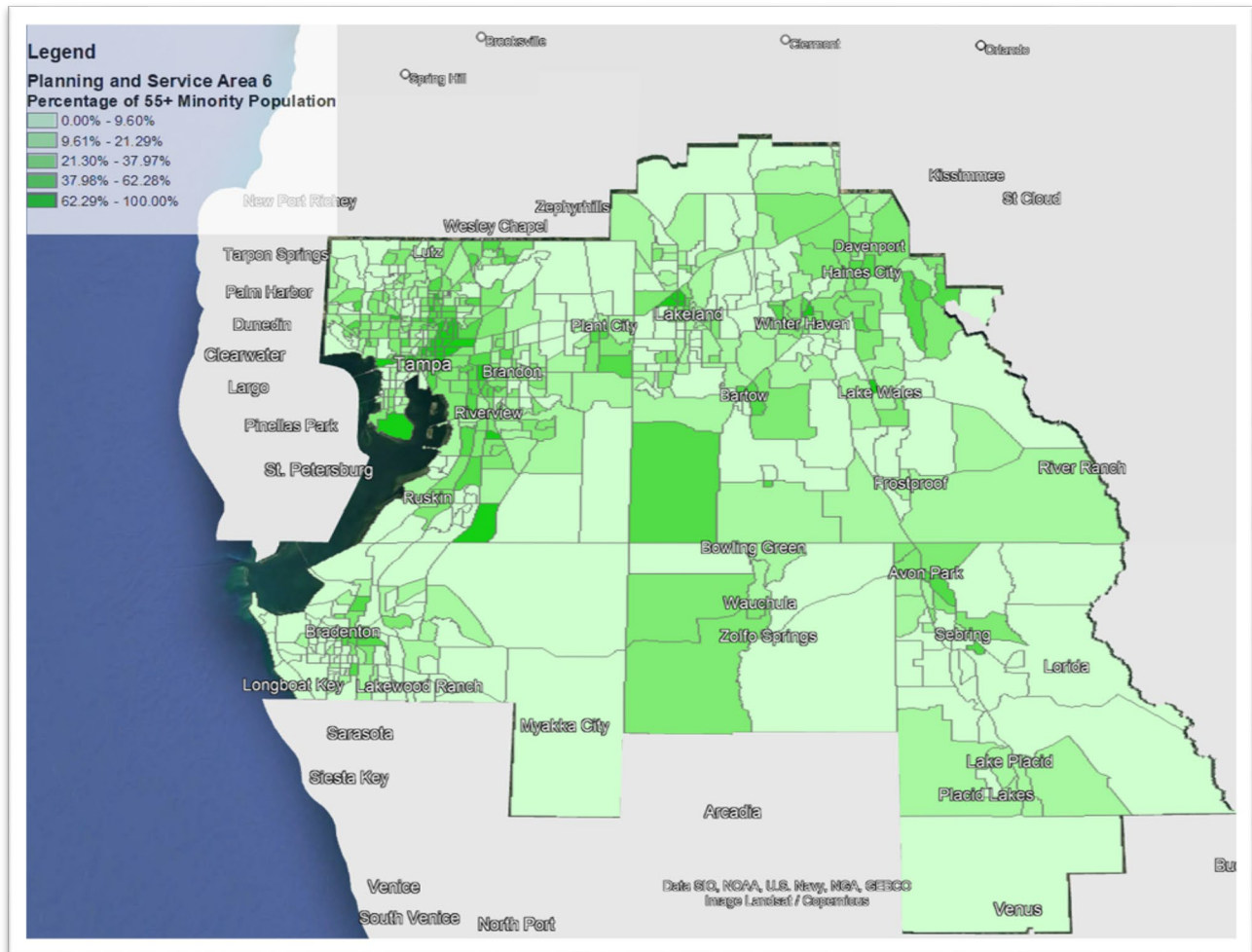
Minority populations are projected to represent upwards of 40 percent of the elderly population in 2040, up from 27 percent in 2022. During the prior planning cycle (2019), the minority population accounted for 24 percent of the elderly in PSA 6. The rapid growth of the minority population will greatly influence the demand for more culturally sensitive services. In addition, 50 percent of the total minority population in PSA 6 is Hispanic, Hillsborough and Hardee counties having the greatest percentage of Hispanic population.

Table 3: 2022 Minority Populations

PSA 6 – Minority Population 60 and Older							
60 or older Minority Population by County	Total Minority 60+ Pop.	Hispanic	% of County Min. Pop.	Black	% of County Min. Pop.	Other	% of County Min. Pop.
Hillsborough	116,421	62,687	21%	42,581	14%	11,153	4%
Polk	48,609	23,202	11%	21,579	11%	3,828	2%
Manatee	17,714	8,375	6%	7,303	5%	2,036	1%
Highlands	7207	3,965	9%	2,610	6%	632	1%
Hardee	1,460	959	17%	411	7%	90	2%

Source: DOEA 2022 Florida State Profile Data, Generated 08/2023

Figure 8: Minority Population 55 and Older



The Elder Needs Index Map of the minority population of those 55 years and older indicates large concentrations of minorities in the following locations:

- East, West, and Central Tampa; Gibsonton; Ruskin; Wimauma; and Plant City in Hillsborough County
- Lakeland, Bartow, Winter Haven, Brewster, Lake Wales, and Haines City in Polk County
- Palmetto and Bradenton in Manatee County
- Avon Park, Lake Placid, and Sebring in Highlands County
- Ona, Wauchula, and Bowling Green in Hardee County

Limited English-Speaking Proficiency (LEP)

Currently, five percent or 37,120 elders are considered to have Limited English-Speaking Proficiency (LEP) in PSA 6. Of special attention, as previously discussed is the increase in the Hispanic population. LEP Minority elders tend to have difficulties accessing services due to

language barriers. PSA 6 ranks fourth in the state with just over five percent of elders being LEP.

Table 4: LEP PSA and State

PSA	Total LEP 60+ Pop.	Total % of 60+ Pop with LEP
PSA-Wide	37,120	5%
STATE	457,981	8%

Source: DOEA 2022 Florida State Profile Data, Generated 08/2023

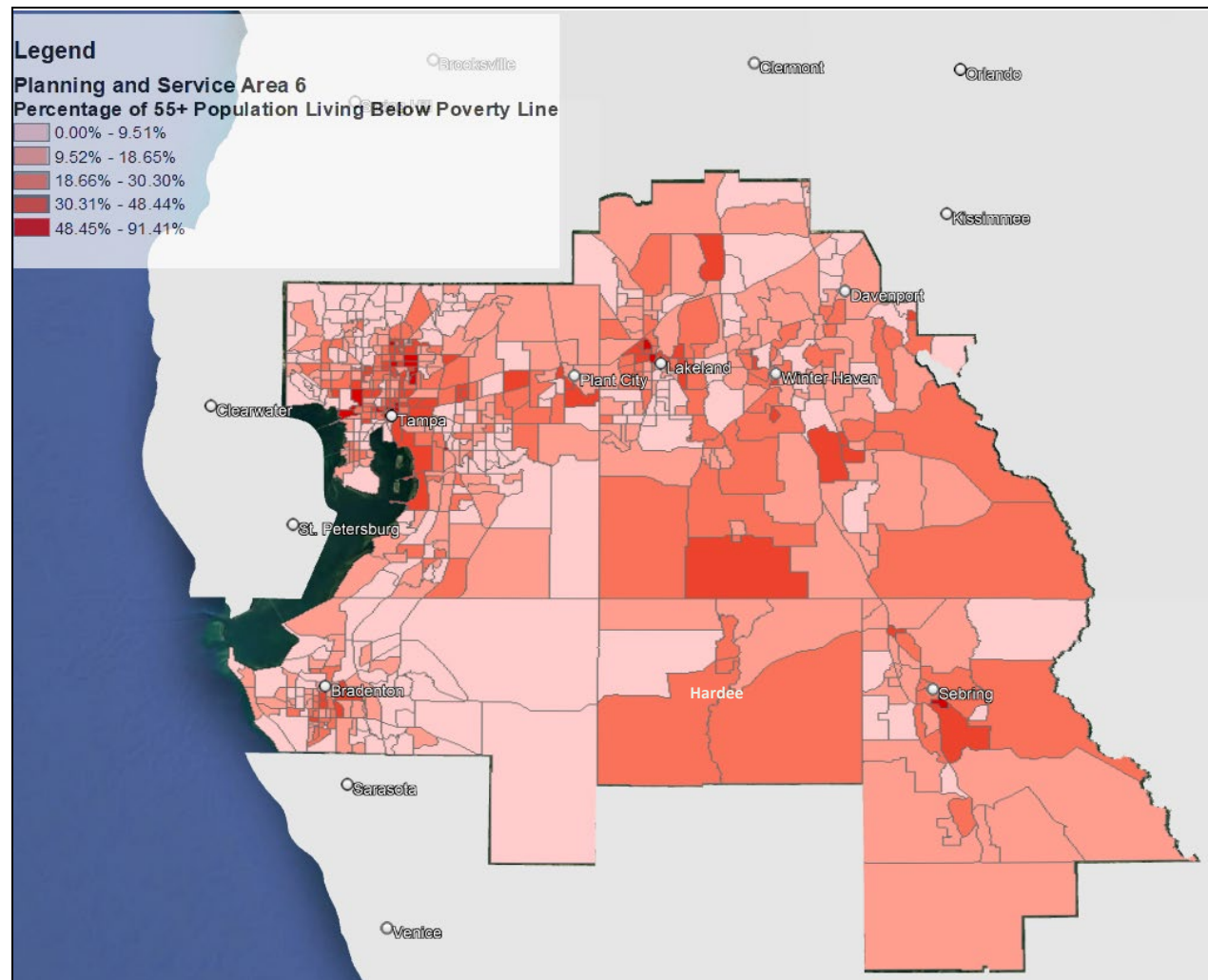
Low-income and Low-income Minority Elders

Within PSA 6, nine percent of elders live below the poverty level (below 100% BPL) and 14 percent are considered low-income (below 125% BPL). Comparatively, four percent of minority elders live below the poverty level (below 100% BPL) and six percent are considered low-income (below 125% BPL).

Although the median household income of Floridians is \$44,296, an estimated nine percent of all PSA 6 residents age 60 and older have annual household incomes that fall below the poverty level as defined by the U.S. Department of Health and Human Services (single person = \$13,590). Among elders, the likelihood of being poor increases with age, as this population is dependent on a fixed income and has limited earning ability.

[Remainder of page left blank]

Figure 9: 55+ Population in Poverty (125% below FPL)



(Florida DOEA, Bureau of Planning and Evaluation 2022)

The financial status of older adults residing in the five respective counties of PSA 6 varies.

Hillsborough County has the highest numbers of elders considered either poor or low-income within the PSA. More than eight percent are poor (25,035) and 15 percent (46,250) are low-income.

Polk County has approximately 18,260 elders (nine percent) that are poor and 26,580 (13 percent) that are low-income.

Within the PSA, Manatee County reflects the lowest percentage of low-income and poor residents, with eight percent of the 60 or older population classified as poor (11,130), and ten percent low-income (14,195).

As previously stated, 43 percent of Highlands County residents are over the age of 60; 11 percent of those elders are poor (4,935), and 15 percent are considered low-income (6,990).

Within PSA 6, Highlands County has the highest percentage of poor elders.

Hardee County has the highest percentage of low-income older adults with 22 percent considered low-income (1,215), and another nine percent (515) of the 60 or older population is poor.

Table 5: Poverty Levels for 60 and Older in PSA 6

County	Total 60+ Pop	Total Pop. Poor	Percent of 60 or Older Poor	Total Pop Low-income	Percent of 60 or older low-income	Total Pop Minority Poor	Percent Minority Poor	Total Pop Minority Low-income	Percent of 60 or older Minority Low-income
Hillsborough	303,630	25,035	8%	46,250	15%	16,580	5%	25,190	8%
Polk	205,192	18,260	9%	26,580	13%	6,115	3%	9,110	4%
Manatee	143,844	11,130	8%	14,195	10%	1,725	1%	3,145	2%
Highlands	45,876	4,935	11%	6,990	15%	1,305	3%	2,100	5%
Hardee	5,533	515	9%	1,215	22%	214	4%	418	8%
PSA 6 Totals	704,075	59,875	9%	95,230	14%	25,939	4%	39,963	6%
Florida	6,100,379	501,430	8%	840,135	14%	268,383	4%	384,486	6%

Source: DOEA 2022 Florida State Profile Data, Generated 08/2023

Socially Isolated Elders

PSA 6 has 116,435 seniors (18 percent) living alone. Overall, PSA 6 is consistent with statewide averages for elders residing with their spouse or living alone. Social isolation is the primary concern for those seniors who live alone. Utilization of services such as congregate dining and attendance at senior centers can help decrease risks associated with living alone. SCC takes great steps to help ensure that congregate dining and other forms of social activities to promote healthy living are available throughout the PSA.

85 and Older Population

Since the last planning cycle, PSA 6 has experienced a tremendous growth rate in this age category. In 2022, PSA 6 had a population of approximately 63,574 seniors age 85 and older. When comparing 2022 population data to the population data from 2018, this segment of the population has seen a 2.5 percent annual growth rate. Currently, the 85+ population represents over nine percent of the older adult population in PSA 6. This proportion compares closely to the state statistics, in which the 85 or older age group represents an average of 10 percent of

the 60 and older population.

Table 6: 85+ Increases

Increases in the 85 and Older Age Group	85 and Older Pop 2018	85 and Older Pop 2022	Average Growth Rate (2018 - 2022)
Hillsborough	23,777	25,831	2.2%
Polk	15,513	17,381	3.0%
Manatee	12,891	14,414	3.0%
Highlands	5,202	5,501	1.4%
Hardee	459	465	0.3%
PSA 6 Totals	57,842	63,574	2.5%
Florida	561,273	610,475	2.2%

Source: DOEA 2022 Florida State Profile Data, Generated 08/2023

Urban and Rural Areas

Recent data from the 2021 DOEA Targeting Report indicates a decrease of three percent of older adults living in rural areas, when compared to 2020 data. Currently, five percent or 28,064 elders live in a rural area in PSA 6.

Rurality is calculated for each Census Block Group using the Florida Population estimates found in the DOEA County Profiles and the U.S. Census Bureau's American Community Survey Five-Year Estimates. A Census Block Group is a geographical unit used by the U.S. Census Bureau, which is between the Census Tract and Census Block. It is the smallest geographical unit for which the bureau publishes sample data. Unlike ZIP codes, census geography is more consistent with county geography, while offering a smaller geographic unit.

All five counties in PSA 6 have rural areas, which are sparsely populated and present barriers to service delivery. Within PSA 6 Highlands, Hardee, and Polk counties have a large percentage of rural areas. Hardee County has the highest percentage (84 percent) of elders living in rural areas as designated by the U.S. Census. Highlands County has the second-highest percentage of rural elders (30 percent). Polk County has four percent of rural elders. Hillsborough and Manatee counties have relatively low percentages of rural elders, respectively, two percent in Hillsborough and zero percent in Manatee. The special needs associated with this population will be discussed in the Unmet Needs and Service Opportunities, and the Performance and Targeting Outreach sections of this Area Plan.

Table 7: 2021 Percentage of Rural Elders

County	Total 60+ Urban (2021)	Total Age 60+ Rural (2021)	Total 60+ (2021)	Percentage Rural (2021)
Hillsborough	285,197	4,527	289,727	2%
Polk	178,699	5,997	184,696	4%
Manatee	138,981	0	138,981	0%
Highlands	30,331	12,771	43,102	30%
Hardee	954	4,769	5,221	84%
PSA 6 Totals	634,162	28,064	662,226	7%

Source: DOEA 2021, PSA 6 Targeting Report and Dashboard, August 2023

Economic and Social Resources:

The more populous counties of Hillsborough, Manatee, and Polk have much larger tax bases than those of the more rural Highlands and Hardee counties. The larger tax bases allow greater local funding for the delivery of services to older adults in comparison to smaller counties. In addition, the presence of large local, regional, and national corporate headquarters in Hillsborough and Manatee counties increases the likelihood of corporate sponsorship in the forms of financial support and employee volunteerism.

The major occupational categories for Hillsborough, Manatee, and Highlands counties are service/hospitality, retail trade, and financial/insurance/real estate and government sectors. In Polk County, the major occupational services include retail trade and manufacturing (largely phosphate mining). In Hardee County, the major occupational category is agriculture (largely citrus).

Major universities including the University of South Florida (USF) and the University of Tampa, communications and media services, utilities, industries, recreational facilities, major shopping areas, and three major sports teams are all disproportionately concentrated in the Tampa Bay Area. Three national professional leagues, including the National Hockey League, National Football League, and Major League Baseball, represent the Tampa Bay area. Manatee and Polk counties are well served by these amenities. Our goal is to help develop awareness about SCC services through these public-private partnerships.

Highlands and Hardee counties, however, are pocketed by Florida natives and immigrants who have "aged in place" in remote settings. These populations are geographically remote from municipalities and are often unable to be reached by municipal services including paved roads,

utilities, etc. Although the resident needs exist, oftentimes Hardee and Highlands' counties have underdeveloped social service networks and lack established mechanisms with which to develop public and private funding to expand networks. These smaller counties have particular difficulty in providing housing, transportation, and mental health counseling. In contrast, the larger urban areas already have a more developed social services network available and can more easily expand existing services when funding resources are made available.

The lack of adequate transportation systems, adequate tax revenues, and infrastructures for delivery of social services make meeting needs of rural elders a challenge when weighed against the pressing needs of urbanized elders.

Even in the most rural settings, churches and community organizations also play a role in providing the social resources that are necessary to support seniors where they live. All five counties have organizations in their locales that provide this kind of help.

SCC continually explores new social and economic resources within PSA 6. Resource development is completed through several avenues including participation from the Board of Directors and Advisory Council. In addition, SCC's ADRC convenes a Local Coalition Work Group (LCWG) to provide advice in planning and assisting with resource development. The LCWG consists of representatives from multiple agencies including the Alzheimer's Association, housing authorities, Serving Health Insurance Needs of Elders (SHINE) volunteers, local government, and selected community-based organizations, including social services agencies and advocacy groups. One of the performance improvement goals for the LCWG is to review potential resources to ensure appropriate community referral resources are available. During each quarterly meeting, resource needs are reviewed and the group is asked to provide suggestions for community referrals and resources. The LCWG also has formed a disability resource subcommittee that will meet and share community resources for this population.

Additionally, SCC has access to a team of volunteers that provides the community with valuable social and economic resources and supports. In 2022, our SHINE volunteers contacted more than 8,000 seniors. SHINE volunteers provide general information about Medicare and help a client pick the right supplemental insurance plan, assist with billing issues, or help find prescription assistance. Dozens of community partners, including senior centers, churches, clinics, and senior living facilities also support SCC's health and wellness programs. These organizations not only host classes but also help advertise and recruit participants. Volunteer instructors also support health and wellness programs and have been trained and certified to deliver evidence-based programs to seniors throughout the community. SCC also has several agency-wide volunteers that help with various projects and day-to-day activities.

Description of Service System:

The following description of programs and services available in PSA 6 is presented in a format that begins with community-based services and progresses toward the most restrictive services. In accordance with its statutory responsibility, SCC assesses the needs of elder residents and subcontracts with community agencies to provide the identified services.

SCC plays the critical role of being the entryway to access services available to older adults. The Elder Helpline is also an access point for professionals to obtain community resources. This information and referral service is vital in linking older adults and their caregivers with the information they need to make informed decisions. The information and referral staff will also frequently refer to other departments internally such as the Long-Term Care Services Department for intake and screening to access funded long-term care services, the SHINE Department, and the Healthcare Initiatives Department.

To address the needs of the individuals requesting services, SCC contracts with 11 local service providers to deliver home and community-based services funded by state and federal grants. The local service providers range from county governments to a variety of non-profits experienced in delivering quality services to special populations. Additionally, each county has an established Lead Agency that provides a variety of home-delivered services, adult day care, case management, and other services for functionally impaired elderly persons.

The following section describes the OAA and State General Revenue (SGR) funded services provided through the local service providers. It also includes information on services delivered through SCC such as intake, information and referral, SHINE, the Medicare Improvement for Patients and Providers Act (MIPPA) program, Senior Medicare Patrol (SMP), and health and wellness classes.

[Remainder of page left blank]

Table 8: 2024 Contracted Local Service Providers

Contracted Service Provider	County	Contracted Programs
Hillsborough County Department of Aging Services, H.C.B.O.C.C.*	Hillsborough	OAA III-C1 and C2, III-B, III-E, Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Local Services Program, Nutrition Services Incentive Program, Emergency Home Energy Assistance Program, ARP III-B, III-C1, III-C2, III-E, and III-ES
The Centre for Women, Inc.	Hillsborough	OAA III-B and III-ES, ARP III-B and III-ES
Bay Area Legal Services	Hardee, Highlands, Hillsborough, and Polk	OAA III-B, III-EG, III-ES, ARP III-B, III-EG, and III-ES
Alzheimer's Association	Hardee, Highlands, Hillsborough, Manatee, and Polk	OAA III-E, ARP III-E
Seniors First, Inc.*	Polk	Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative
Mid Florida Community Services, Inc.	Polk	OAA III-C1 and C2, III-B, III-E, Nutrition Services Incentive Program, ARP III-B, III-C1, III-C2, and III-E
The Agricultural and Labor Program, Inc.	Polk	Emergency Home Energy Assistance Program
Manatee County Community and Veteran Services Department, M.C.B.O.C.C.*	Manatee	Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Emergency Home Energy Assistance Program
Meals on Wheels PLUS of Manatee, Inc.	Manatee	OAA III-C1 and C2, III-B, III-E, Nutrition Services Incentive Program, ARP III-B, III-C1, III-C2, and III-E
Gulfcoast Legal Services, Inc.	Manatee	OAA III-B, III-EG, III-ES, ARP III-B, III-EG, and III-ES
NU-HOPE Elder Care Services, Inc.*	Hardee and Highlands	OAA III-C1 and C2, III-B, III-E, Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Nutrition Services Incentive Program, Emergency Home Energy Assistance Program, ARP III-B, III-C1, III-C2, and III-E, CARES III-B, III-C1, III-C2, and III-E
Peace River	Hardee, Highlands, and Polk	ARP III-B and ARP III-E
Self-Reliance, Inc.	Hillsborough	Local Services Program

*Designated Lead Agency

Table 8.2: 2025 Contracted Local Service Providers

Contracted Service Provider	County	Contracted Programs
Hillsborough County Department of Aging Services, H.C.B.O.C.C.*	Hillsborough	OAA III-C1 and C2, III-B, III-E, Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Local Services Program, Nutrition Services Incentive Program, Emergency Home Energy Assistance Program
The Centre for Women, Inc.	Hillsborough	OAA III-B and III-ES
Bay Area Legal Services	Hardee, Highlands, Hillsborough, and Polk	OAA III-B, III-EG, III-ES
Seniors First, Inc.*	Polk	Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative
You Thrive Florida (formerly known as Mid Florida Community Services, Inc.)	Polk	OAA III-C1 and C2, III-B, III-E, Nutrition Services Incentive Program
The Agricultural and Labor Program, Inc.	Polk	Emergency Home Energy Assistance Program
Manatee County Community and Veteran Services Department, M.C.B.O.C.C.*	Manatee	Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Emergency Home Energy Assistance Program
Meals on Wheels PLUS of Manatee, Inc.	Manatee	OAA III-C1 and C2, III-B, III-E, Nutrition Services Incentive Program
Gulfcoast Legal Services, Inc.	Manatee	OAA III-B, III-EG, III-ES
NU-HOPE Elder Care Services, Inc.*	Hardee and Highlands	OAA III-C1 and C2, III-B, III-E, Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Nutrition Services Incentive Program, Emergency Home Energy Assistance Program
Uniper, Care Inc.	Hardee, Highlands, Hillsborough, Manatee, and Polk	OAA III-B

*Designated Lead Agency

The Alzheimer's Association and SCC's contractual relationship is ending on September 30, 2024, but SCC plans to continue collaborating with the Alzheimer's Association to support those impacted by dementia. SCC will complete an environmental scan to determine if there is an alternative provider for this service. In the meantime, SCC will support caregivers with additional respite services.

Table 8.3: 2026 Contracted Local Service Providers

Contracted Service Provider	County	Contracted Programs
Hillsborough County Department of Aging Services, H.C.B.O.C.C.*	Hillsborough	OAA III-C1 and C2, III-B, III-E, Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Local Services Program, Nutrition Services Incentive Program, Emergency Home Energy Assistance Program
The Centre for Women, Inc.	Hillsborough	OAA III-B and III-ES
Bay Area Legal Services	Hardee, Highlands, Hillsborough, and Polk	OAA III-B, III-EG, III-ES
Seniors First, Inc.*	Polk	Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative
You Thrive Florida (formerly known as Mid Florida Community Services, Inc.)	Polk	OAA III-C1 and C2, III-B, III-E, Nutrition Services Incentive Program
The Agricultural and Labor Program, Inc.	Polk	Emergency Home Energy Assistance Program
Manatee County Community and Veteran Services Department, M.C.B.O.C.C.*	Manatee	Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Emergency Home Energy Assistance Program
Meals on Wheels PLUS of Manatee, Inc.	Manatee	OAA III-C1 and C2, III-B, III-E, Nutrition Services Incentive Program
Gulfcoast Legal Services, Inc.	Manatee	OAA III-B, III-EG, III-ES
NU-HOPE Elder Care Services, Inc.*	Hardee and Highlands	OAA III-C1 and C2, III-B, III-E, Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Nutrition Services Incentive Program, Emergency Home Energy Assistance Program
Uniper, Care Inc.	Hardee, Highlands, Hillsborough, Manatee, and Polk	OAA III-B

*Designated Lead Agency

Table 8.4: 2027 Contracted Local Service Providers

Contracted Service Provider	County	Contracted Programs
Hillsborough County Department of Aging Services, H.C.B.O.C.C.*	Hillsborough	OAA III-C1 and C2, III-B, III-E, Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Local Services Program, Nutrition Services Incentive Program, Emergency Home Energy Assistance Program**
The Centre for Women, Inc.	Hillsborough	OAA III-B and III-ES
Bay Area Legal Services	Hardee, Highlands, Hillsborough, and Polk	OAA III-B, III-EG, III-ES
Seniors First, Inc.*	Polk	Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative
You Thrive Florida (formerly known as Mid Florida Community Services, Inc.)	Polk	OAA III-C1 and C2, III-B, III-E, Nutrition Services Incentive Program
The Agricultural and Labor Program, Inc.	Polk	Emergency Home Energy Assistance Program**
Manatee County Community and Veteran Services Department, M.C.B.O.C.C.*	Manatee	Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Emergency Home Energy Assistance Program**
Meals on Wheels PLUS of Manatee, Inc.	Manatee	OAA III-C1 and C2, III-B, III-E, Nutrition Services Incentive Program
Gulfcoast Legal Services, Inc.	Manatee	OAA III-B, III-EG, III-ES
NU-HOPE Elder Care Services, Inc.*	Hardee and Highlands	OAA III-C1 and C2, III-B, III-E, Community Care for the Elderly, Home Care for the Elderly, Alzheimer's Disease Initiative, Nutrition Services Incentive Program, Emergency Home Energy Assistance Program**
Uniper, Care Inc.	Hardee, Highlands, Hillsborough, Manatee, and Polk	OAA III-B

*Designated Lead Agency

** The administration of the program is transitioning to a different state department. As of this writing, Senior Connection Center is awaiting a contract from the state for the 2026-2027 contract period.

SCC and the contracted local service providers deliver an array of state and/or federally funded supportive services. The various SGR and OAA services that are available within PSA 6 are described in the following section. Available services in each county are documented in Tables 9-17.

Supportive In-Home Services – Service Descriptions

Adult Day Care – Provides therapeutic, social, and health activities and services to adults who have functional impairments.

Assurance (Telephone and In-Person) – Communicating with designated clients by telephone or in-person on a mutually agreed schedule to determine their safety and to provide psychological reassurance, or to implement special emergency assistance.

Basic Subsidy – A fixed sum payment of \$160.00 made to an eligible caregiver each month to reimburse some of their expenses of caring for the client.

Case Aide – Case aide services are adjunctive and supplemental to case management services and are provided by paraprofessionals under the direction of case managers or designated supervisory staff.

Case Management – A client-centered service that assists individuals in identifying physical and emotional needs and problems through an interview and assessment process, discussing and developing a plan for services that addresses these needs, arranging and coordinating agreed-upon services, and monitoring the quality and effectiveness of the services.

Chore Services – Provides for the performance of routine house or yard tasks including such jobs as seasonal cleaning; yard work; lifting and moving furniture, appliances, or heavy objects; household repairs that do not require a permit or specialist; and household maintenance.

Companionship – Visiting a client who is socially and/or geographically isolated to relieve loneliness and provide continuing social contact with the community. This service includes activities such as engaging the client in casual conversation, helping with reading, writing letters, escorting a client to a medical appointment, and diversional activities such as playing games, going to the movies, the mall, the library, or grocery shopping.

Congregate Meals Screening – The completion of a DOEA 701C Congregate Meals Assessment for congregate meals or nutrition counseling for applicants or recipients. This is for both new

clients and for clients receiving an annual reassessment.

Counseling (Gerontological) – Provides emotional support, information, and guidance through a variety of modalities including mutual support groups for older adults who are having mental, emotional, or social adjustment problems that have arisen because of the process of aging.

Education/Training – Provides information on elder issues in a variety of different methods. One example is the education/training platform GetSetUp which offers hundreds of live, online classes to help keep older adults engaged mentally, physically, and socially active.

Emergency Alert Response – Community-based electronic surveillance service that monitors the frail homebound elder by means of an electronic communication link with a response center.

Health Support – These activities assist persons in securing and utilizing necessary medical treatment as well as preventative, emergency, and health maintenance services.

Homemaker Services – Provides services such as grocery shopping, meal preparation, light housekeeping, laundry, and training in household management to elder persons.

Housing Improvement – Provides residential improvement and renovation for elder homeowners in the community. This service includes emergency repair, weatherization, accessibility modification, and minor repairs to the home.

Information – An access service: responding to an inquiry from a person, or on behalf of a person, regarding public and private resources and available services.

Intake – Involves the administration of standard intake and screening instruments for gathering information about an applicant for services. It also encompasses the follow-up of clients waiting for services to review any changes in their situations and ensure prioritization for services.

Legal Services – Provides legal advice and counseling for elder persons; services are provided by lawyers and paralegal counselors in the home, in the community and/or in institutional settings.

Material Aid – The provision of goods, such as materials necessary to perform the chore, enhanced chore, or housing improvement services. It can also include repair, purchase, delivery, and installation of household appliances to assist with household tasks necessary for the health, safety, and/or welfare of the client.

Nutrition Services – Provides well-balanced meals, five days per week at congregate dining sites located throughout the counties.

Grab-and-go meals is an additional offering added in Manatee and Polk counties in 2025 and 2026. This service provides eligible congregate meal participants with nutritious meals they take home for times the dining sites are not open. Many older adults on fixed incomes experience food insecurity, and while the congregate dining sites offer lunch during the week, that leaves some seniors struggling to access meals in the evening and/or over the weekend. Whether the primary need of the senior is affording a nutritious meal, preparing food, and/or socialization, participants have all three covered through this service, as is true with the congregate meal program.

New in 2026, two service providers will begin offering produce boxes to clients based on their need. This is another opportunity for seniors to access nutritious food, removing the barriers of cost and physical access to fresh fruits and vegetables.

This project also provides noontime meals to homebound elder persons who are too frail to attend a congregate meal site.

All congregate dining and home-delivered meal program participants receive nutrition education to encourage good eating habits, which are basic to maintaining good health. Furthermore, nutrition counseling provides advice and guidance to persons who are at nutritional risk because of poor health. Outreach to determine the service needs of the target population and to provide information on available resources is a component of this program.

Outreach – An access service; making active efforts to reach target individuals face-to-face in either a community setting, their home, or neighborhood, identifying their service needs and encouraging use of available resources.

Personal Care – Assistance with eating, dressing, personal hygiene, and other activities of daily living (ADLs), which may include assistance with meal preparation or certain housekeeping chores, if necessary to the client's welfare.

Pest Control – This service helps rid the environment of insects and other potential carriers of disease and enhances safety, sanitation, and cleanliness for recipients.

Pet Support Services – Pet support services include providing assistance in the normal necessities of pet ownership.

Recreation – Participation in or attendance at calendared (with date and time) events that are directed by a person who meets the provider qualifications. The purpose is to offer activities of interest for participants, increase physical and mental stimulation, prevent isolation, and encourage socialization. The type of activities may include games, sports, arts and crafts, theater, trips, and other social or physical activities.

Recreation Materials – Recreation offers activities of interest for participants, increases physical and mental stimulation, and prevents isolation. The type of activities may include age-appropriate card games, word search books, crossword puzzle books, Sudoku books, puzzles, calligraphy and hand lettering, painting materials, adult coloring books, and supplies for activities (pens, pencils, coloring pencils, markers, etc.).

Referral/Assistance – An activity provided via telephone or one-on-one in person. Information is obtained about a person's needs, needs are assessed, and persons are directed to the appropriate resources most capable of meeting needs. Follow-up is a mandatory part of referral/assistance and is conducted with the referred person and/or the resource to determine the outcome of the referral/assistance.

Respite – (Facility Based and In-Home) The relief or rest for a primary caregiver from the constant and continued supervision, companionship, and therapeutic and/or personal care of a functionally impaired older person for a specified period in either a facility or home setting.

Specialized Adult Day Care – Defined as a program specifically developed for persons with Alzheimer's disease and related dementia. Provides a safe, non-institutional environment where participants congregate for the day and socialize with each other, as well as receive therapeutic interventions designed to maintain or improve their health and cognitive functioning. The program provides an array of planned activities specially created and selected with the participant's capability in mind.

Specialized Medical Equipment, Services, and Supplies – The provision of goods such as adaptive devices to increase a client's ability to perform activities of daily living (purchase or repair); supplies including adult briefs, bed pads, or nutrition supplements; and/or payment for needed doctor visits, dental visits, and/or prescriptions.

Screening/Assessment – Administering standard assessment instruments for the purpose of gathering information about and prioritizing clients at the time of active enrollment or reassess currently active clients to determine need and eligibility for services.

TCARE (Tailored Caregiver Assessment & Referral) – TCARE is an accredited program that offers customized support for family caregivers. The program offers support and improves effectiveness as a caregiver. It reduces stress and provides strategies for reducing the root causes of caregiver burnout.

Technology – Technology is defined as a service or product that uses internet-based communication technology to connect participants to activities that promote maintaining and gaining independence, access to socialization, and/or access to health and wellness activities.

Transportation Services – Provides transportation to congregate dining, adult day care centers, medical appointments, and/or social service agencies.

OAA Services

The Older Americans Act is generally considered the most significant federal recognition of the distinct needs, capabilities, and privileges that are inherent in a specific group, i.e., those aged 60 and over. The activities mandated and funded under this Act carry no income eligibility requirement, unlike numerous other federal assistance programs. The Act does require that emphasis for funded services be targeted to those persons 60 years of age or older who are in greatest economic and social need, including elders with LEP, low-income minorities, older individuals at risk of institutional placement, and elders residing in rural areas. The Act created Area Agencies on Aging and charged them with the responsibility of assessing local needs and planning services to meet those needs.

The overall purpose of the Act was to establish an “aging network,” provide for the funding of local service programs, establish training and research projects, and stimulate the development of innovative or improved services for our senior population. Congress has continued to appropriate funds under this Act for the provision of social and nutritional services, staff training, research/demonstration projects, and the operation of the Administration on Aging/Administration for Community Living. The services funded locally through the AAA fall under the following Title III OAA categories:

- Title III-B: Supportive and Access Services
- Title III-C1: Congregate Nutrition Services
- Title III-C2: Home-Delivered Nutrition Services
- Title III-D: Disease Prevention and Health Promotion
- Title III-E: National Family Caregiver Support Program

Table 9: 2024 Older Americans Act Title III-B Services

OAA III-B	Hillsborough	Polk	Manatee	Highlands	Hardee
Adult Day Care	✓	✓	✓		
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Education/Training	✓	✓	✓	✓	✓
Emergency Alert Response				✓	✓
Health Support				✓	✓
Homemaking		✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓			✓	✓
Outreach	✓	✓	✓	✓	✓
Pet Support				✓	✓
Recreation				✓	
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Screening/Assessment		✓	✓	✓	✓
Specialized Medical Equipment, Services, and Supplies	✓		✓	✓	✓
Technology	✓	✓	✓	✓	✓
Transportation	✓	✓	✓	✓	✓
Transportation to Meal Site for Managed Long-Term Care Clients	✓	✓	✓	✓	✓

Table 9a: 2025 Older Americans Act Title III-B Services

OAA III-B	Hillsborough	Polk	Manatee	Highlands	Hardee
Adult Day Care	✓	✓	✓		
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Education/Training	✓	✓	✓	✓	✓
Emergency Alert Response		✓		✓	✓
Health Support				✓	✓
Homemaking		✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓		✓	✓
Outreach	✓	✓	✓	✓	✓

Pet Support				✓	✓
Recreation				✓	
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Screening/Assessment		✓	✓	✓	✓
Specialized Medical Equipment, Services, and Supplies	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓
Transportation	✓	✓	✓	✓	✓
Transportation to Meal Site for Managed Long-Term Care Clients	✓	✓	✓	✓	✓

Table 9b: 2026 Older Americans Act Title III-B Services

OAA III-B	Hillsborough	Polk	Manatee	Highlands	Hardee
Adult Day Care	✓	✓	✓		
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Caregiver Training/Support	✓				
Companionship				✓	
Education/Training	✓	✓	✓	✓	✓
Emergency Alert Response		✓		✓	✓
Health Support			✓	✓	✓
Homemaking		✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓		✓	✓
Outreach	✓	✓	✓	✓	✓
Pet Support				✓	✓
Recreation			✓	✓	✓
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Screening/Assessment		✓	✓	✓	✓
Specialized Medical Equipment, Services, and Supplies	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓
Transportation	✓	✓	✓	✓	✓
Transportation to Meal Site for Managed Long-Term Care Clients	✓	✓	✓	✓	✓

Table 9c: 2027 Older Americans Act Title III-B Services

OAA III-B	Hillsborough	Polk	Manatee	Highlands	Hardee
Adult Day Care	✓	✓	✓		
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Companionship				✓	
Education/Training	✓	✓	✓	✓	✓
Emergency Alert Response		✓		✓	✓
Health Support			✓	✓	✓
Homemaking		✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓		✓	✓
Outreach	✓	✓	✓	✓	✓
Pet Support				✓	✓
Recreation			✓	✓	✓
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Screening/Assessment		✓	✓	✓	✓
Specialized Medical Equipment, Services, and Supplies	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓
Transportation	✓	✓	✓	✓	✓
Transportation to Meal Site for Managed Long-Term Care Clients	✓	✓	✓	✓	✓

[Remainder of page left blank]

Table 10: 2024 Older Americans Act Title III-C1 and Title III-C2 Services

OAA III-C1/III-C2	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)			✓	✓	✓
Congregate Meals	✓	✓	✓	✓	✓
Home-delivered Meals	✓	✓	✓	✓	✓
Nutrition Counseling – Individual	✓	✓	✓	✓	✓
Nutrition Education	✓	✓	✓	✓	✓
Outreach	✓	✓	✓	✓	✓
Screening & Assessment			✓	✓	✓
Telephone Reassurance			✓	✓	✓

Table 10a: 2025 Older Americans Act Title III-C1 and Title III-C2 Services

OAA III-C1/III-C2	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)			✓	✓	✓
Congregate Meals	✓	✓	✓	✓	✓
Home-delivered Meals	✓	✓	✓	✓	✓
Nutrition Counseling – Individual	✓	✓	✓	✓	✓
Nutrition Education	✓	✓	✓	✓	✓
Outreach	✓	✓	✓	✓	✓
Screening & Assessment			✓	✓	✓
Telephone Reassurance			✓	✓	✓

Table 10b: 2026 Older Americans Act Title III-C1 and Title III-C2 Services

OAA III-C1/III-C2	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Congregate Meals	✓	✓	✓	✓	✓

Home-delivered Meals	✓	✓	✓	✓	✓
Nutrition Counseling – Individual	✓	✓	✓	✓	✓
Nutrition Education	✓	✓	✓	✓	✓
Outreach	✓	✓	✓	✓	✓
Screening & Assessment			✓	✓	✓

Table 10c: 2027 Older Americans Act Title III-C1 and Title III-C2 Services

OAA III-C1/III-C2	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Congregate Meals	✓	✓	✓	✓	✓
Home-delivered Meals	✓	✓	✓	✓	✓
Nutrition Counseling – Individual	✓	✓	✓	✓	✓
Nutrition Education	✓	✓	✓	✓	✓
Outreach	✓	✓	✓	✓	✓
Screening & Assessment		✓	✓	✓	✓
Shopping Assistance		✓	✓	✓	✓

[Remainder of page left blank]

Table 11: 2024 Older Americans Act Title III-E Services

OAA III-E/III-EG/III-ES	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Caregiver Training and Support	✓	✓	✓	✓	✓
Education/Training	✓	✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Outreach	✓	✓	✓	✓	✓
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Respite In-Facility	✓	✓	✓		
Specialized Medical Equipment, Services, and Supplies	✓				
TCARE	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓

Table 11a: 2025 Older Americans Act Title III-E Services

OAA III-E/III-EG/III-ES	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Education/Training	✓	✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Outreach	✓	✓	✓	✓	✓
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Respite In-Facility	✓	✓	✓		
Specialized Medical Equipment, Services, and Supplies	✓	✓			
TCARE	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓

Table 11b: 2026 Older Americans Act Title III-E Services

OAA III-E/III-EG/III-ES	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Caregiver Training/Support	✓				
Education/Training	✓	✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Outreach	✓	✓	✓	✓	✓
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓		✓	✓
Respite In-Facility	✓	✓	✓		
Specialized Medical Equipment, Services, and Supplies	✓	✓			
TCARE	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓

Table 11c: 2027 Older Americans Act Title III-E Services

OAA III-E/III-EG/III-ES	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Education/Training	✓	✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓				
Outreach	✓	✓	✓	✓	✓
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓		✓	✓
Respite In-Facility	✓	✓	✓		
Specialized Medical Equipment, Services, and Supplies	✓	✓			
TCARE	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓

Table 12: 2024 Older Americans Act Title III-D Services

OAA III-D	Hillsborough	Polk	Manatee	Highlands	Hardee
A Matter of Balance	✓	✓	✓	✓	✓
Active Living Every Day	✓	✓	✓	✓	✓
Bingocize	✓	✓	✓	✓	✓
Chronic Disease Self-Management Program	✓				
Diabetes Empowerment Education Program	✓	✓	✓	✓	✓
Diabetes Self-Management Program	✓				
Enhance Wellness	✓				
Healthy Eating Every Day	✓	✓	✓		
Powerful Tools for Caregivers				✓	
Programa de Manejo Personal de la Diabetes	✓				
SAVVY Caregiver	✓				
Tai Chi for Arthritis for Fall Prevention	✓	✓	✓	✓	✓
Tomando Control de su Salud	✓				
Un Asunto de Equilibrio	✓	✓			

Table 12a: 2025 Older Americans Act Title III-D Services

OAA III-D	Hillsborough	Polk	Manatee	Highlands	Hardee
A Matter of Balance	✓	✓	✓	✓	✓
Active Living Every Day	✓	✓	✓	✓	✓
Bingocize	✓	✓	✓	✓	✓

Chronic Disease Self-Management Program	✓		✓		
Diabetes Empowerment Education Program	✓	✓	✓	✓	✓
Diabetes Self-Management Program	✓		✓		
Enhance Wellness	✓		✓		
Healthy Eating Every Day	✓	✓	✓		
Powerful Tools for Caregivers	✓		✓	✓	
Programa de Manejo Personal de la Diabetes	✓				
SAVVY Caregiver	✓				
Tai Chi for Arthritis for Fall Prevention	✓	✓	✓	✓	✓
Tomando Control de su Salud	✓				
Un Asunto de Equilibrio	✓	✓			

Table 12b: 2026 Older Americans Act Title III-D Services

OAA III-D	Hillsborough	Polk	Manatee	Highlands	Hardee
A Matter of Balance	✓	✓	✓	✓	✓
Active Living Every Day	✓	✓	✓		
Bingocize	✓	✓	✓	✓	
Chronic Disease Self-Management Program				✓	
Diabetes Empowerment Education Program	✓	✓	✓		
Enhance Wellness	✓	✓	✓		

Healthy Eating Every Day	✓	✓	✓		
Powerful Tools for Caregivers	✓				
Tai Chi for Arthritis for Fall Prevention	✓	✓	✓	✓	✓
TCARE	✓	✓	✓	✓	✓

Table 12c: 2027 Older Americans Act Title III-D Services

OAA III-D	Hillsborough	Polk	Manatee	Highlands	Hardee
A Matter of Balance	✓	✓	✓	✓	✓
Active Living Every Day	✓	✓	✓		
Bingocize	✓	✓	✓	✓	
Chronic Disease Self-Management Program				✓	
Diabetes Empowerment Education Program	✓	✓	✓		
Enhance Wellness	✓	✓	✓		
Healthy Eating Every Day	✓	✓	✓		
Powerful Tools for Caregivers	✓				
Tai Chi for Arthritis for Fall Prevention	✓	✓	✓	✓	✓
TCARE	✓	✓	✓	✓	✓

American Rescue Plan (ARP) Act

The American Rescue Plan (ARP) Act is a federal program to prevent, prepare for, and respond to coronavirus; including supportive services, nutrition services, preventive health, and support services for family caregivers. Particular attention is to be given to low-income, low-income minority, limited English proficiency, and older individuals residing in rural areas.

The DOEA has placed significant emphasis on the ARP Act to address the mental health and social isolation of older adults as a result of the pandemic. SCC has used a portion of the ARP Act

funds to address these issues primarily through technology and mental health counseling services. With the ARP funds, SCC has implemented several senior-friendly, tech-based initiatives that encourage socialization, promote learning new skills, support health and wellness, and make seniors' homes safer.

SCC's ARP funding ends on September 30, 2024. After that point, SCC will utilize OAA funds to continue the ARP technology initiatives, such as GetSetUp and Uniper.

Table 13: 2021-2024 ARP Act Title III-B Services

ARP III-B	Hillsborough	Polk	Manatee	Highlands	Hardee
Adult Day Care	✓	✓	✓		
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Caregiver Training/Support	✓				
Education/Training	✓	✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Health Support				✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid		✓		✓	✓
Outreach	✓	✓	✓	✓	✓
Personal Care	✓				
Pet Support Services	✓	✓	✓	✓	✓
Recreation		✓		✓	
Recreation Materials	✓	✓			
Respite Services (In-Home and Facility)	✓	✓	✓	✓	✓
Screening & Assessment		✓	✓		
Specialized Medical Equipment, Services, and Supplies	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓
Transportation	✓	✓	✓	✓	✓

Table 14: 2021-2024 ARP Title III-C1 and Title III-C2 Services

OAA III-C1/III-C2	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)		✓	✓	✓	✓
Congregate Meals	✓	✓	✓	✓	✓
Congregate Meals Screening			✓	✓	✓

Home-delivered Meals	✓	✓	✓	✓	✓
Nutrition Counseling – Individual	✓	✓	✓	✓	✓
Nutrition Education		✓		✓	✓
Screening & Assessment		✓	✓	✓	✓

Table 15: 2021-2024 ARP Title III-E Services

ARP III-E/III-EG/III-ES	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Caregiver Training/Support	✓	✓	✓	✓	✓
Education/Training	✓	✓	✓	✓	✓
Gerontological Counseling	✓	✓	✓	✓	✓
Housing Improvement	✓				
Legal Services	✓	✓	✓	✓	✓
Information	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Outreach	✓	✓	✓	✓	✓
Pet Support Services	✓	✓		✓	✓
Recreation Materials (Emergencies Only)	✓	✓			
Referral/Assistance	✓	✓	✓	✓	✓
Respite In-Home	✓	✓		✓	✓
Respite In-Facility	✓		✓		
Shopping Assistance	✓	✓	✓	✓	✓
Screening & Assessment		✓			
Specialized Medical Equipment, Services, and Supplies	✓				
Tailored Caregiver Assessment and Referral (TCARE)	✓	✓	✓	✓	✓
Technology	✓	✓	✓	✓	✓
Transportation	✓				

Community Care for the Elderly (CCE) Program

The Community Care for the Elderly (CCE) Act, as amended in 1980, provided for a state-funded program to serve the functionally impaired older person. "Functionally impaired" refers to persons who are homebound and live in the community but require help from others to cope with the normal demands of daily living.

Funding for the CCE program is administered by SCC, which subcontracts with a Lead Agency in each county to provide case management and a full complement of core services either provided directly or through subcontracts. Core services include a variety of in-home services, day care services, and other basic services most needed to prevent or delay institutionalization. The core services of the program focus on helping functionally impaired elderly persons, age 60 or older, remain in their homes or the home of a caregiver rather than relocating to an institution or nursing home. Because the core services by themselves do not include all the services that frail older people may require to remain in the community, providers are expected to coordinate with other community service providers prior to utilizing DOEA-funded services.

Additionally, case managers assess the client's needs and available resources that include both formal and informal resources (i.e., the elder's family members, neighbors, community volunteers, faith-based organizations) that provide invaluable support and care to enable elders to remain in their homes. The case management services provided by CCE are the first and most critical piece in determining needs and is crucial to ensuring the continuing changes in a client's condition are recognized.

Table 16: 2023-2024 Community Care for the Elderly Services

Community Care for the Elderly	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓			✓	✓
Adult Day Care	✓	✓	✓	✓	
Case Aide	✓	✓	✓	✓	✓
Case Management	✓	✓	✓	✓	✓
Chore/Enhanced Chore	✓	✓	✓		
Companionship	✓	✓		✓	✓
Emergency Alert Response	✓	✓	✓	✓	✓
Emergency Home-delivered Shelf Meals	✓	✓	✓	✓	✓
Home-delivered Meals	✓	✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Housing Improvement	✓			✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓	✓	✓	✓
Personal Care	✓	✓	✓	✓	✓
Pest Control/Enhanced/Initiation/Maintenance/Rodent Control	✓	✓		✓	✓
Respite – In Home	✓	✓	✓	✓	✓

Specialized Medical Equipment, Services, and Supplies	✓	✓	✓	✓	✓
Transportation	✓		✓	✓	

Table 16a: 2024-2025 Community Care for the Elderly Services

Community Care for the Elderly	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓			✓	✓
Adult Day Care	✓	✓	✓	✓	
Case Aide	✓	✓	✓	✓	✓
Case Management	✓	✓	✓	✓	✓
Chore/Enhanced Chore	✓	✓	✓		
Companionship	✓	✓		✓	✓
Emergency Alert Response	✓	✓	✓	✓	✓
Emergency Home-delivered Shelf Meals	✓	✓	✓	✓	✓
Home-delivered Meals	✓	✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Housing Improvement	✓			✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓	✓	✓	✓
Personal Care	✓	✓	✓	✓	✓
Pest Control/Enhanced/Initiation/Maintenance/Rodent Control	✓	✓		✓	✓
Respite – In Facility		✓			
Respite – In Home	✓	✓	✓	✓	✓
Specialized Medical Equipment, Services, and Supplies	✓	✓	✓	✓	✓
Transportation	✓		✓	✓	

Table 16b: 2025-2026 Community Care for the Elderly Services

Community Care for the Elderly	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Adult Day Care	✓	✓	✓	✓	✓
Case Aide	✓	✓	✓	✓	✓
Case Management	✓	✓	✓	✓	✓
Chore/Enhanced Chore	✓	✓	✓		
Companionship	✓	✓		✓	✓
Emergency Alert Response	✓	✓	✓	✓	✓

Emergency Home-delivered Shelf Meals	✓	✓	✓	✓	✓
Home-delivered Meals	✓	✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Housing Improvement	✓			✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓	✓	✓	✓
Personal Care	✓	✓	✓	✓	✓
Pest Control/Enhanced/Initiation/Maintenance/Rodent Control	✓	✓		✓	✓
Respite – In Facility		✓			
Respite – In Home	✓	✓	✓	✓	✓
Specialized Medical Equipment, Services, and Supplies	✓	✓	✓	✓	✓
Transportation	✓		✓	✓	

Table 16c: 2026-2027 Community Care for the Elderly Services

Community Care for the Elderly	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓	✓	✓	✓
Adult Day Care	✓	✓	✓	✓	✓
Case Aide	✓	✓	✓	✓	✓
Case Management	✓	✓	✓	✓	✓
Chore/Enhanced Chore	✓	✓	✓		
Companionship	✓	✓		✓	✓
Emergency Alert Response	✓	✓	✓	✓	✓
Emergency Home-delivered Shelf Meals	✓	✓	✓	✓	✓
Home-delivered Meals	✓	✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Housing Improvement				✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓	✓	✓	✓
Personal Care	✓	✓	✓	✓	✓
Pest Control/Enhanced/Initiation/Maintenance/Rodent Control	✓	✓		✓	✓
Respite – In Facility		✓			
Respite – In Home	✓	✓	✓	✓	✓
Specialized Medical Equipment, Services, and Supplies	✓	✓	✓	✓	✓

Transportation	✓		✓	✓	
----------------	---	--	---	---	--

Alzheimer's Disease Initiative (ADI)

The Alzheimer's Disease Initiative (ADI) program provides services and training to address the special needs of individuals suffering from Alzheimer's disease and related memory disorders, as well as the needs of their caregivers. The following table details the county-specific services provided with the ADI funding.

Table 17: 2023-2024 Alzheimer's Disease Initiative Services

Alzheimer's Disease Initiative	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓		✓	✓
Case Aide	✓	✓		✓	✓
Case Management	✓	✓	✓	✓	✓
Home-delivered Meals		✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓	✓	✓	✓
Personal Care	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Respite In-Facility	✓	✓		✓	✓
Respite In-Facility- Specialized Alzheimer's Services	✓				
Specialized Medical Equipment Services, and Supplies	✓	✓	✓	✓	✓
Transportation	✓			✓	✓

Table 17a: 2024-2025 Alzheimer's Disease Initiative Services

Alzheimer's Disease Initiative	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓		✓	✓
Case Aide	✓	✓		✓	✓
Case Management	✓	✓	✓	✓	✓
Home-delivered Meals		✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓	✓	✓	✓
Personal Care	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Respite In-Facility	✓	✓		✓	✓

Respite In-Facility- Specialized Alzheimer's Services	✓				
Specialized Medical Equipment Services, and Supplies	✓	✓	✓	✓	✓
Transportation	✓			✓	✓

Table 17b: 2025-2026 Alzheimer's Disease Initiative Services

Alzheimer's Disease Initiative	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓		✓	✓
Case Aide	✓	✓	✓	✓	✓
Case Management	✓	✓	✓	✓	✓
Companionship				✓	✓
Emergency Alert Response				✓	✓
Home-delivered Meals		✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓	✓	✓	✓
Personal Care	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓
Respite In-Facility	✓	✓		✓	✓
Respite In-Facility- Specialized Alzheimer's Services	✓				
Specialized Medical Equipment Services, and Supplies	✓	✓	✓	✓	✓
Transportation	✓			✓	✓

Table 17c: 2026-2027 Alzheimer's Disease Initiative Services

Alzheimer's Disease Initiative	Hillsborough	Polk	Manatee	Highlands	Hardee
Assurance (Telephone & In-Person)	✓	✓		✓	✓
Case Aide	✓	✓	✓	✓	✓
Case Management	✓	✓	✓	✓	✓
Companionship				✓	✓
Emergency Alert Response				✓	✓
Emergency Home-delivered Shelf Meals		✓	✓	✓	✓
Home-delivered Meals		✓	✓	✓	✓
Homemaking	✓	✓	✓	✓	✓
Intake	✓	✓	✓	✓	✓
Material Aid	✓	✓	✓	✓	✓
Personal Care	✓	✓	✓	✓	✓
Respite In-Home	✓	✓	✓	✓	✓

Respite In-Facility	✓	✓		✓	✓
Respite In-Facility- Specialized Alzheimer's Services	✓				
Specialized Medical Equipment Services, and Supplies	✓	✓	✓	✓	✓
Transportation	✓			✓	

Home Care for the Elderly (HCE)

Home Care for the Elderly is a financial subsidy program for frail elders with an adult caregiver in need of assistance to remain in their home. PSA 6 provides HCE cash subsidies of \$160.00 each month to approximately 240 HCE caregivers. HCE clients can also be eligible for special subsidy services, including assistance with prescription costs and co-payments, specialized medical equipment and supplies, material aid, and in-home services.

Health and Wellness

SCC provides a number of evidence-based health and wellness workshops through OAA Title III-D including Tai Chi for Arthritis, A Matter of Balance, Active Living Every Day, Chronic Disease Self-Management Program, Healthy Eating Every Day, Diabetes Empowerment Education Program, Powerful Tools for Caregivers, Savvy Caregiver, Bingocize, and Enhance Wellness. Each of these programs focuses on making healthy living a normal part of everyday life. These programs are offered throughout the PSA and SCC works with volunteers and partners to help deliver and increase the availability of our health and wellness programs. SCC provided approximately 34 health and wellness workshops in 2022 serving 192 participants.

Elder Abuse, Neglect, and Exploitation Prevention

SCC receives OAA Title VII funds through the DOEA and works diligently to raise awareness and educate the community about elder abuse. One objective of the program is to provide public education and outreach to identify and prevent elder abuse, neglect, and exploitation. Additionally, the program focuses on promoting financial literacy and preventing the financial exploitation of older individuals. These objectives are accomplished through a variety of avenues, such as presentations, one-on-one counseling, coalition work, and media promotion.

Statewide Medicaid Managed Care Long Term Care Program (SMMC LTC)

A system through which Medicaid recipients who qualify and become enrolled receive long-term care services through managed care plans. The ADRC assumes the following SMMC LTC functions: Intake and screening, LTC program education, waiting list release, Medicaid eligibility application assistance, assistance with grievances/complaints, and annual rescreening for waiting list individuals.

Local Service Program (LSP)

During FY 1983-1984, the Florida Legislature passed proviso language in the Appropriations Act and allocated a special appropriation to PSA 6, specifically for Hillsborough County. The funds were appropriated to continue to provide homemaker services to those aged 60+ who were previously served via Title XX. The special appropriation is recurring and identified as Local Service Program (LSP) funds.

Additionally, non-reoccurring LSP funding was awarded from the Florida Legislature to Self-Reliance, Inc. to provide housing improvement services to residents in Hillsborough County in the 2023-2024 contract year. Self-Reliance, Inc. is projecting to serve approximately ten households with this funding that will be primarily for major home improvements. SCC will be providing contract management and oversight of Self Reliance, Inc. as they administer the LSP funds. As of July 1, 2024, Self Reliance, Inc. is no longer a service provider with SCC because the Florida Legislature did not fund them for the July 2024 to June 2025, July 2025 to June 2026, or July 2026 to June 2027 contract years.

Nutrition Services Incentive Program (NSIP)

The Nutrition Services Incentive (NSIP) program is authorized by Section 311 of the OAA of 2000, as amended. This program was formerly known as the United States Department of Agriculture (USDA) cash or commodity program. Currently, NSIP provides reimbursement for the purchase of United States produced agricultural and other food commodities for use in nutrition projects operating under approved OAA Title III contracts. The NSIP reimbursement rate is \$0.72 per meal. In the previous fiscal year, SCC provided reimbursement for approximately 978,076 eligible meals in PSA 6.

Emergency Home Energy Assistance for the Elderly Program (EHEAP)

Through the Emergency Home Energy Assistance for the Elderly Program (EHEAP), SCC is able to provide financial assistance to eligible individuals, 60 years of age and older, who are experiencing an energy-related crisis. Examples of crises include impending cut-off of utility services, lack of fuel or wood, broken heating or cooling systems, or unusual hot or cold season energy expenses. Heating and cooling season requirements continue to be waived in response to the pandemic, and clients can apply for multiple benefits, up to \$5,000 per year. From July 1, 2022, to June 30, 2023, over 1,600 older adults were assisted with an EHEAP benefit.

Serving Health Insurance Needs of Elders (SHINE)

In 1993, the DOEA initiated the volunteer program known in Florida as Serving Health Insurance Needs of Elders (SHINE). This program provides clients with no-cost, non-biased insurance counseling and information on Medicare. Topics include Medicare enrollment and

coverage questions, plan comparisons, claims and billing issues, complaints and appeals, and access to financial assistance programs to lower insurance costs. Elders can contact a SHINE counselor through the Elder Helpline. SCC acts as a focal point for program coordination, volunteer recruitment, and site expansion in all five counties. In 2022, the SHINE volunteers and staff documented nearly 8,000 client contacts. More than 4,000 of the clients served were low-income, 2,300 were over the age of 75, and 900 had a disability.

The SHINE program also helped over 700 low-income individuals apply for the Medicare Savings Program, leading to a combined savings of more than \$1.1 million annually. Through the Medicare Improvement for Patients and Providers Act (MIPPA) program, SCC staff and volunteers help Medicare beneficiaries who have lower incomes and assets and/or who live in rural areas access programs to reduce their healthcare costs.

Senior Medicare Patrol (SMP)

In conjunction with the SHINE program, Senior Medicare Patrol is a federally-funded program provided by SCC within our SHINE department. The core mission of SMP is to empower and assist Medicare beneficiaries, their families, and caregivers to combat health care fraud, errors, and abuse. This involves conducting outreach, counseling, and education to prevent, identify, and report Medicare fraud, errors, and abuse.

Information, Referral, and Assistance/Elder Helpline

One of SCC's primary responsibilities as an ADRC is to provide a comprehensive Information and Referral Network, linking seniors and caregivers to community services, programs, and resources that meet their needs. SCC's information and referral is the starting point for anyone seeking information about aging issues, looking for services, or wanting to volunteer. This department also provides educational materials and outreach programs designed to empower older adults and caregivers when trying to find assistance. In 2022, more than 121,000 calls came into the ADRC.

SCC Crisis Funding

SCC uses unrestricted funds obtained through fundraising efforts to provide one-time, crisis support to a disabled or older adult. Care coordination is not a component of SCC's crisis funding. SCC's Information and Referral Department is typically the gatekeeper for the crisis relief service. Crisis funds are utilized when other community resources are exhausted. Examples of crisis relief include assistance with utilities, one-time housing payment assistance, medical supplies/services, transportation, food, and chore assistance. In 2022, SCC assisted 27 individuals with a total of \$15,420 in crisis funding. In most cases, SCC is able to divert a person's crisis for less than \$1,000.

Client Served Numbers

In 2021, PSA 6 served 17,370 unduplicated registered consumers (these are clients served or screened using the DOEA Assessment Tools) with DOEA-funded services. Additionally, 9,574 unduplicated consumers were provided services with CCE funds.

In 2022, PSA 6 served 18,877 unduplicated registered consumers (served or screened using the DOEA Assessment Tools) with DOEA-funded services. As of December 2022, 321 unduplicated clients were actively enrolled in the CCE program.

In 2023, PSA 6 served 20,867 unduplicated registered consumers (served or screened using the DOEA Assessment Tools) with DOEA-funded services. (This is based on the most recently provided Targeting Report and Dashboard provided by the DOEA.) As of December 2023, 294 unduplicated clients were actively enrolled in the CCE program.

In 2024, PSA 6 served 23,093 unduplicated registered consumers (served or screened using the DOEA Assessment Tools) with DOEA-funded services. (This is based on the most recently provided Targeting Report and Dashboard provided by the DOEA.) As of December 2024, 278 unduplicated clients were actively enrolled in the CCE program.

During 2022, SCC funded more than 112,882 hours of homemaker services; 59,102 hours of personal care services; 1,254,397 meals to elders; and 21,885 rides to doctor visits, meal sites, and other important appointments.

During 2023, SCC funded 131,708 hours of homemaker services; 69,915 hours of personal care services; 1,424,195 meals to seniors; and 43,299 rides to doctor visits, meal sites, and other important appointments.

During 2024, SCC funded 130,356 hours of homemaker services; 83,694 hours of personal care services; 1,229,856 meals to seniors; and 39,952 rides to doctor visits, meal sites, and other important appointments.

During 2025, SCC funded 126,542 hours of homemaker services; 91,478 hours of personal care services; 1,214,474 meals to seniors; and 37,902 rides to doctor visits, meal sites, and other important appointments.

Table 18: Number of Unduplicated Clients Served by Registered Services 2022

	Hillsborough	Polk	Manatee	Highlands	Hardee
Adult Day Care	74	17	86	1	0*
Basic Subsidy	137	83	34	8	7
Case Aide	254	10	23	36	1
Case Management	602	280	186	98	11
Chore/Enhanced Chore	4	20	0*	0*	0*
Companionship	63	22	0*	1	0*
Congregate Meals	2,192	509	29	88	44
Emergency Alert Response	145	70	30	48	11
Home-delivered Meals	8,779	1,125	1,113	513	155
Homemaking	321	292	101	89	13
Housing Improvement	30	0*	0*	2	0
Nutrition Counseling	161	0*	56	0	0
Material Aid	18	369	87	49	13
Specialized Medical Equipment, Services and Supplies	431	287	113	62	11
Personal Care	200	108	73	15	4
Pest Control	5	41	0*	2	0
Respite In-Home	239	168	49	43	8
Respite In-Facility	9	0*	20	3	0*

Respite In-Facility – Specialized Alzheimer’s Service	12	0*	0*	0*	0*
Transportation	281	22	96	33	12

Source: Enterprise Client Information and Registration Tracking System

*Not a contracted service in the county

Other Supports Available in the Community

In addition to services provided through SCC and the local service providers, the following public and private resources are available:

Additional Federal Resources for Community-Based Care

The United States government sponsors several projects designed to utilize the volunteer resources of senior citizens and to supplement the incomes of these volunteers through the payment of stipends. These projects not only provide valuable para-professional staff to augment community-based services but also assist those enrolled in the projects to maintain their independence. Some of these federal projects include the Senior Employment Program and the Title III Domestic Volunteer Service Act of 1973, the Retired and Senior Volunteer Program (R.S.V.P.), the Senior Companion Program, the Foster Grandparent Program, and the Title V Senior Community Service Employment Program. The Senior Community Service Employment Program focuses on job training with the goal of obtaining unsubsidized employment.

Low-cost, subsidized housing is available to assist elder persons in maintaining their independence through the Department of Housing and Urban Development. However, lengthy waiting lists are a major barrier to accessing this service.

Other well-known federal programs include Social Security, Supplemental Security Income, Medicare, and Medicaid.

Institutional Care Services

“Institutional care” refers to those services provided outside the home setting that require the older person to relocate on either a temporary or permanent basis. Institutional care varies in degree of restrictiveness from adaptive housing to skilled nursing care. For this review of the service system, only two types of institutional settings are examined: assisted living facilities (ALFs) and nursing homes.

Assisted Living Facilities (ALF)

Florida Statute 429, Part I, defines an ALF as “...any building or buildings...whether operated for profit or not, which undertakes through its ownership or management to provide housing, meals, and one or more personal services for a period exceeding 24 hours to one or more adults who are not relatives of the owner or administrator...” Personal services can include “direct physical assistance with or supervision of the activities of daily living and the self-administration of medication and other similar services which the department may define by rule. ‘Personal services’ shall not be construed to mean the provision of medical, nursing, dental, or mental health services.”

Assisted Living Facilities vary in size and range in cost within PSA 6. Limited state (Optional State Supplementation) and Medicaid Waiver (SMMC LTC) funds exist to subsidize payments for low-income elders and disabled persons who are determined to be eligible by the Department of Children and Families (DCF). As of August 2023, there are over 340 ALFs in PSA 6 according to the Agency for Health Care Administration (AHCA).

Nursing Homes

The most restrictive form of care in the continuum of care is provided by nursing homes. For patients requiring restorative or rehabilitative services (e.g., recovery from stroke or hip fracture), placement in a nursing home may be temporary. Other placements are for the maintenance of functioning and are permanent relocations for the individual. As of August 2023, there are 80 nursing homes in PSA 6 according to AHCA.

Role in Interagency Collaborative Efforts:

SCC has taken a leadership role in the development, facilitation, maintenance, and enhancement of the community service system for the aging network in PSA 6. These partnerships and coalitions comprise the following:

- Public agencies serving elders
- Private agencies serving elders
- Social service providers
 - Disabled adult services
 - Developmentally disabled services
 - Mental health services
 - Legal services
 - Medical services
 - Support services
 - Volunteer/employment services
 - Educational/recreational services
 - Financial assistance services

- Housing services
- Citizen activists
- Private sector
- Local officials
- Advocacy groups
- Consumers

Meetings of coalitions and partnership groups provide a forum to achieve the following objectives:

- To identify and fill gaps in the service delivery system
- To provide a clearinghouse for interagency informational exchange
- To provide a forum for advocacy on issues concerning elders
- To consolidate and share resources and training
- To develop new resources and leverage private sector donations

Examples of the coalitions and partnerships in each county are listed below. Not all coalitions and partnerships are included in the listing below due to the page limit restrictions noted in the Area Plan instructions.

Hillsborough County

Service Providers Advisory Network (SPAN) of Hillsborough County – SPAN is an organization consisting of representation from all spectrums of community services for children and adults. Representatives consist of the Homeless Coalition, United Way, Veterans Affairs, Tampa AIDS Network, Mental Health, DCF, Alcoholism Services, Hillsborough County Community Action Agency, Probation and Parole, etc. Each month, SPAN conducts a forum for the public on services that are available in Hillsborough County (e.g., Elder Services, Mental Health Services, Affordable Housing, Summer Programs for Kids).

Hillsborough County Council on Aging – The Council advocates on behalf of older adults for the betterment of their well-being and to furnish input to the Department of Family and Aging Services, Division of Aging Services, and the Board of County Commissioners on matters relating to the quality of life of older adults.

Better Living for Seniors – Is a professional organization for those who work with seniors in every capacity. Their goal is to support the members by offering educational resources and professional development opportunities.

Dementia Care and Cure Initiative – The initiative's goal is to engage communities across

Hillsborough County to be dementia caring, promote better care for those affected by dementia, and support research efforts to find a cure.

Latino Coalition of Tampa Bay – The coalition has a mission to improve the quality of life of the Latino community by working together through community empowerment, advocacy, and increasing access to community services.

Tampa Hillsborough Homeless Initiative – The initiative has a purpose to lead the Tampa/Hillsborough County's Continuum of Care in collaboration with local agencies in order to develop and provide innovative solutions for making homelessness rare, brief, and non-recurring in Tampa-Hillsborough County.

Polk County

AARP Age-Friendly Initiative – To encourage safe and elder-friendly communities, SCC supports and participates with communities designated as "Age-Friendly" through AARP under the auspice of the World Health Organization. In 2019, the State of Florida was declared Age-Friendly by Florida's Governor, Ron DeSantis. The Age-Friendly network of states and communities aims to educate, promote, and recognize improvements that communities could make to be supportive of all ages. In Polk County, two specific communities, Lakeland and Winter Haven, have been designated as Age-Friendly. Representatives from SCC participate in these local initiatives on a routine basis.

Better Living for Seniors – Representatives and individuals from Polk County agencies and organizations meet monthly to share information and resources on senior issues.

Domestic Violence Task Force – Task forces in Polk and Highlands counties seek to raise awareness of domestic violence. SCC's involvement is to include awareness of older victims of domestic violence.

Dementia Care and Cure Initiative – The initiative's goal is to engage communities across Polk, Osceola, Orange, and Seminole counties to be dementia caring, promote better care for those affected by dementia, and support research efforts to find a cure.

Rath ConNEXTions Center – The coalition is a partnership of organizations and concerned individuals committed to improving the lives of elders throughout Polk County with activities such as resource development, education, research, and advocacy.

Manatee County

Suncoast Aging Network – Representatives from Manatee and Sarasota county agencies and organizations meet monthly to share information and resources on senior issues.

Dementia Care and Cure Initiative – The initiative’s goal is to engage communities across Manatee County to be dementia caring, promote better care for those affected by dementia, and support research efforts to find a cure.

Highlands County

Highlands County Interagency – This Highlands County collaborative consists of non-profit and for-profit businesses and agencies that serve Highlands County and seek to meet the needs of the residents.

Domestic Violence Task Force – Task forces in Polk and Highlands counties seek to raise awareness of domestic violence. SCC’s involvement is to include awareness of older victims of domestic violence.

Hardee County

Hardee County Interagency Council – A group of representatives from Hardee County agencies and organizations that meets on a regular basis to address civic engagement matters in the county.

COORDINATION WITH FEDERAL PROGRAMS

- Projects funded by SCC utilize Senior Community Service Employment Program workers, Retired, and Seniors Volunteer Program volunteers in the delivery of services.
- SCC works with financial eligibility programs and provider agencies to review program eligibility criteria for clients requesting public assistance (i.e., SSI, Medicaid, Medicare, Food Stamps) and in-kind aid.
- SCC responds, when requested, by writing letters of support on behalf of the construction of new HUD and/or low-income senior facilities in the PSA using survey data to substantiate needs.

COORDINATION WITH INSTITUTIONS OF HIGHER EDUCATION

SCC’s coordination efforts with institutions of higher education include, but are not limited to, the following:

- Members of local colleges and universities and members of the academic community are invited and encouraged to attend local coalition and partnership meetings.
- Members of the academic community participate on SCC’s Board of Directors.

- SCC develops and disseminates information on educational opportunities for seniors in the PSA.
- SCC coordinates with USF on various projects serving seniors (i.e., potential models for service expansion, research projects, staff training, field placement for student interns).

PARTICIPATION ON AND SUPPORT OF INTER-AGENCY COUNCILS/TASK FORCE GROUPS

SCC Board of Directors, Advisory Council members, and staff also serve as integral members on a variety of other councils, boards, task forces, and committees to advocate on behalf of elders. Participation includes, but is not limited to the following:

State and National Memberships

- Florida Council on Aging (FCOA)
- USAging formerly known as the National Association of Area Agencies on Aging (N4A)
- Florida Association of Area Agencies on Aging (F4A)
- Southeastern Association of Area Agencies on Aging (SE4A)

ADDITIONAL COMMUNITY PARTNERSHIPS

Disaster Preparedness

SCC's Role: SCC in coordination with DOEA, local service providers, and local Emergency Management Offices in all five counties, develops and implements flexible and responsive procedures for continuing or discontinuing services in the event of a significant disaster.

Department of Children and Families Adult Protection Team (Suncoast Region and Circuit 13)

SCC's Role: Provide education and awareness regarding elder abuse in addition to providing information about available services.

Long-Term Care Ombudsman Council (LTCOC)

SCC's Role: The primary purpose of SCC's participation is to provide input about the needs of elders, receive information about available resources, and facilitate coordination between the LTCOC and the local aging network.

Seniors and Law Enforcement Together (SALT) Council - Highlands County

SCC's Role: Provides input into the development of projects initiated by the Councils to address the needs of victims and promote awareness of elder abuse.

Hardee County Chamber of Commerce

SCC's Role: Membership in this local organization provides an avenue by which SCC can advocate

on behalf of seniors; develop, implement, and/or replicate programs; stay abreast of local issues; develop partnerships with community leaders; and where possible, provide leadership in the planning, coordination, and integration of services.

Transportation Disadvantaged Coordination Boards

SCC's Role: SCC staff participate in these Boards to ensure that the transportation needs of elders are being addressed. In all five counties, SCC staff actively work with the Planning and Evaluation Sub-Committees.

Manatee County Falls Prevention Coalition

SCC's Role: This coalition's focus is on preventing falls and injuries among older adults in Manatee County. Members include the Bradenton Fire Department, Sheriff's Department, home health agencies, physical therapists, local hospital representatives, and other aging professionals.

Coalition on Injury Prevention (Polk County)

SCC's Role: Focus on preventing injuries among children and older adults. Members include the Lakeland Fire Department, Lakeland Regional Medical Center, and aging professionals.

Outreach and Community Services Department

The role of the Outreach and Community Services Department is to coordinate the Elder Abuse Prevention Initiative, oversee SCC's health and wellness programs, and conduct outreach for our Agency.

Additionally, the Outreach and Community Services Department is responsible for outreach for the Elder Helpline, the Serving Health Insurance Needs of Elders (SHINE) program, and the Senior Medicare Patrol Project. This role also includes assisting in developing the outreach plan and implementing the plan in coordination with SCC ADRC staff. Examples of this would be attending health fairs, community meetings, and any other venues that would be applicable as outreach for these programs.

Part of coordinating the Elder Abuse Prevention Initiative includes outreach to seniors and senior service providers. This is done by publishing media advertisements or public service announcements about elder abuse prevention, attending health fairs, coordinating trainings to service providers and seniors, and distributing elder abuse brochures and materials. The Outreach and Community Services Department must also keep an inventory of educational materials and brochures. A plan is completed each year for quarterly elder abuse activities in accordance with the Older Americans Act contract.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

There have been no significant changes in the Strengths, Weaknesses, Opportunities, and Threats Analysis within PSA 6 since the submission of the 2024-2027 Area Plan.

SCC plans to complete a new SWOT analysis in 2027 for inclusion in the 2028 Area Plan.

SWOT Development Process Description:

As part of the planning process, SCC completed a SWOT analysis with multiple groups of individuals throughout June and July 2023. Those involved included the staff, the Board of Directors, and Advisory Council members. This allowed SCC to gather a wide variety of input from its stakeholders on potential Strengths, Weaknesses, Opportunities, and Threats.

Advisory Council members were able to participate in the SWOT analysis at their June 2023 quarterly meeting. SCC's Board of Directors and staff members were able to offer feedback on the SWOT using an online survey tool. These participants offered SCC a variety of valuable perspectives to help identify trends and themes highlighted in the SWOT analysis below. In addition, these individuals represent a diverse cohort with knowledge and understanding of SCC and the aging network.

In some cases, SCC received similar feedback from respondents. When this happened, the like responses were combined. Additionally, staff found themes were emerging in the feedback provided. During the analysis, these themes were grouped into three specific categories under each component of the SWOT. The three categories include mission focus, leadership and communication, and service delivery. This grouping allowed SCC to more reasonably consider the results and look for meaningful opportunities to add the factors emerging from the SWOT into the Area Plan. Specifically, the SWOT process was a valuable tool used to help support various action strategies in the Goals and Objectives section of the Area Plan, and was also incorporated into other areas of this document such as the Unmet Needs section.

Strengths:

Mission Focus

- Organization is mindful of maintaining a client-centered approach
- Uphold core values and high standards for service delivery
- Solution focused
- Passionate staff that want to serve
- Mission focus has been maintained throughout the significant growth the organization has had in the last several years

Leadership & Communication

- Staff feel heard and valued (recognition, encouragement, fostering growth, flexible to change, and willingness to be creative to meet needs)
- Management is supportive and help staff to succeed
- Experienced and dedicated leadership
- Diversity in our Board of Directors, Advisory Council, and staff members
- Use technology well to keep staff engaged and feeling connected to each other
- Recognized as a top place to work
- Have bilingual staff
- Board indicates senior and mid-level management is very strong
- President & CEO is caring, compassionate, and has excellent administrative skills

Service Delivery

- Formalized training practices
- Crisis funding to help resolve immediate needs
- Offer a variety of services to meet the diverse needs of our community
- Ensure linkages to other resources if we are unable to meet a specific need
- Desire to be innovative through encouragement and reward for ideas brought forward
- Board indicates SCC has strong relationships with community organizations

Weaknesses:

Mission Focus

- Name recognition
- Ageism and denial about aging create challenges to advocacy efforts
- Lack of opportunities to engage and communicate with community partners
- Phone system and 1-800 number can create barriers for clients and caregivers to reach SCC
- Clients can become disillusioned when dealing with program waiting lists

Leadership & Communication

- Diversity in senior leadership team needed
- Need for additional advertisement on available services
- Improved interdepartmental communication to ensure consumers' needs can be addressed without it resulting in multiple contacts
- Older adults can struggle with communicating electronically and may be unaware of how to use new forms of technology

Service Delivery

- Lack of flexibility on income requirements for programs
- Outreach event opportunities are unavailable in some parts of the Planning and Service Area

- Inability to adequately address transportation and housing needs
- Lengthy waiting lists
- Lack of Spanish health and wellness classes due to lack of bilingual volunteers
- Need for resources in the database to be up-to-date and more robust, especially around housing, transportation, and dental needs
- Additional staff needed to address capacity and workload concerns
- Reliance on translation services to help limited-English speaking clients

Opportunities:

Mission Focus

- Working together with similar agencies to further organizational goals and to improve communication and outreach (e.g., DCF, CARES, similar nonprofits)
- Create compelling advocacy messages to combat ageism and denial about aging
- Develop fundraising campaigns to reach a broader audience and cultivate new clients, donors, and sponsors
- Enhance partnerships with other agencies and organizations to better meet transportation and housing needs in the community
- Increased partnerships with colleges, universities, civic groups, and faith-based organizations to further our mission
- Identify opportunities to team up with homeless coalitions and other housing/shelter programs in SCC's service area

Leadership & Communication

- Ensure social media is consistent and clear in goals to reach SCC's target audience

Service Delivery

- Building on existing support of donors to increase capacity for funding special projects, etc.
- Creating additional paid internship opportunities for students interested in working in the aging field to help build staffing capacity
- Providing increased opportunities for clients to have face-to-face interactions with ADRC staff throughout all five counties
- Training opportunities that can lead to certifications, or a stipend program to promote furthering education for staff
- Expanding opportunities for all staff to attend networking events
- Identify additional services that could be offered through the OAA Title IIIIE Grandparent funding
- Explore increasing support and investment in intergenerational programs

- Consider purchasing office space when the lease is up that could offer SCC the ability to accommodate staffing needs and potentially create rental income/housing opportunities

Threats:

Mission Focus

- Funding and political instability
- Inability to address minimal unmet needs for older adults until they become more frail
- Other nonprofits not partnering on initiatives or creating duplicative programs
- Reliance on government funding
- New short-term and temporary funding makes it difficult to continue helpful programs/services once funding ends and this can negatively impact SCC's image in the community
- Homelessness is a growing trend in the older adult population (currently, Florida is having a housing crisis, and it is significantly impacting older adults on fixed/limited income) creating barriers to service delivery
- Rising demand and increasingly complex care needs has led to more challenging client interactions

Leadership & Communication

- Lack of communication or efficient processes between community agencies

Service Delivery

- Increasing aging population and growing need (waiting lists for programs)
- Transportation enhancements needed to ensure older adults throughout the Planning and Service Area can be served
- Staffing capacity and hiring/turnover concerns
- Large rural and urban coverage area to serve
- Lack of volunteers in rural areas
- Meals requirements are reducing options for nutrition clients to select foods that better fit within their culture
- Food insecurity is growing
- Limitations for crisis funding
- Expansion of home repair service is needed to ensure coverage throughout the service area
- Additional resources are needed for staff to offer to individuals needing mental health services

Performance Analysis and Targeted Outreach

This section demonstrates the effectiveness of SCC's efforts at the county level in reaching a comparable proportion of the specified sub-populations of seniors based on the prior year's performance, and details the strategic outreach plan that SCC will employ to increase service delivery to the targeted populations in the coming planning period. This section also focuses on SCC's planned outreach to sub-populations in which its performance was below standard in the previous year. This section includes SCC's plans on how our outreach efforts will reach the targeted sub-populations, information on targeted audiences, goals to reach certain numbers of older individuals and caregivers, and specific details on activities and events, including when and where they will take place.

Performance Analysis:

As mandated by the OAA, SCC has established goals to ensure PSA 6 appropriately targets the specific older adult populations as follows: minorities, minorities 100 percent BPL, 100 percent BPL, living alone, LEP, probable Alzheimer's disease cases, and rural older adults.

The following section of the Area Plan will provide an analysis of how effective the various strategies employed by SCC and the OAA service provider network were in reaching these specific populations.

Targeting Successes

SCC has a strong understanding of the OAA targeting requirements and educates our provider network to ensure we are reaching the most vulnerable older adults. Methods used to ensure the Targeting Plan objectives are met are described in detail in the Targeting Plan Section of this Plan.

The data and knowledge gained through employing targeting mechanisms have provided the foundation of the targeting plan and accompanying objectives.

It is essential to evaluate the performance of SCC and the OAA local service providers' ability to target and provide outreach to older adults. Through at least quarterly evaluations, SCC can examine efforts and determine if improvements are needed on targeting indicators.

Overall, SCC and the OAA local service providers were successful in achieving targeting goals for the calendar year 2021. SCC's vision is to be the recognized community leader who connects older adults, persons with disabilities, and caregivers with the information, resources, and services they need. As such, SCC's strong relationships with local organizations, civic groups,

private businesses, and local governments have been valuable in assisting with our overall outreach and education strategies. Our success in reaching the targeted populations is evident when analyzing our performance data from 2021. SCC is proud to have met or exceeded all but one targeting indicator goal in 2021.

Another success is SCC has increased health and wellness classes available in Spanish in 2025 by utilizing a part-time staff person. SCC has completed four classes in Spanish, with two in progress and one upcoming, in 2025 as of July.

Targeting Obstacles

Despite the many successes in targeting achievements, obstacles are present within PSA 6 in terms of full achievement. Notably, SCC has a limited capacity to perform outreach. SCC has expanded outreach resources recently by cross-training four part-time staff that deliver both outreach services and administer health and wellness classes. However, reaching all of our service area with current resources continues to be an obstacle. Having limited resources to dedicate to outreach is also an obstacle for the OAA local service providers.

The various program waiting lists could perhaps be the largest obstacle that we face. Potential clients reached through outreach efforts are informed of the available services and the intake process; however, a high percentage of consumers must wait a considerable amount of time for service delivery. Due to the need to serve the most at risk first, we are unable to share the amount of time they may have to wait for services, and we have found this to be frustrating to others. SCC continually educates individuals about the benefits of completing a screening and the importance of being added to the various waiting lists, but there is still frustration, even with education efforts.

Additionally, SCC and local OAA service providers have noticed that it is difficult to obtain client-specific information during an outreach event. A client's name, age, and ZIP code are required to be collected by the DOEA to be counted as outreach. Often the public is uncertain about providing any of their personal information. It is important to acknowledge that SCC and the local OAA service providers speak to many more members of the public that are not able to be reported as outreach due to the lack of collecting all required personal information.

It is important to mention the targeting performance data supplied by the DOEA only accounts for registered clients in the enterprise Client Information and Registration Tracking System (eCIRTS) database. In PSA 6, three OAA service providers are not required to enter client-specific information in eCIRTS. Two of these three providers deliver legal services and one of the providers offers housing improvement services. In addition, SCC provides health and wellness

services with OAA funds throughout the PSA that are not included in the following targeting performance report.

The definition of rurality changing in 2015 has also been a challenge. Prior to 2015, rurality was determined by ZIP code. The current definition of rurality is calculated for each Census Tract using the Florida population estimates found in the DOEA County Profiles and the U.S. Census Bureau's American Community Survey 5-Year Estimates. This change from ZIP code data to a Census Tract group has created challenges in identifying and targeting rural areas. SCC works closely with the OAA service providers to ensure rural areas are appropriately targeted to overcome this challenge.

Best Practices Identified from 2022

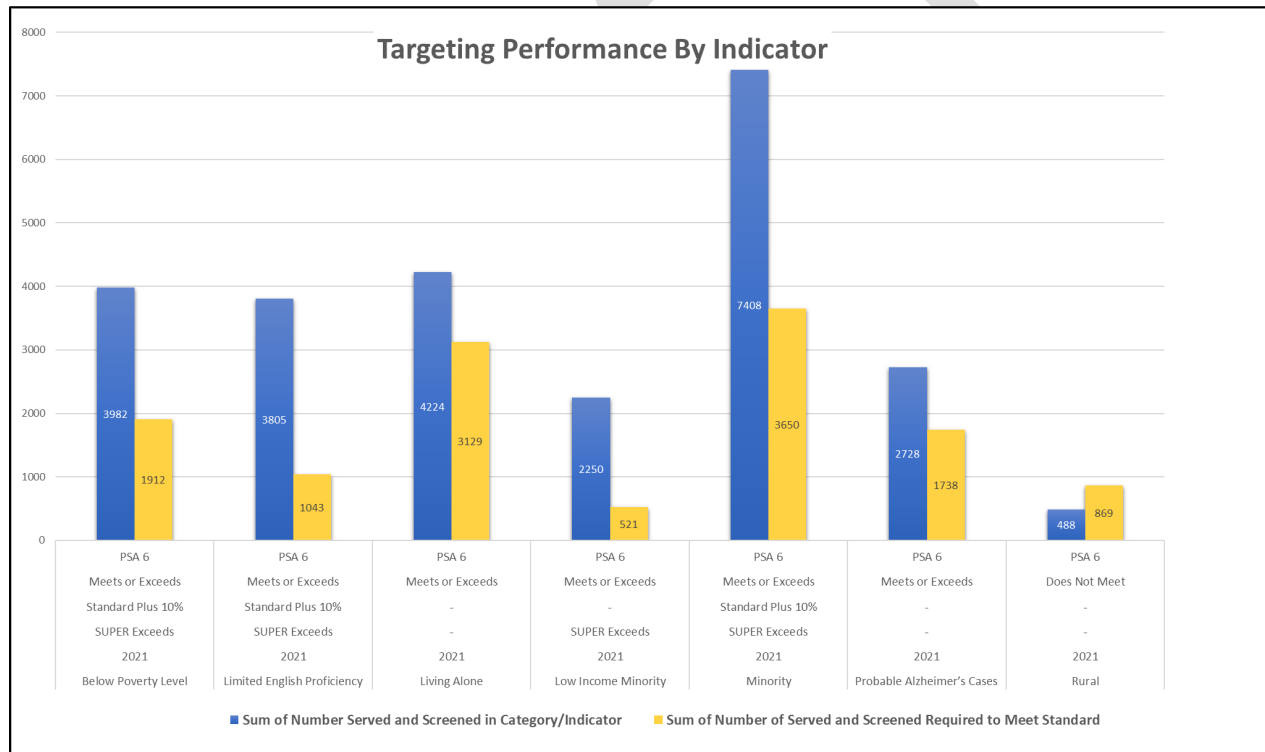
- SCC and the OAA service providers share information about services in common languages such as Spanish that are conducive to the targeted communities.
- Four part-time individuals were cross-trained to assist with outreach efforts, in addition to delivering health and wellness services. These staff members will be able to attend community events and meetings, with the goal to increase SCC's outreach efforts.
- Impacts from COVID-19 still affected traditional outreach efforts in 2022; however, during 2023 most community events have returned to in-person and older adults' attendance to in-person events has increased.

SCC endeavors to establish targeting goals that consider the current profile demographics of our PSA, helping to ensure that we are predominantly serving the most at-risk populations mandated by the OAA. At a minimum, it is our expectation that services are delivered to older adults consistent with the prevalence of that profile characteristic in our service area. For example, in PSA 6, 11 percent of older adults meet the criteria to be 100 percent BPL. Therefore, to demonstrate effective targeting of older adults meeting the poverty criteria we have established that at least 11 percent of all those served during the given year will meet guidelines to be considered 100 percent BPL. If only nine percent of the total clients served during the year meet the poverty criteria, we would describe our achievement as an underachievement. However, if we successfully serve twelve percent during the year, we would be demonstrating an overachievement. These established goals and our achievements during 2021, 2022, 2023, and 2024 are reviewed in the following section. Please note SCC is using the most updated targeting data from the DOEA, which is for the calendar years 2021, 2022, 2023, and 2024. Furthermore, in this section, we provide a review of the goals established for services delivered during 2024, 2025, 2026, and 2027 and our ability to successfully target and serve these at-risk older adults.

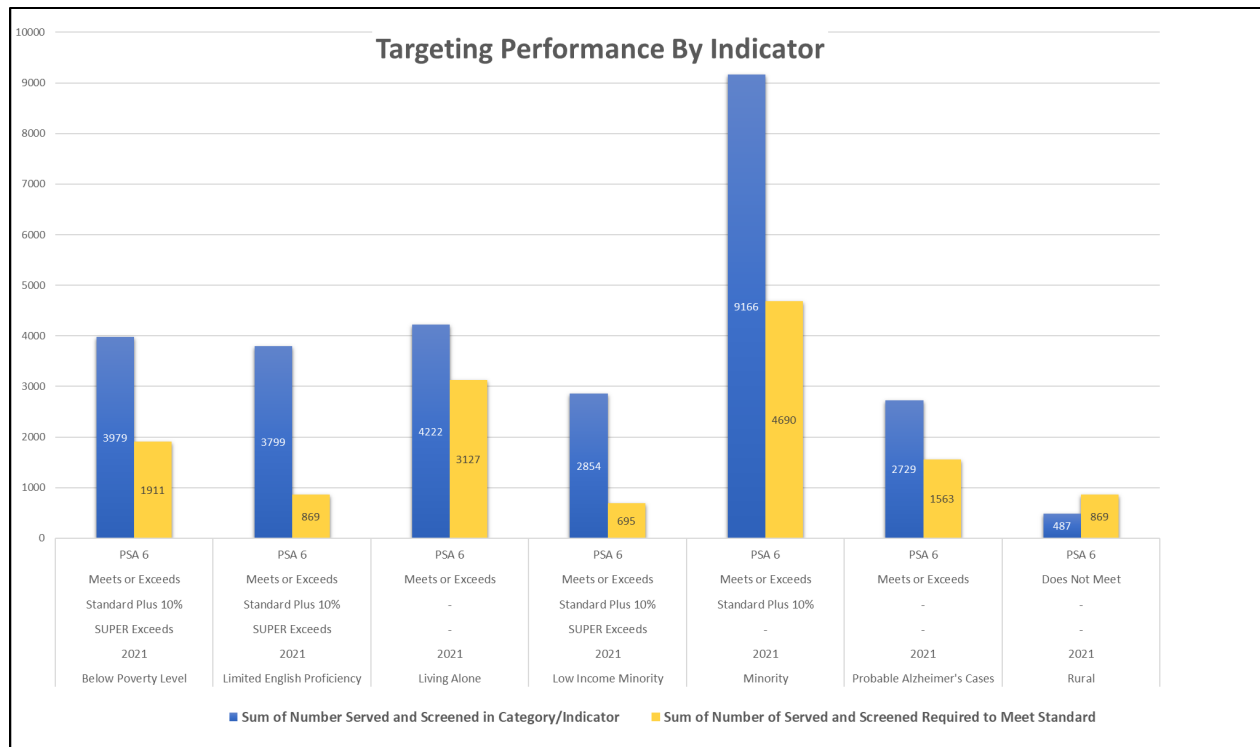
2021 PSA 6 Performance Analysis

The Targeting Dashboard Charts and Reports provided by the DOEA assist in determining areas within PSA 6 that have surpassed targeting goals and areas that need improvement. The following narrative includes analysis across all indicators at the County and PSA level paying attention to those indicators where the performance of the indicator is below standard. For the following section, the standard is defined as the population of the indicator as a percent of the total population. Performance is defined as the proportion of those “screened and served.” Screened includes individuals on the waitlist or going through the eligibility process for OAA services during 2021. Served individuals include those served in 2021 in the OAA and/or SGR programs.

Table 19: Comparison of All Indicators – PSA 6 2021 Performance



Source: DOEA 2021 Targeting Dashboard PSA 6 (Original)



Source: DOEA 2021 Targeting Dashboard PSA 6 (Revised September 2023)

The updates below reflect changes to the 2021 performance analysis data, which became available shortly after writing the 2024 Area Plan. The original numbers are crossed out to allow for easy comparison.

PSA 6 screened and served ~~17,382~~ 17,370 total individuals in 2021, which approximates to 2.6 percent of the 60 and older population. Comparatively, 2.5 percent were screened and served in 2020. Performance data reveals that each year SCC continues to screen and serve more individuals when compared to the previous year. As demonstrated in Table 19, PSA 6 met or significantly exceeded all targeting indicators in 2021 with the exception of older adults living in a rural area. The Targeted Outreach Plan in the next section of the Area Plan describes the specific methods and strategies to reach and serve more older adults living in rural areas to improve access to information and services.

PSA 6 – Total Screened and Served at or below 100 percent BPL Indicator

PSA 6 Goal = 11 percent or ~~1,912~~ 1,911 Individuals

PSA 6 Achievement = 23 percent or ~~3,982~~ 3,979 Individuals

SCC strives to reach older adults who live in poverty, helping us to fulfill the mission of the OAA and serve those who are most economically and socially disadvantaged. For a household of one, individuals with incomes of \$12,880 or below are considered 100 percent BPL. In PSA 6,

11 percent of older adults are classified as being 100 percent BPL. An analysis of the data from 2021 indicates that out of the total number of older adults screened and served (~~17,382~~ 17,370) in 2021, 23 percent or ~~3,982~~ 3,979 individuals would be classified as being 100 percent BPL. An analysis of previous years' data suggests that PSA 6 has been able to consistently overachieve in this category, serving those most economically disadvantaged in our community.

PSA 6 – Total Screened and Served Limited English Proficiency (LEP) Indicator

PSA 6 Goal = ~~Six~~ Five percent or ~~1,043~~ 869 Individuals

PSA 6 Achievement = 22 percent or ~~3,805~~ 3,799 Individuals

PSA 6 also exceeded meeting the LEP targeting indicator goal in 2021. According to the DOEA Program and Services Handbook, LEP is defined as having “limited ability to read, write, or speak in the English language, or to understand English. This can be due to the client’s primary language being other than English, literacy issues, or physical impairments. This is not meant for clients who understand English but are deaf or hard of hearing.” PSA 6’s goal was that out of the total number of older adults screened and served in 2021 (~~17,382~~ 17,370), a minimum of ~~six~~ five percent or ~~1,043~~ 869 individuals would self-report as being LEP. PSA 6 exceeded the targeting goal, as 22 percent or ~~3,805~~ 3,799 LEP individuals were screened and served. An analysis of previous years' data suggests that PSA 6 has been able to consistently overachieve serving older adults with LEP.

PSA 6 – Total Screened and Served Living Alone Indicator

PSA 6 Goal = 18 percent or ~~3,129~~ 3,127 Individuals

PSA 6 Achievement = 24 percent or ~~4,224~~ 4,222 Individual

In 2021, approximately 18 percent or 116,438 older adults were living alone in PSA 6. PSA 6’s goal was to screen and serve at least 18 percent or ~~3,129~~ 3,127 individuals living alone. PSA 6 exceeded this goal by screening and serving ~~4,224~~ 4,222 individuals or 24 percent living alone. An analysis of previous years' data suggests that PSA 6 has been able to consistently overachieve in this category.

PSA 6 – Total Screened and Served Minority 100 percent BPL Indicator

PSA 6 Goal = ~~Three~~ Four percent or ~~521~~ 695 Individuals

PSA 6 Achievement = ~~13~~ 16 percent or ~~2,250~~ 2,854 Individuals

In 2021, PSA 6 had a goal to screen and serve at least ~~three~~ four percent or ~~521~~ 695 minority individuals that have incomes 100 percent BPL. PSA 6 exceeded this goal, as ~~13~~ 16 percent or ~~2,250~~ 2,854 individuals served and screened were identified as being a minority with an income of 100 percent BPL. An analysis of previous years' data suggests that PSA 6 has been able to consistently overachieve in this category.

PSA 6 – Total Screened and Served Minority Indicator

PSA 6 Goal = ~~21~~ 27 percent or ~~3,650~~ 4,690 Individuals

PSA 6 Achievement = ~~43~~ 53 percent or ~~7,408~~ 9,166

PSA 6 exceeded meeting the minority targeting indicator to screen and serve at least ~~21~~ 27 percent or ~~3,650~~ 4,690 minority individuals. PSA 6 overachieved the minority-targeting indicator by screening and serving ~~43~~ 53 percent or ~~7,408~~ 9,166 older adults identified as being a minority. An analysis of previous years' data suggests that PSA 6 has been able to consistently overachieve in this category.

PSA 6 – Total Screened and Served Probable Alzheimer's Disease Cases Indicator

PSA 6 Goal = ~~Ten~~ Nine percent or ~~1,738~~ 1,563 Individuals

PSA 6 Achievement = 16 percent or ~~2,728~~ 2,729 Individuals

An estimated ~~64,936~~ 56,077 older adults had Alzheimer's disease or a related dementia in PSA 6 during 2021. PSA 6's goal was to screen and serve at least ~~10~~ nine percent or ~~1,737~~ 1,563 older adults with Alzheimer's disease or related dementia. PSA 6 exceeded this goal by screening and serving 16 percent or ~~2,728~~ 2,729 individuals with Alzheimer's disease or a related dementia. An analysis of previous years' data suggests that PSA 6 has been able to consistently overachieve in this category.

PSA 6 – Total Screened and Served Rural Indicator

PSA 6 Goal = Five percent or 869 Individuals

PSA 6 Achievement = Three percent or ~~488~~ 487 Individuals

During 2021, an estimated five percent or 28,064 older adults lived in rural areas in PSA 6. Therefore, it was PSA 6's goal to screen and serve at least five percent or 869 older adults living in rural areas. PSA 6 did not achieve this goal in 2021.

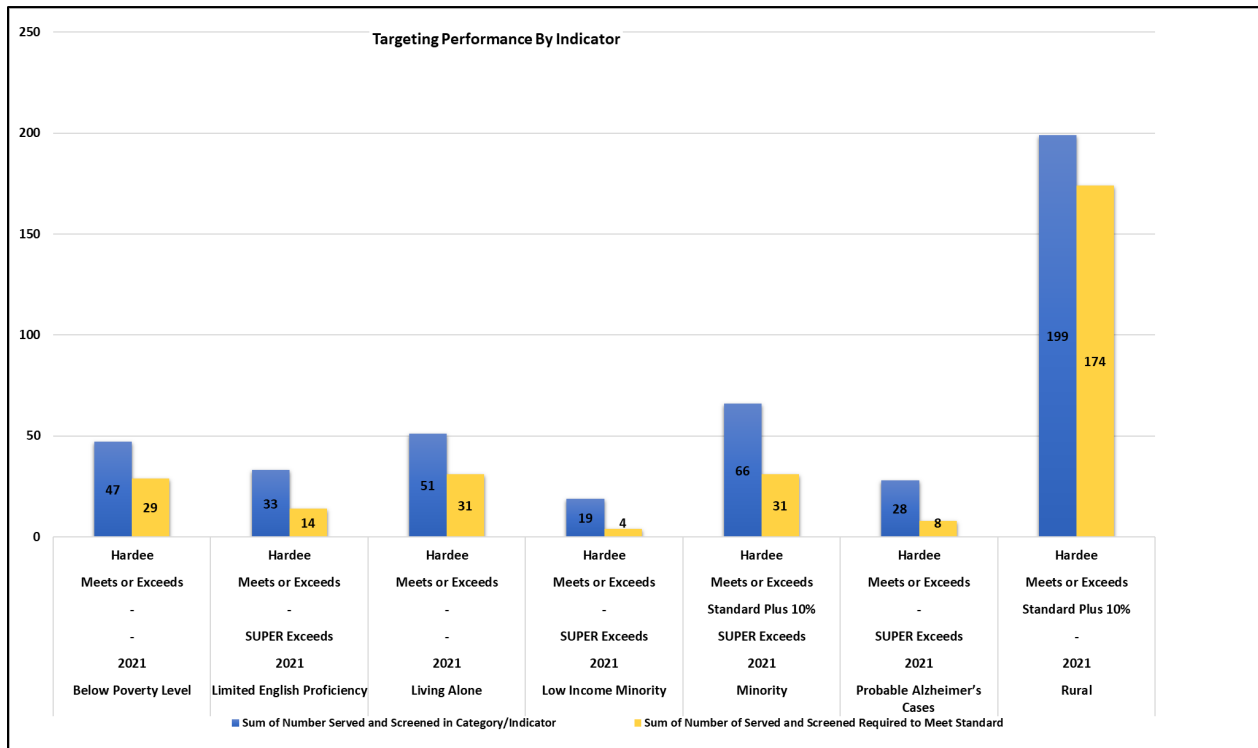
Reaching and serving older adults living in rural areas present unique challenges that require strategic outreach and education efforts. The Targeting Section of this plan describes the rural locations that are to be targeted in 2024 to ensure that elders living in rural communities are aware of available services.

The performance analysis for each of the five counties in the PSA are on the following pages, presented in alphabetical order.

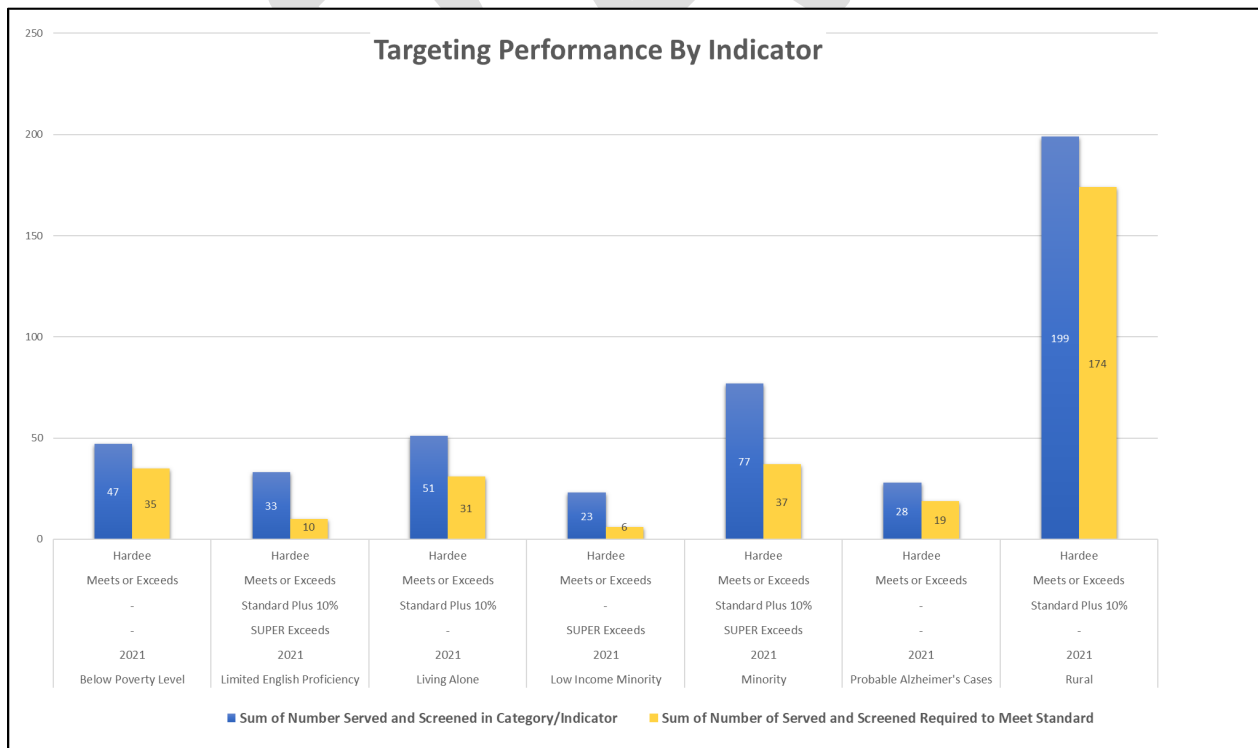
[Remainder of page left blank]

2021 Hardee County Performance Analysis

Table 20: Comparison of All Indicators – Hardee County 2021 Performance



Source: DOEA 2021 Targeting Dashboard PSA 6 (Original)



Source: DOEA 2021 Targeting Dashboard PSA 6 (Revised September 2023)

The updates below reflect changes to the 2021 performance analysis data, which became available shortly after writing the 2024 Area Plan. The original numbers are crossed out to allow for easy comparison.

Of the total (~~17,382~~ 17,370) older adults screened and served in 2021, 207 or one percent of individuals were from Hardee County. This is consistent with population characteristics of the PSA, as one percent of all older adults in PSA 6 live in Hardee County. As demonstrated in Table 20, Hardee County met or significantly exceeded all targeting indicators in 2021.

Hardee County – Total Screened and Served 100 percent Below Poverty Level (BPL) Indicator

Hardee County Goal = ~~14~~ 17 percent or ~~29~~ 35 Individuals

Hardee County Achievement = 23 percent or 47 Individuals

In Hardee County, ~~14~~ 17 percent of older adults were classified as being 100 percent BPL. Data from 2021 indicates that out of the total number of older adults screened and served in Hardee County (207), 23 percent or 47 individuals were classified as being 100 percent BPL. An analysis of prior years' data suggests that Hardee County has been able to consistently achieve this category.

Hardee County – Total Screened and Served Limited English Proficiency (LEP) Indicator

Hardee County Goal = ~~Seven~~ Five percent or ~~14~~ 10 Individuals

Hardee County Achievement = 16 percent or 33 Individuals

Hardee County also met the LEP targeting indicator achievement goal in 2021. Hardee County's goal was that a minimum of ~~seven~~ five percent or ~~14~~ 10 individuals screened and served would report as being LEP. Hardee County met the standard goal, as 16 percent or 33 LEP individuals were screened and served. An analysis of prior years' data suggests that Hardee County has been able to consistently achieve this category.

Hardee County – Total Screened and Served Living Alone Indicator

Hardee County Goal = 15 percent or 31 Individuals

Hardee County Achievement = 25 percent or 51 Individuals

Approximately 15 percent or 807 older adults lived alone in Hardee County. The goal was to screen and serve at least 15 percent or 31 individuals who lived alone. Hardee County exceeded this goal by screening and serving 25 percent or 51 older adults who lived alone. An analysis of previous years' data suggests that Hardee County has been able to consistently overachieve in this category.

Hardee County – Total Screened and Served Minority 100 percent BPL Indicator

Hardee County Goal = ~~Two~~ Three percent or ~~four~~ six Individuals

Hardee County Achievement = ~~Nine~~ 11 percent or ~~19~~ 23 Individuals

Hardee County had a goal of screening and serving ~~two~~ three percent or ~~four~~ six minority individuals that had incomes 100 percent BPL. This goal was exceeded, as ~~nine~~ 11 percent or ~~19~~ 23 older adults screened and served identified as being a minority with an income of 100 percent BPL. An analysis of previous years' data suggests that Hardee County has been able to consistently overachieve in this category.

Hardee County – Total Screened and Served Minority Indicator

Hardee County Goal = ~~15~~ 18 percent or ~~31~~ 37 Individuals

Hardee County Achievement = ~~32~~ 37 percent or ~~66~~ 77 Individuals

In 2021, the goal was to screen and serve at least ~~15~~ 18 percent or ~~31~~ 37 individuals identified as a minority in Hardee County. This goal was successfully achieved. Hardee County was able to screen and serve ~~32~~ 37 percent or ~~66~~ 77 older adults who identified as being a minority. An analysis of previous years' data suggests that Hardee County has been able to consistently overachieve in this category.

Hardee County – Total Screened and Served Probable Alzheimer's Disease Cases Indicator

Hardee County Goal = Nine percent or 19 Individuals

Hardee County Achievement = 14 percent or 28 Individuals

An estimated ~~500~~ 489 older adults had Alzheimer's disease or a related dementia in Hardee County. Hardee County's goal was to screen and serve at least nine percent or 19 older adults with Alzheimer's disease or a related dementia. Hardee County exceeded this goal by screening and serving 14 percent or 28 individuals with Alzheimer's disease or a related dementia. An analysis of previous years' data suggests that Hardee County has been able to consistently overachieve in this category.

Hardee County – Total Screened and Served Rural Indicator

Hardee County Goal = 84 percent or 174 Individuals

Hardee County Achievement = 96 percent or 199 Individuals

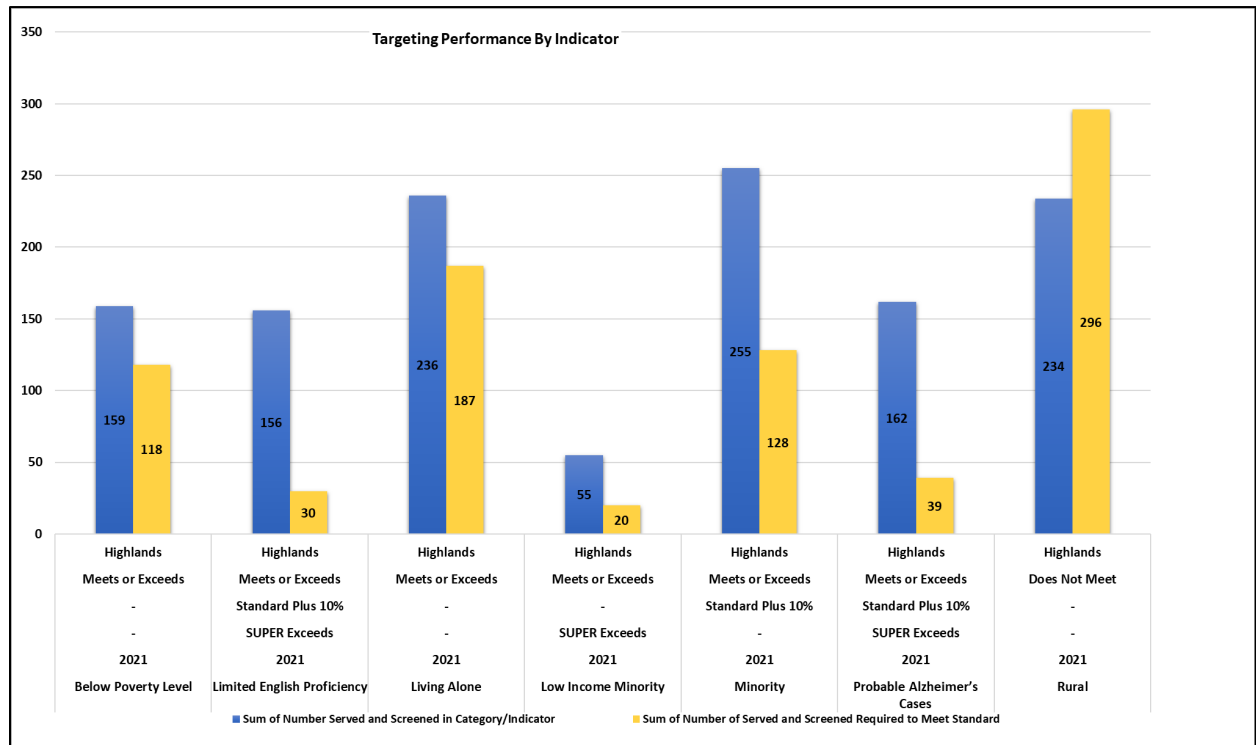
In Hardee County, 84 percent or 4,769 older adults lived in a rural area. The goal in Hardee County was to screen and serve at least 84 percent or 174 older adults living in a rural area. Hardee County overachieved this goal, as 96 percent or 199 individuals living in a rural area were

screened and served in 2021.

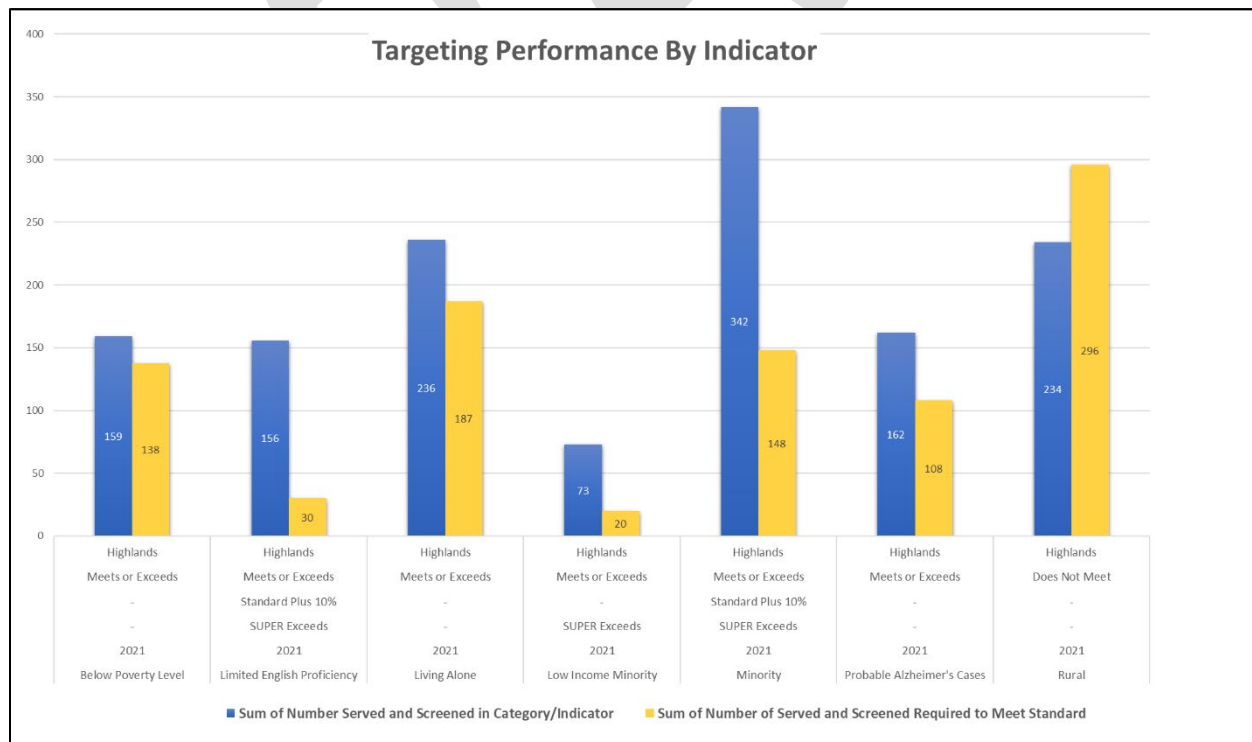
[Remainder of page left blank]

2021 Highlands County Performance Analysis

Table 21: Comparison of All Indicators – Highlands County 2021 Performance



Source: DOEA 2021 Targeting Dashboard PSA 6 (Original)



Source: DOEA 2021 Targeting Dashboard PSA 6 (Revised September 2023)

The updates below reflect changes to the 2021 performance analysis data, which became available shortly after writing the 2024 Area Plan. The original numbers are crossed out to allow for easy comparison.

Of the total (~~17,382~~ 17,370) older adults screened and served in 2021, 985 or six percent of individuals were from Highlands County. This is consistent with population characteristics of the PSA, as seven percent of all older adults in PSA 6 live in Highlands County. Data indicates that each year an increasing number of older adults are screened and served in Highlands County. As demonstrated in Table 21, Highlands County met or significantly exceeded all targeting indicators in 2021 with the exception of older adults living in a rural area.

Highlands County – Total Screened and Served 100 percent Below Poverty Level (BPL)

Indicator

Highlands County Goal = ~~12~~ 14 percent or ~~118~~ 138 Individuals

Highlands County Achievement = ~~16~~ 17 percent or 159 Individuals

In Highlands County, ~~12~~ 14 percent of older adults were classified as being 100 percent BPL. Data from 2021 indicates that out of the total number of older adults screened and served (985) in Highlands County, ~~16~~ 17 percent or 159 individuals were classified as being 100 percent BPL. An analysis of prior years' data suggests that Highlands County has been able to consistently achieve this category.

Highlands County – Total Screened and Served Limited English Proficiency (LEP) Indicator

Highlands County Goal = Three percent or 30 Individuals

Highlands County Achievement = 16 percent or 156 Individuals

Highlands County also exceeded the LEP targeting indicator achievement goal in 2021. Highlands County's goal was that a minimum of three percent or 30 individuals screened and served would self-report as being LEP. Highlands County exceeded the standard goal, as 16 percent or 156 LEP individuals were screened and served. An analysis of previous years' data suggests that Highlands County has been able to consistently overachieve in this category.

Highlands County – Total Screened and Served Living Alone Indicator

Highlands County Goal = 19 percent or 187 Individuals

Highlands County Achievement = 24 percent or 236 Individuals

Approximately 19 percent or 8,110 older adults lived alone in Highlands County. In 2021, the goal was to screen and serve at least 19 percent or 187 older adults that lived alone. Highlands

County exceeded this goal by screening and serving 24 percent or 236 individuals that lived alone. An analysis of previous years' data suggests that Highlands County has been able to consistently achieve this category.

Highlands County – Total Screened and Served Minority 100 percent BPL Indicator

Highlands County Goal = Two percent or 20 Individuals

Highlands County Achievement = ~~Six~~ seven percent or ~~55~~ 73 Individuals

Highlands County had a goal of screening and serving two percent or 20 minority individuals that had incomes 100 percent BPL. This goal was exceeded, as ~~six~~ seven percent or ~~55~~ 73 older adults served and screened were identified as being a minority with an income of 100 percent BPL. An analysis of previous years' data suggests that Highlands County has been able to consistently achieve this category.

Highlands County – Total Screened and Served Minority Indicator

Highlands County Goal = ~~13~~ 15 percent or ~~128~~ 148 Individuals

Highlands County Achievement = ~~26~~ 35 percent or ~~255~~ 342 Individuals

Highlands County also exceeded meeting the minority targeting indicator to screen and serve at least ~~13~~ 15 percent or ~~128~~ 148 minority individuals. Highlands County overachieved the minority targeting indicator by screening and serving ~~26~~ 35 percent or ~~255~~ 342 older adults who identified as being a minority. An analysis of previous years' data suggests that Highlands County has been able to consistently overachieve in this category.

Highlands County – Total Screened and Served Probable Alzheimer's Disease Cases Indicator

Highlands County Goal = ~~13~~ 11 percent or ~~128~~ 108 Individuals

Highlands County Achievement = 16 percent or 162 Individuals

An estimated ~~5,269~~ 4,459 older adults had Alzheimer's disease or a related dementia in Highlands County. Highlands County's goal was to screen and serve at least ~~13~~ 11 percent or ~~128~~ 108 older adults with Alzheimer's disease or related dementia. Highlands County exceeded this goal by screening and serving 16 percent or 162 individuals with Alzheimer's disease or a related dementia. An analysis of previous years' data suggests that Highlands County has been able to consistently overachieve in this category.

Highlands County – Total Screened and Served Rural Indicator

Highlands County Goal = 30 percent or 296 Individuals

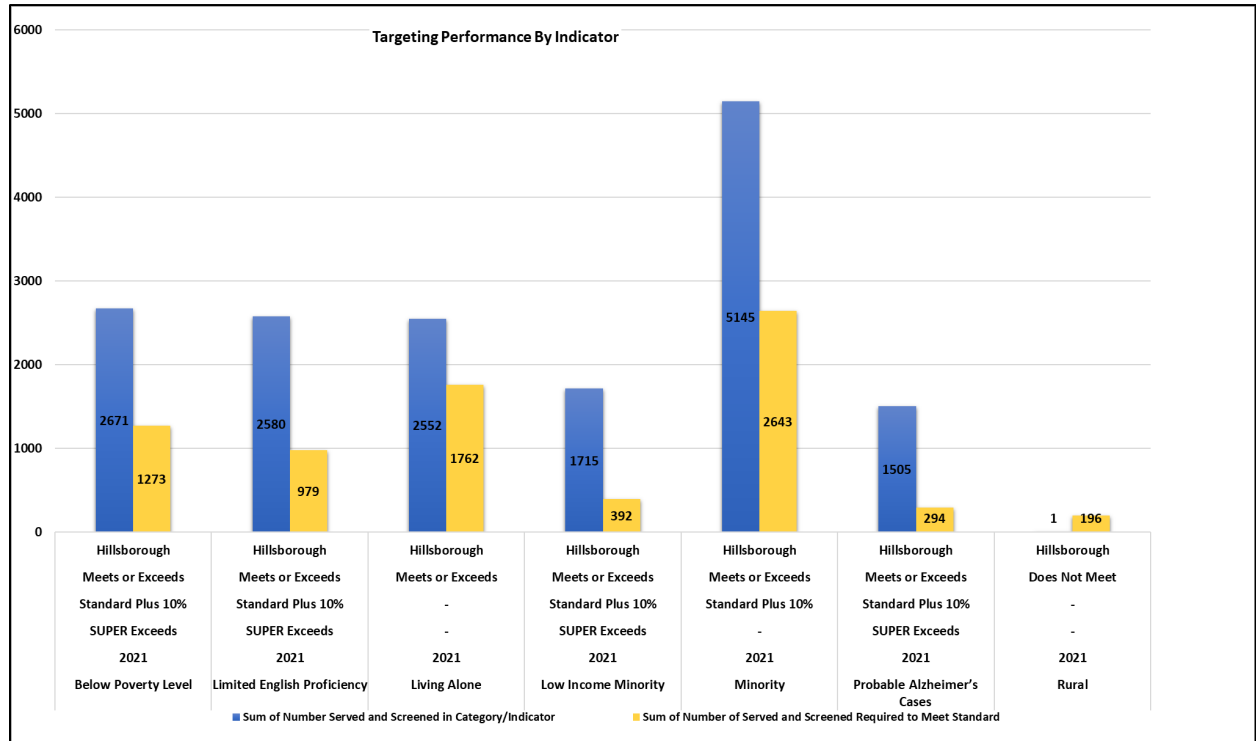
Highlands County Achievement = 24 percent or 234 Individuals

In Highlands County, 30 percent or 12,771 older adults lived in a rural area. The goal in Highlands County was to screen and serve at least 30 percent or 296 older adults living in a rural area. Highlands County did not achieve this goal. In 2021, there were 234 older adults screened and served who lived in a rural area within Highlands County according to the DOEA's targeting data. An additional 62 older adults would need to have been screened and served to have achieved the standard goal. The Targeting Section of this plan describes the rural locations that will be targeted in 2024 to ensure that elders living in rural communities are aware of available services.

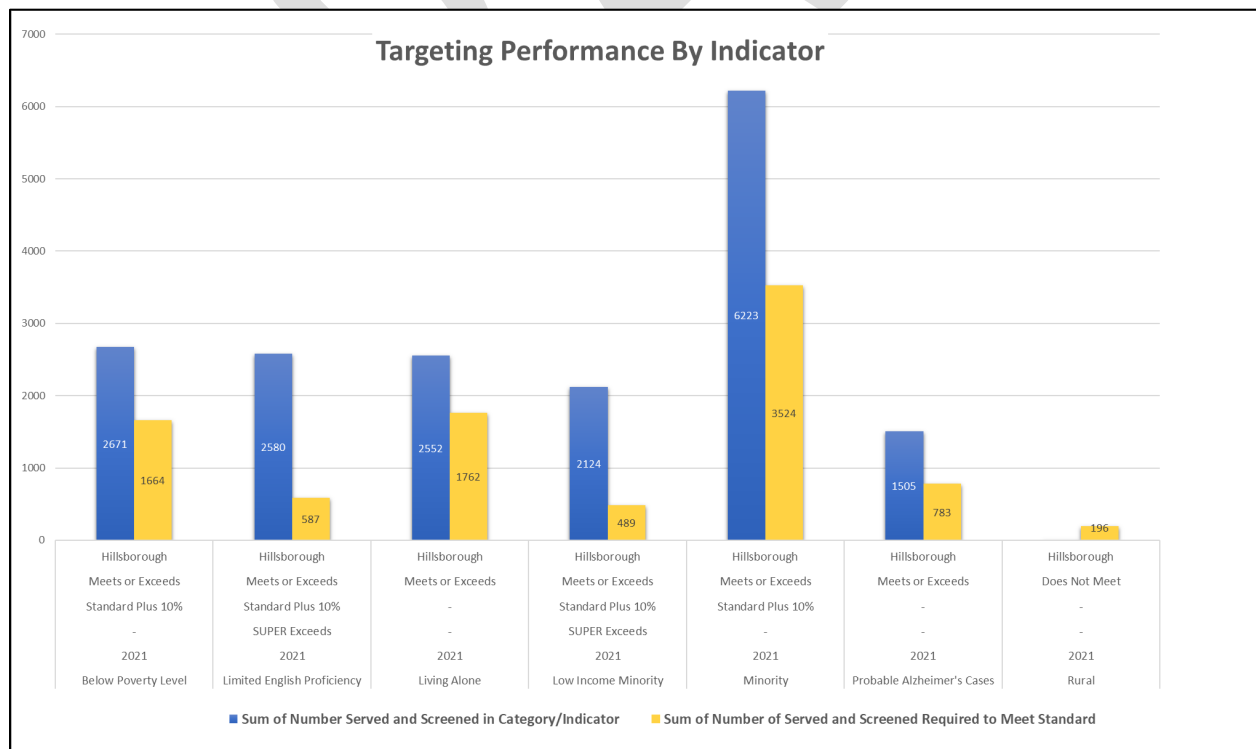
[Remainder of page left blank]

2021 Hillsborough County Performance Analysis

Table 22: Comparison of All Indicators – Hillsborough County 2021 Performance



Source: DOEA 2021 Targeting Dashboard PSA 6 (Original)



Source: DOEA 2021 Targeting Dashboard PSA 6 (Revised September 2023)

The updates below reflect changes to the 2021 performance analysis data, which became available shortly after writing the 2024 Area Plan. The original numbers are crossed out to allow for easy comparison.

Of the total (~~17,382~~ 17,370) older adults screened and served in 2021, 9,789 or 56 percent of individuals were from Hillsborough County. Data demonstrates that historically, more than half of older adults screened and served in PSA 6 live in Hillsborough County. This is consistent with population characteristics of the PSA, as 43 percent of all older adults in PSA 6 live in Hillsborough County. Data demonstrates that each year an increased number of older adults are screened and served in Hillsborough County. As demonstrated in Table 22, Hillsborough County met or significantly exceeded all targeting indicators except for older adults living in a rural area.

Hillsborough County – Total Screened and Served 100 percent Below Poverty Level (BPL) Indicator

Hillsborough County Goal = ~~13~~ 17 percent or ~~1,273~~ 1,664 Individuals

Hillsborough County Achievement = ~~27~~ 28 percent or 2,671 Individuals

~~Thirteen~~ Seventeen percent of older adults were classified as being 100 percent BPL in Hillsborough County. Data from 2021 indicates that out of the total number of older adults screened and served in Hillsborough (9,789), ~~27~~ 28 percent (2,671) were classified as being 100 percent BPL. An analysis of previous years' data suggests PSA 6 is able to consistently overachieve in this category, serving those most economically disadvantaged in Hillsborough County.

Hillsborough County – Total Screened and Served Limited English Proficiency (LEP) Indicator

Hillsborough County Goal = ~~10~~ Six percent or ~~979~~ 587 Individuals

Hillsborough County Achievement = ~~26~~ 27 percent or 2,580 Individuals

Services within Hillsborough County also exceeded the LEP targeting indicator goal in 2021. The established goal was that a minimum of ~~10~~ six percent or ~~979~~ 587 individuals screened and served would self-report as being LEP. Actual achievement in 2021 indicates ~~26~~ 27 percent or 2,580 LEP individuals were sscreened and served. An analysis of previous years' data suggests that this measure has been consistently overachieved in Hillsborough County.

Hillsborough County – Total Screened and Served Living Alone Indicator

Hillsborough County Goal = 18 percent or 1,762 Individuals

Hillsborough County Achievement = 26 percent or 2,552 Individuals

Approximately 18 percent or 49,311 older adults were living alone in Hillsborough County during 2021. The established goal was to screen and serve at least 18 percent or 1,762 individuals who live alone. Hillsborough County exceeded this goal by screening and serving 26 percent or 2,552 older adults who live alone. An analysis of previous years' data suggests that Hillsborough County has been able to consistently overachieve in this category.

Hillsborough County – Total Screened and Served Minority 100 percent BPL Individuals

Hillsborough County Goal = ~~Four~~ Five percent or ~~392~~ 489 Individuals

Hillsborough County Achievement = 18 22 percent or ~~1,715~~ 2,124 Individuals

Hillsborough County had a goal of screening and serving four percent or ~~392~~ 489 minority individuals who have incomes 100 percent BPL in 2021. This goal was exceeded, as 18 22 percent or ~~1,715~~ 2,124 older adults served and screened identified as being a minority with an income 100 percent BPL. An analysis of previous years' data suggests that Hillsborough County has been able to consistently overachieve in this category.

Hillsborough County – Total Screened and Served Minority Individuals

Hillsborough County Goal = ~~27~~ 36 percent or ~~2,643~~ 3,524 Individuals

Hillsborough County Achievement = ~~53~~ 64 percent or ~~5,145~~ 6,223 Individuals

PSA 6 was able to exceeded meeting the minority targeting indicator to screen and serve at least ~~27~~ 36 percent or ~~2,643~~ 3,524 minority individuals in 2021. Hillsborough County achievement exceeded this goal by serving ~~53~~ 64 percent or ~~5,145~~ 6,223 older adults identified as being a minority. An analysis of previous years' data suggests that Hillsborough County has been able to consistently overachieve in this category.

Hillsborough County – Total Screened and Served Probable Alzheimer's Disease Cases Indicator

Hillsborough County Goal = ~~Ten~~ Eight percent or ~~979~~ 783 Individuals

Hillsborough County Achievement = 15 percent or 1,505 Individuals

In 2021, an estimated ~~26,149~~ 22,521 older adults had Alzheimer's disease or a related dementia in Hillsborough County. Hillsborough County's goal was to screen and serve at least ~~ten~~ eight percent or ~~979~~ 783 older adults with Alzheimer's disease or a related dementia. Hillsborough County exceeded this goal by screening and serving 15 percent or 1,505 individuals with

Alzheimer's disease or a related dementia. An analysis of previous years' data suggests that Hillsborough County has been able to consistently overachieve in this category.

Hillsborough County – Total Screened and Served Rural Indicator

Hillsborough County Goal = Two percent or 196 Individuals

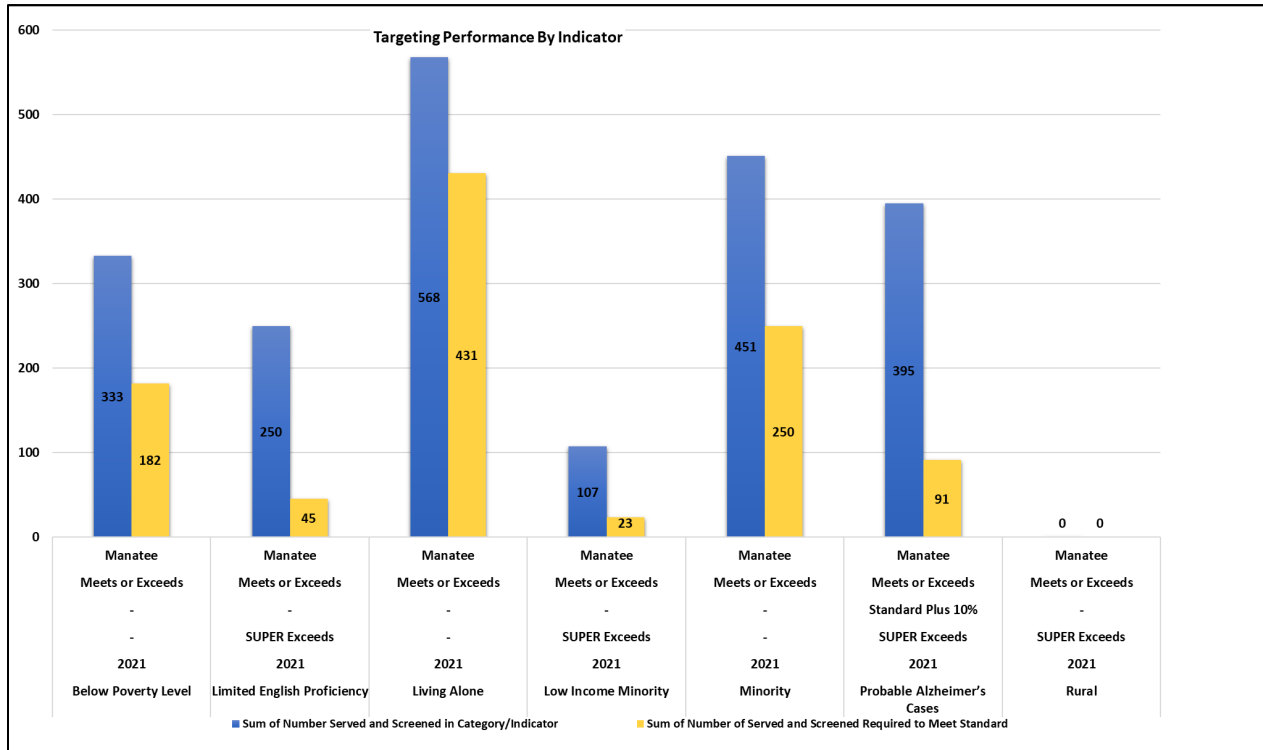
Hillsborough County Achievement = Zero percent or one Individual

In Hillsborough County, two percent or 4,527 older adults live in a rural area. The goal in Hillsborough County was to screen and serve at least two percent or 196 older adults living in a rural area. Hillsborough County did not achieve this goal in 2021 and has struggled to achieve this goal since 2014. In 2021, there was one older adult screened and served who lived in a rural area within Hillsborough County according to the DOEA's targeting data. An additional 195 older adults would need to have been screened and served to have achieved the standard goal. The Targeting Section of this plan describes the rural locations that will be targeted in 2024 to ensure that elders living in rural communities are aware of available services.

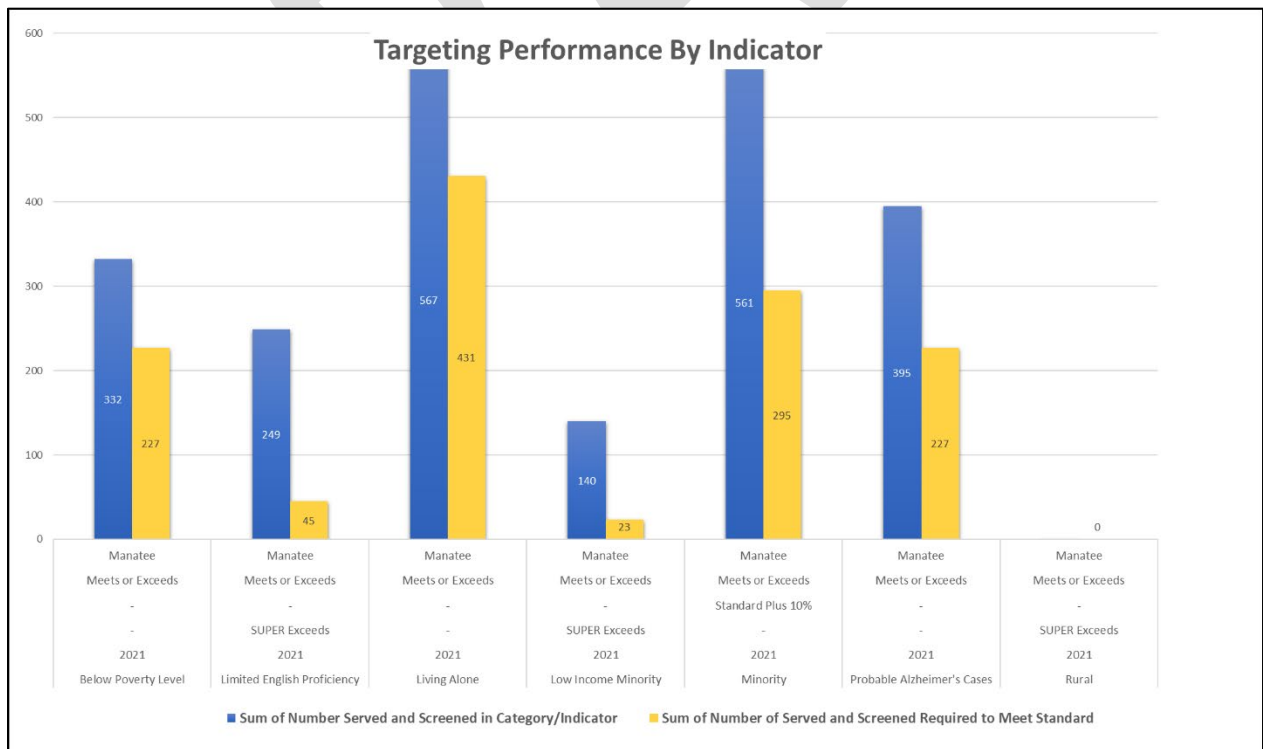
[Remainder of page left blank]

2021 Manatee County Performance Analysis

Table 23: Comparison of All Indicators – Manatee County 2021 Performance



Source: DOEA 2021 Targeting Dashboard PSA 6 (Original)



Source: DOEA 2021 Targeting Dashboard PSA 6 (Revised September 2023)

The updates below reflect changes to the 2021 performance analysis data, which became available shortly after writing the 2024 Area Plan. The original numbers are crossed out to allow for easy comparison.

Of the total (~~17,382~~ 17,370) older adults screened and served in 2021, Manatee County accounted for ~~2,270~~ 2,267 individuals or 13 percent of those served. In PSA 6, approximately 20 percent of all older adults reside in Manatee County. Data demonstrates that each year an increasing number of older adults are being screened and served in Manatee County. As demonstrated in Table 23, Manatee County met or significantly exceeded all targeting indicators ~~with the exception of older adults living in a rural area~~. According to the DOEA's targeting data, no individuals were either screened or served who met the definition to be included as residing in a rural area.

Manatee County – Total Screened and Served 100 percent Below Poverty Level (BPL) Indicator

Manatee County Goal = ~~Eight~~ 10 percent or ~~182~~ 227 Individuals

Manatee County Achievement = 15 percent or ~~333~~ 332 Individuals

In Manatee County, ~~eight~~ 10 percent of older adults were classified as being 100 percent BPL. Manatee County's goal was that a minimum of ~~eight~~ 10 percent or ~~182~~ 227 clients screened and served would have incomes 100 percent BPL. Data from 2021 indicates that out of the total number of older adults screened and served in Manatee County (~~2,270~~ 2,267), 15 percent or ~~333~~ 332 individuals were classified as being 100 percent BPL. An analysis of prior years' data suggests that Manatee County has been able to consistently overachieve in this category.

Manatee County – Total Screened and Served Limited English Proficiency (LEP) Indicator

Manatee County Goal = Two percent or 45 Individuals

Manatee County Achievement = 11 percent or ~~250~~ 249 Individuals

Manatee County also exceeded the LEP targeting indicator achievement goal in 2021. Manatee County's goal was that a minimum of two percent or 45 clients screened and served would report as being LEP. Manatee County exceeded the standard goal, as 11 percent or ~~250~~ 249 LEP individuals were screened and served. An analysis of previous years' data suggests that Manatee County has been able to consistently overachieve in this category.

Manatee County – Total Screened and Served Living Alone Indicator

Manatee County Goal = 19 percent or 431 Individuals

Manatee County Achievement = 25 percent or ~~568~~ 567 Individuals

Approximately 19 percent or 26,005 older adults lived alone in Manatee County. In 2021, the

goal was to screen and serve at least 19 percent or 431 older adults who lived alone. Manatee County exceeded this goal by screening and serving 25 percent or 568 567 older adults that lived alone. An analysis of previous years' data suggests that Manatee County has been able to consistently achieve in this category.

Manatee County – Total Screened and Served Minority 100 percent BPL Indicator

Manatee County Goal = One percent or 23 Individuals

Manatee County Achievement = ~~Five~~ Six percent or ~~107~~ 140 Individuals

Manatee County had a goal of screening and serving one percent or 23 minorities that have incomes 100 percent BPL. This goal was exceeded with five six percent or 140 older adults screened and served identified as being a minority with an income of 100 percent BPL. An analysis of previous years' data suggests that Manatee County has been able to consistently overachieve in this category.

Manatee County – Total Screened and Served Minority Indicator

Manatee County Goal = ~~11~~ 13 percent or ~~250~~ 295 Individuals

Manatee County Achievement = ~~20~~ 25 percent or ~~451~~ 561 Individuals

Manatee County also exceeded its minority targeting indicator to screen and serve at least ~~11~~ 13 percent or ~~250~~ 295 minority individuals. Manatee County overachieved the minority targeting indicator by screening and serving 25 percent or 561 older adults who identified as being a minority. An analysis of previous years' data suggests that Manatee County has been able to consistently overachieve in this category.

Manatee County – Total Screened and Served Probable Alzheimer's Disease Cases Indicator

Manatee County Goal = ~~11~~ 10 percent or ~~250~~ 227 Individuals

Manatee County Achievement = 17 percent or 395 Individuals

An estimated ~~14,266~~ 12,598 older adults had Alzheimer's disease or a related dementia in Manatee County. Manatee County's goal was to screen and serve at least ~~11~~ 10 percent or ~~250~~ 227 older adults with Alzheimer's disease or a related dementia. Manatee County exceeded this goal by screening and serving 17 percent or 395 individuals with Alzheimer's disease or a related dementia. An analysis of previous years' data suggests that Manatee County has been able to consistently overachieve in this category.

Manatee County – Total Screened and Served Rural Indicator

Manatee County Goal = Zero percent or Zero Individuals

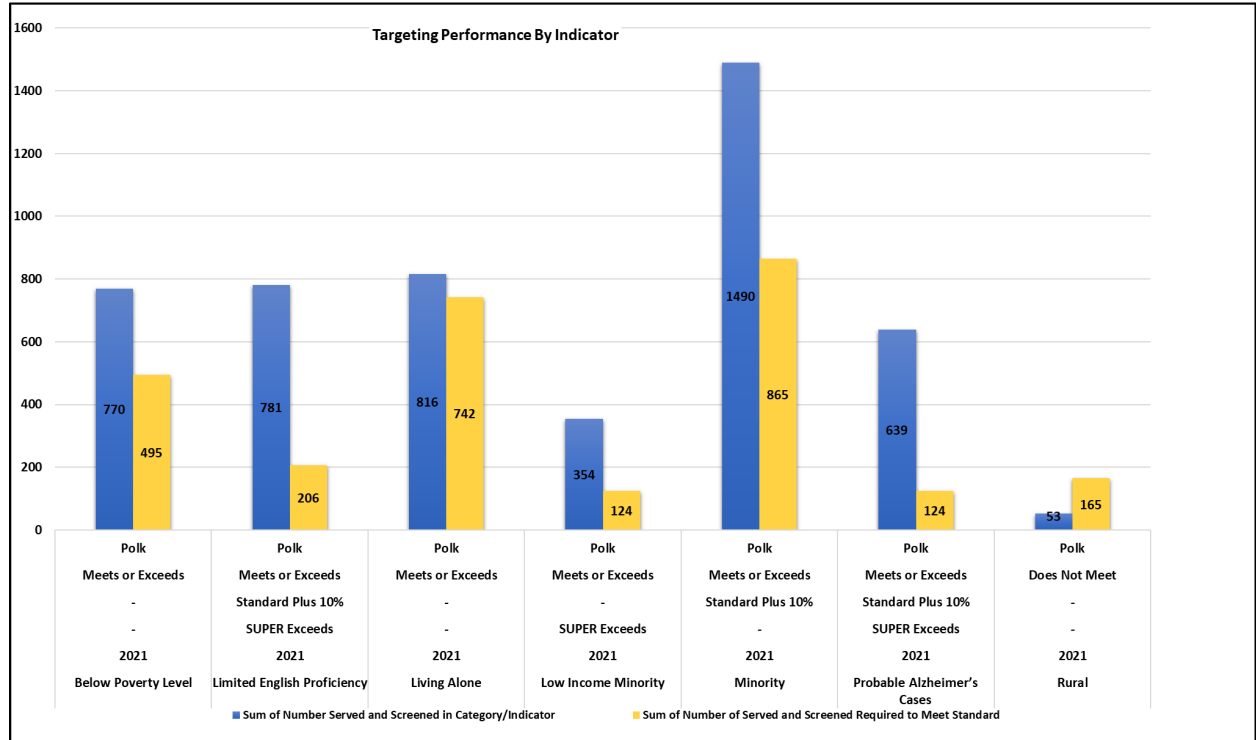
Manatee County Achievement = Zero percent or Zero Individuals

In Manatee County, zero percent or zero older adults lived in a rural area. According to 2021 DOEA targeting data, there were zero older adults screened and served who lived in a rural area within Manatee County. Manatee County met this goal; however, SCC and community partners will still implement targeting plans within remote areas in Manatee County even though these areas may no longer be classified as rural by the DOEA's targeting data definition.

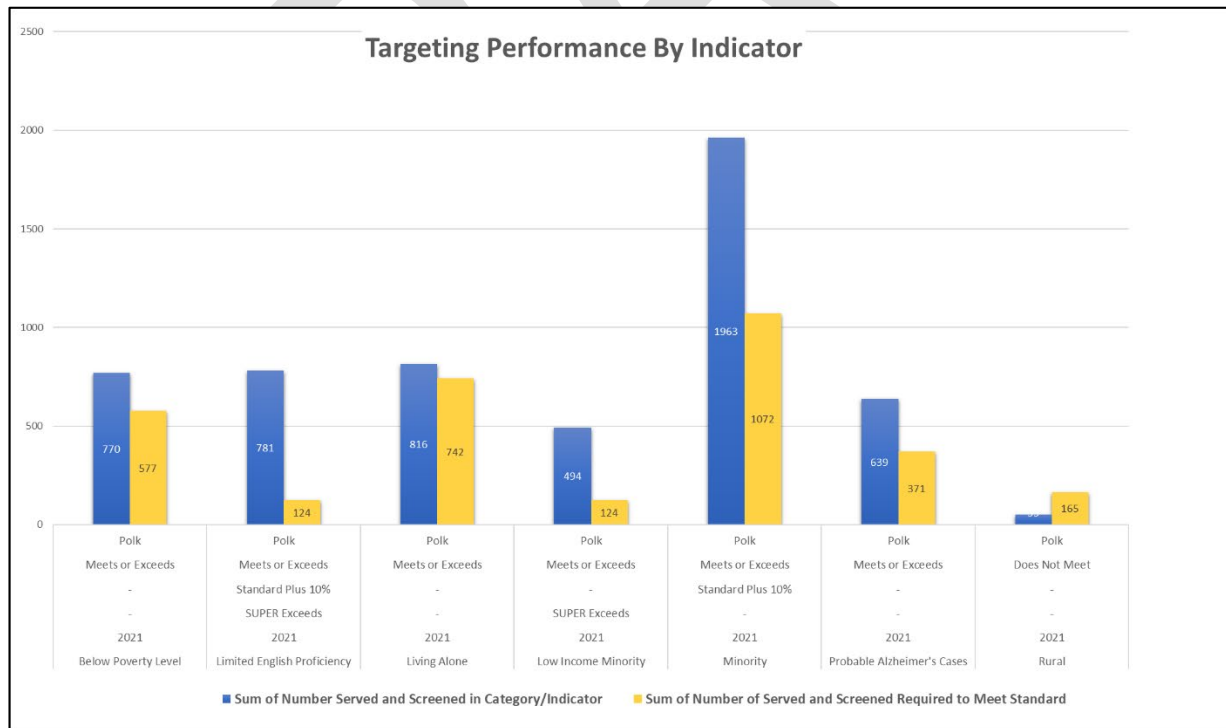
[Remainder of page left blank]

2021 Polk County Performance Analysis

Table 24: Comparison of All Indicators – Polk County 2021 Performance



Source: DOEA 2021 Targeting Dashboard PSA 6 (Original)



Source: DOEA 2021 Targeting Dashboard PSA 6 (Revised September 2023)

The updates below reflect changes to the 2021 performance analysis data, which became available shortly after writing the 2024 Area Plan. The original numbers are crossed out to allow for easy comparison.

Of the total (~~17,382~~ 17,370) older adults screened and served in 2021, ~~4,121~~ 4,122 or 24 percent of individuals were from Polk County. This is consistent with population characteristics of the PSA, as 28 percent of all older adults in PSA 6 live in Polk County. Data demonstrates that each year an increased number of older adults are screened and served in Polk County. As demonstrated in Table 24, Polk County met or significantly exceeded all targeting indicators except for older adults living in a rural area in 2021.

Polk County – Total Screened and Served 100 percent Below Poverty Level (BPL) Indicator

Polk County Goal = ~~12~~ 14 percent or ~~495~~ 577 Individuals

Polk County Achievement = 19 percent or 770 Individuals

In Polk County, ~~12~~ 14 percent of older adults are classified as being 100 percent BPL. Data from 2021 indicates that out of the total number of older adults screened and served (~~4,121~~ 4,122) in Polk County, 19 percent or 770 individuals would be classified as being 100 percent BPL in 2021. An analysis of previous years' data suggests that Polk County has been able to consistently overachieve in this category, serving those most economically disadvantaged in our community.

Polk County – Total Screened and Served Limited English Proficiency (LEP) Indicator

Polk County Goal = ~~Five~~ three percent or ~~206~~ 124 Individuals

Polk County Achievement = 19 percent or 781 Individuals

Polk County also exceeded the LEP targeting indicator goal in 2021. Polk County's goal was that a minimum of ~~five~~ three percent or ~~206~~ 124 clients screened and served would self-report as being LEP. Polk County exceeded the standard goal, as 19 percent or 781 LEP individuals were screened and served. An analysis of previous years' data suggests that Polk County has been able to consistently overachieve in this category.

Polk County – Total Screened and Served Living Alone Indicator

Polk County Goal = 18 percent or 742 Individuals

Polk County Achievement = 20 percent or 816 Individuals

Approximately 18 percent or 32,205 older adults live alone in Polk County. The goal was to screen and serve at least 18 percent or 742 individuals who live alone during 2021. Polk County exceeded this goal by screening and serving 816 clients, or 20 percent. An analysis of previous years' data suggests that Polk County has been able to consistently achieve in this category.

Polk County – Total Screened and Served Minority 100 percent BPL Indicator

Polk County Goal = Three percent or 124 Individuals

Polk County Achievement = ~~Nine~~ 12 percent or ~~354~~ 494 Individuals

In 2021, Polk County had a goal of screening and serving three percent or 124 minority individuals who have incomes 100 percent BPL. This goal was exceeded, as ~~9~~ 12 percent or ~~354~~ 494 older adults served and screened identified as being a minority with an income 100 percent BPL. An analysis of previous years' data suggests that Polk County has been able to consistently achieve this category.

Polk County – Total Screened and Served Minority Indicator

Polk County Goal = ~~21~~ 26 percent or ~~865~~ 1,072 Individuals

Polk County Achievement = ~~36~~ 48 percent or ~~1,490~~ 1,963 Individuals

Polk County also exceeded the minority targeting indicator to screen and serve at least ~~21~~ 26 percent or ~~865~~ 1,072 minority individuals in 2021. Polk County overachieved the minority targeting indicator by screening and serving ~~36~~ 48 percent or ~~1,490~~ 1,963 older adults identified as being a minority. An analysis of previous years' data suggests that Polk County has been able to consistently overachieve in this category.

Polk County – Total Screened and Served Probable Alzheimer's Disease Cases Indicator

Polk County Goal = ~~11~~ Nine percent or ~~453~~ 371 Individuals

Polk County Achievement = 16 percent or 639 Individuals

An estimated ~~18,750~~ 16,010 older adults had Alzheimer's disease or a related dementia in Polk County. Polk County's goal was to screen and serve at least ~~11~~ nine percent or ~~453~~ 371 older adults with Alzheimer's disease or a related dementia. Polk County exceeded this goal by screening and serving 16 percent or 639 individuals with Alzheimer's disease or a related dementia. An analysis of previous years' data suggests that Polk County has been able to consistently overachieve in this category.

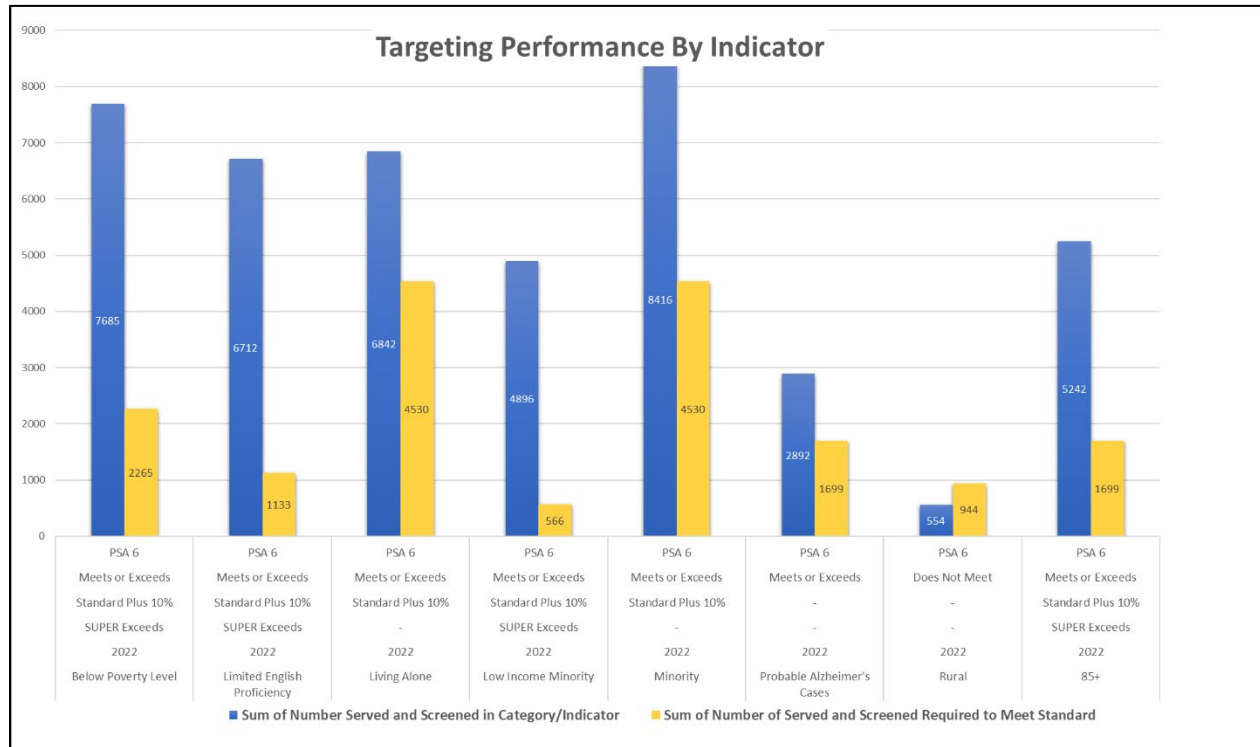
Polk County – Total Screened and Served Rural Indicator
Polk County Goal = ~~Three~~ Four percent or 165 Individuals
Polk County Achievement = One percent or 53 Individuals

In Polk County, four percent or 5,997 older adults lived in a rural area. The goal in Polk County was to screen and serve at least ~~three~~ four percent or 165 older adults living in a rural area. Polk County did not achieve this goal in 2021 with just 53 older adults screened and served according to the DOEA's targeting data. An additional 112 older adults would need to have been screened and served to have achieved the standard goal. The Targeting Section of this plan describes the rural locations that will be targeted in 2024 to ensure that elders living in rural communities are aware of available services.

[Remainder of page left blank]

2022 PSA 6 Performance Analysis

Table 19.2a: Comparison of All Indicators – PSA 6 2022 Performance



Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

PSA 6 screened and served 18,877 total individuals in 2022, which approximates to 2.8 percent of the 60 and older population. Comparatively, 2.6 percent were screened and served in 2021. Performance data reveals that each year SCC continues to screen and serve more individuals when compared to the previous year. As demonstrated in Table 19.2a, PSA 6 met or significantly exceeded all targeting indicators in 2022 with the exception of older adults living in a rural area.

PSA 6 *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +30 percent),
2. 100 percent Below Poverty Level (BPL) (by +29 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +23 percent), and
4. age 85 and older (by +19 percent).

PSA 6 *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +21 percent),
6. living alone (by +13 percent), and
7. probable Alzheimer's disease (by +7 percent).

In 2022, PSA 6 *did not achieve* the targeting indicator of total screened and served rural clients. In PSA 6, five percent or 28,570 older adults live in a rural area. The goal in PSA 6 was to screen and serve at least five percent (or 944) older adults living in a rural area. PSA 6 did not achieve this goal in 2022 with just 554 older adults screened and served according to the DOEA's targeting data, which represents a two percent underachievement. An additional 390 older adults would need to have been screened or served to have achieved the standard goal. The Targeted Outreach Plan in the next section of the Area Plan describes the specific methods and strategies to reach and serve more older adults living in rural areas to improve access to information and services.

An analysis of previous years' data suggests that PSA 6 has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 19.2b: Targeting Results – PSA 6 2022 Performance

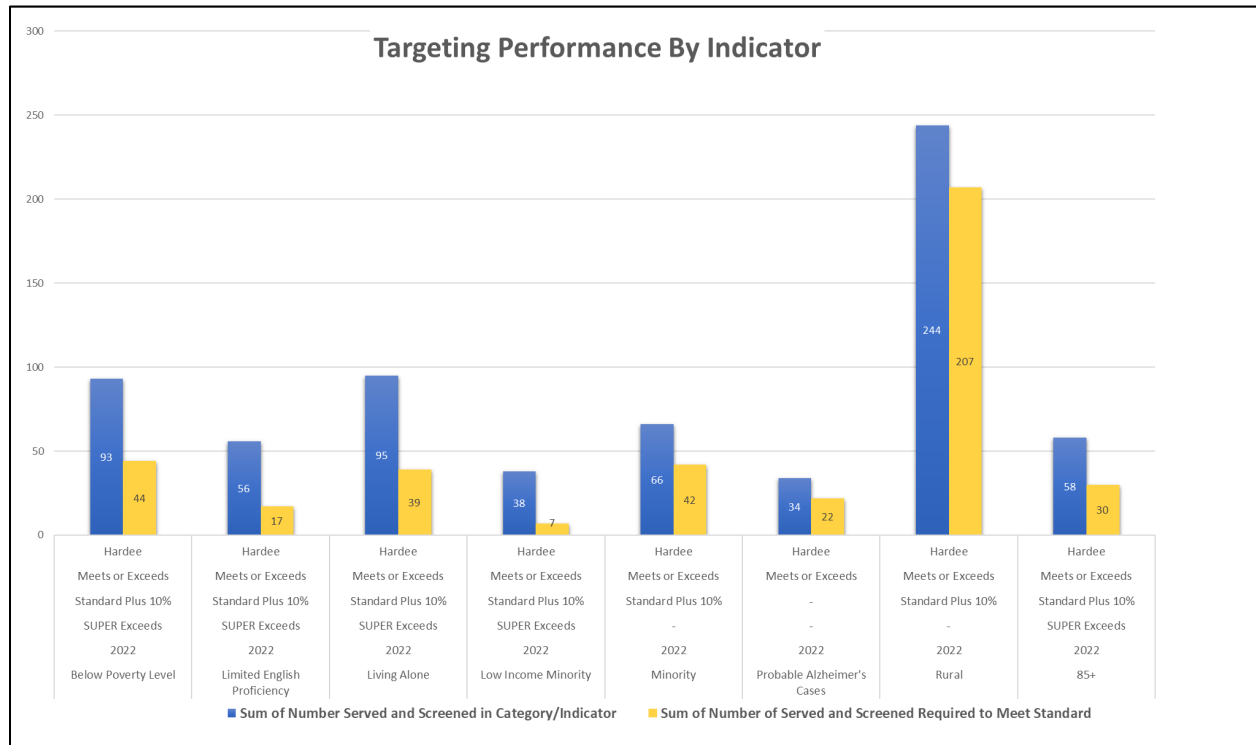
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2022	PSA 6	Limited English Proficiency	1,133	6%	6,712	36%	Meets or Exceeds	5,579	30%
2022	PSA 6	Below Poverty Level	2,265	12%	7,685	41%	Meets or Exceeds	5,420	29%
2022	PSA 6	Low Income Minority	566	3%	4,896	26%	Meets or Exceeds	4,330	23%
2022	PSA 6	Minority	4,530	24%	8,416	45%	Meets or Exceeds	3,886	21%
2022	PSA 6	85+	1,699	9%	5,242	28%	Meets or Exceeds	3,543	19%
2022	PSA 6	Living Alone	4,530	24%	6,842	37%	Meets or Exceeds	2,312	13%
2022	PSA 6	Probable Alzheimer's Cases	1,699	9%	2,892	16%	Meets or Exceeds	1,193	7%
2022	PSA 6	Rural	944	5%	554	3%	Does Not Meet	-390	-2%

Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2022 Hardee County Performance Analysis

Table 20.2a: Comparison of All Indicators – Hardee County 2022 Performance



Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

Of the total (18,877) older adults screened and served in 2022, 246 or one percent of individuals were from Hardee County. This is consistent with population characteristics of the PSA, as one percent of all older adults in PSA 6 live in Hardee County. As demonstrated in Table 20.2a, Hardee County met or significantly exceeded all targeting indicators in 2022.

Hardee County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. living alone (by +23 percent),
2. 100 percent Below Poverty Level (BPL) (by +20 percent),
3. Limited English Proficiency (LEP) (by +16 percent),
4. minority 100 percent Below Poverty Level (BPL) (by +13 percent), and
5. age 85 and older (by +12 percent).

Hardee County *overachieved* the targeting indicators of total clients screened and served who were

6. rural (by +16 percent),
7. minority (by +10 percent), and
8. probable Alzheimer's disease (by +5 percent).

An analysis of previous years' data suggests that Hardee County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 20.2b: Targeting Results – Hardee County 2022 Performance

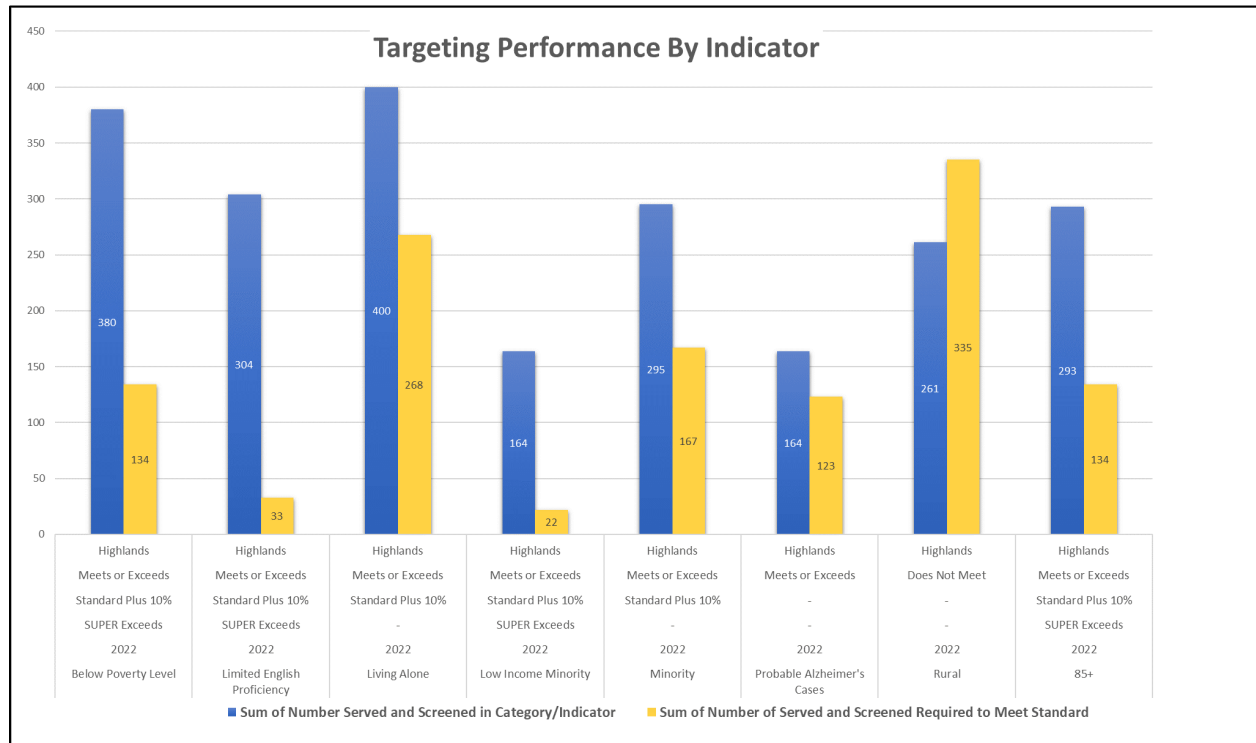
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2022	Hardee	Below Poverty Level	44	18%	93	38%	Meets or Exceeds	49	20%
2022	Hardee	Limited English Proficiency	17	7%	56	23%	Meets or Exceeds	39	16%
2022	Hardee	Living Alone	39	16%	95	39%	Meets or Exceeds	56	23%
2022	Hardee	Low Income Minority	7	3%	38	16%	Meets or Exceeds	31	13%
2022	Hardee	Minority	42	17%	66	27%	Meets or Exceeds	24	10%
2022	Hardee	Probable Alzheimer's Cases	22	9%	34	14%	Meets or Exceeds	12	5%
2022	Hardee	Rural	207	84%	244	100%	Meets or Exceeds	37	16%
2022	Hardee	85+	30	12%	58	24%	Meets or Exceeds	28	12%

Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2022 Highlands County Performance Analysis

Table 21.2a: Comparison of All Indicators – Highlands County 2022 Performance



Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

Of the total (18,877) older adults screened and served in 2022, 1,116 or six percent of individuals were from Highlands County. This is consistent with population characteristics of the PSA, as six percent of all older adults in PSA 6 live in Highlands County. Data indicates that each year an increasing number of older adults are screened and served in Highlands County. As demonstrated in Table 21.2a, Highlands County met or significantly exceeded all targeting indicators in 2022 with the exception of older adults living in a rural area.

Highlands County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +25 percent),
2. 100 percent Below Poverty Level (BPL) (by +23 percent),
3. age 85 and older (by +15 percent), and
4. minority 100 percent Below Poverty Level (BPL) (by +13 percent).

Highlands County *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +12 percent),

6. living alone (by +12 percent), and
7. probable Alzheimer's disease (by +4 percent).

In 2022, Highlands County *did not achieve* the targeting indicator of total screened and served rural clients. In Highlands County, 30 percent or 13,022 older adults live in a rural area. The goal in Highlands County was to screen and serve at least 30 percent (or 335) older adults living in a rural area. Highlands County did not achieve this goal in 2022 with just 261 older adults screened and served according to the DOEA's targeting data, which represents a six percent underachievement. An additional 74 older adults would need to have been screened or served to have achieved the standard goal. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2025 to ensure seniors living in rural communities are aware of available services.

An analysis of previous years' data suggests that Highlands County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 21.2b: Targeting Results – Highlands County 2022 Performance

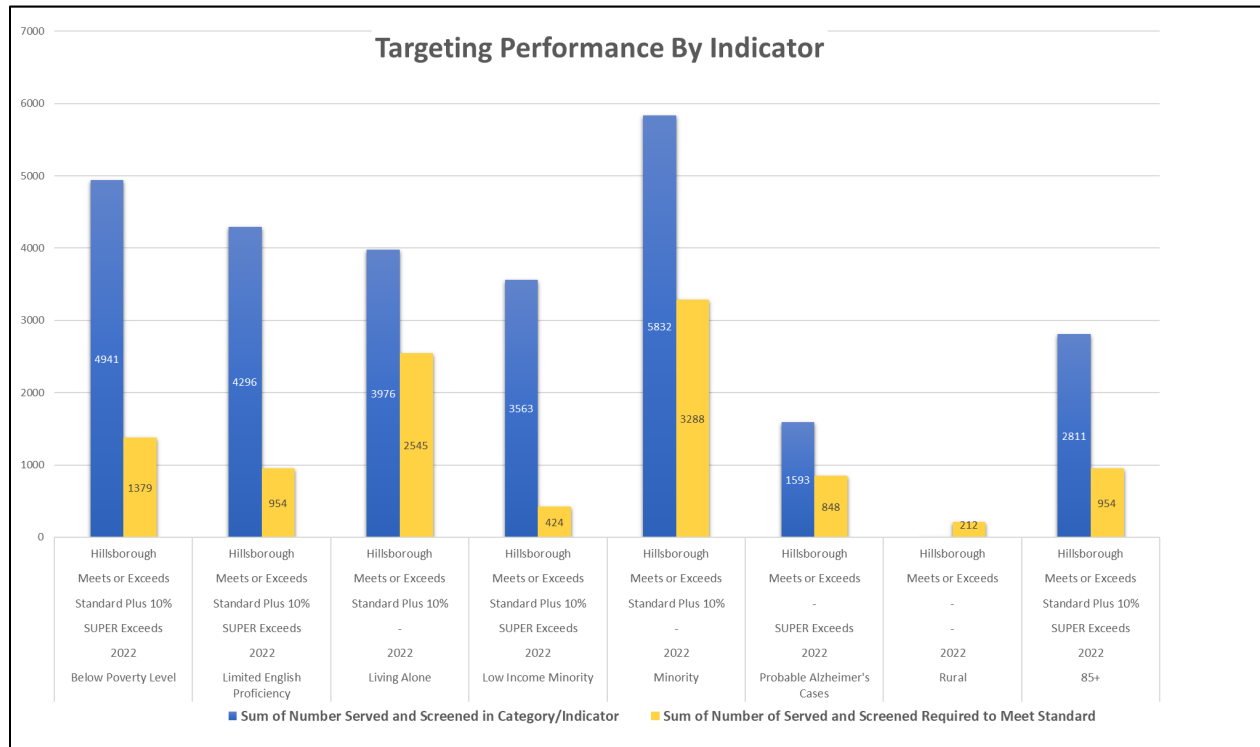
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2022	Highlands	Below Poverty Level	134	12%	380	35%	Meets or Exceeds	246	23%
2022	Highlands	Limited English Proficiency	33	3%	304	28%	Meets or Exceeds	271	25%
2022	Highlands	Living Alone	268	24%	400	36%	Meets or Exceeds	132	12%
2022	Highlands	Low Income Minority	22	2%	164	15%	Meets or Exceeds	142	13%
2022	Highlands	Minority	167	15%	295	27%	Meets or Exceeds	128	12%
2022	Highlands	Probable Alzheimer's Cases	123	11%	164	15%	Meets or Exceeds	41	4%
2022	Highlands	Rural	335	30%	261	24%	Does Not Meet	-74	-6%
2022	Highlands	85+	134	12%	293	27%	Meets or Exceeds	159	15%

Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2022 Hillsborough County Performance Analysis

Table 22.2a: Comparison of All Indicators – Hillsborough County 2022 Performance



Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

Of the total (18,877) older adults screened and served in 2022, 10,605 or 56 percent of individuals were from Hillsborough County. Data demonstrates that historically, more than half of older adults screened and served in PSA 6 live in Hillsborough County. This is consistent with population characteristics of the PSA, as 43 percent of all older adults in PSA 6 live in Hillsborough County. Data demonstrates that each year an increased number of older adults are screened and served in Hillsborough County. As demonstrated in Table 22.2a, Hillsborough County met or significantly exceeded all targeting indicators in 2022.

Hillsborough County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. 100 percent Below Poverty Level (BPL) (by +34 percent),
2. Limited English Proficiency (LEP) (by +32 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +30 percent),
4. age 85 and older (by +18 percent), and
5. probable Alzheimer's disease (by +8 percent).

Hillsborough County *overachieved* the targeting indicators of total clients screened and served who were

6. minority (by +24 percent) and
7. living alone (by +14 percent).

The DOEA indicated Hillsborough County *achieved* the targeting indicator of total screened and served rural clients in 2022. This is because DOEA standards build in a one percent allowance, and Hillsborough County was only one percent underachieved. In Hillsborough County, two percent or 4,670 older adults live in a rural area. The goal in Hillsborough County was to screen and serve at least two percent (or 212) older adults living in a rural area. Hillsborough County did not truly achieve this goal in 2022 with just one older adult screened and served according to the DOEA's targeting data. An additional 211 older adults would need to have been screened or served to have fully achieved the standard goal. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2025 to ensure seniors living in rural communities are aware of available services.

An analysis of previous years' data suggests that Hillsborough County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 22.2b: Targeting Results – Hillsborough County 2022 Performance

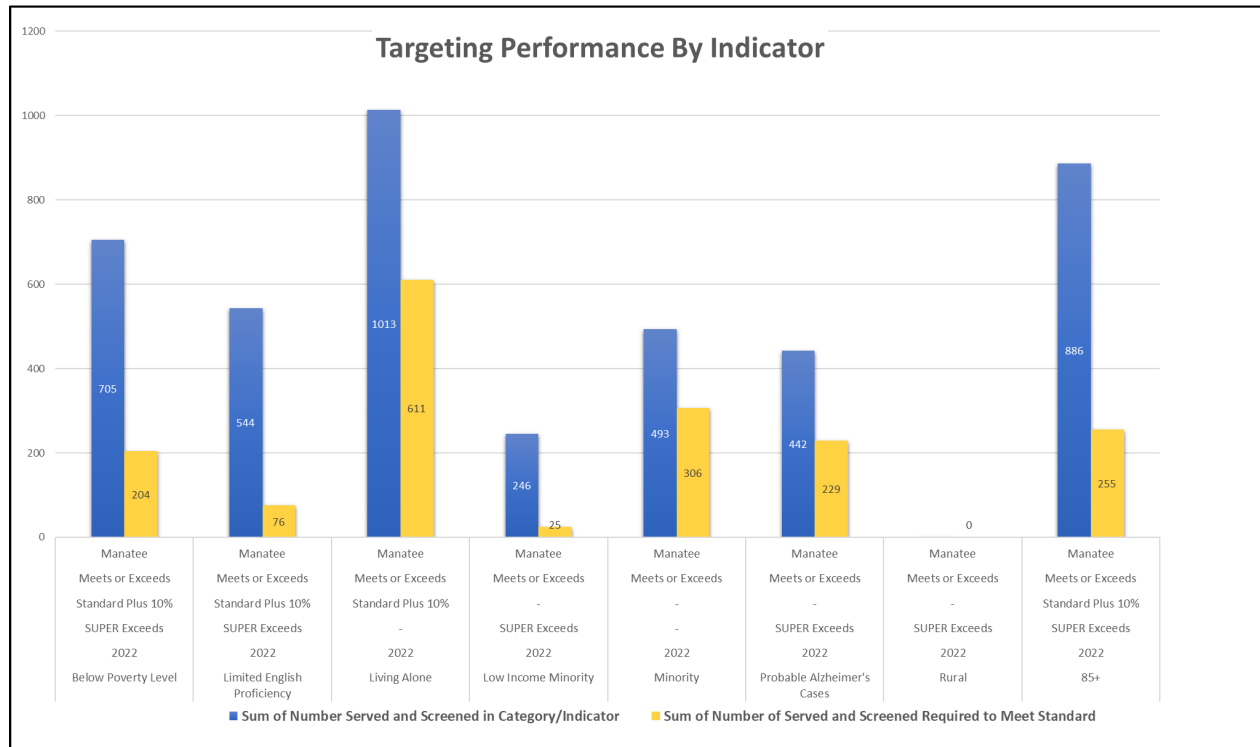
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2022	Hillsborough	Below Poverty Level	1,379	13%	4,941	47%	Meets or Exceeds	3,562	34%
2022	Hillsborough	Limited English Proficiency	954	9%	4,296	41%	Meets or Exceeds	3,342	32%
2022	Hillsborough	Living Alone	2,545	24%	3,976	38%	Meets or Exceeds	1,431	14%
2022	Hillsborough	Low Income Minority	424	4%	3,563	34%	Meets or Exceeds	3,139	30%
2022	Hillsborough	Minority	3,288	31%	5,832	55%	Meets or Exceeds	2,544	24%
2022	Hillsborough	Probable Alzheimer's Cases	848	8%	1,593	16%	Meets or Exceeds	745	8%
2022	Hillsborough	Rural	212	2%	1	1%	Meets or Exceeds	-211	-1%
2022	Hillsborough	85+	954	9%	2,811	27%	Meets or Exceeds	1,857	18%

Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2022 Manatee County Performance Analysis

Table 23.2a: Comparison of All Indicators – Manatee County 2022 Performance



Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

Of the total (18,877) older adults screened and served in 2022, 2,547 or 13 percent of individuals were from Manatee County. In PSA 6, approximately 21 percent of all older adults reside in Manatee County. Data demonstrates that each year an increasing number of older adults are being screened and served in Manatee County. As demonstrated in Table 23.2a, Manatee County met or significantly exceeded all targeting indicators.

Manatee County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. age 85 and older (by +25 percent),
2. 100 percent Below Poverty Level (BPL) (by +20 percent),
3. Limited English Proficiency (LEP) (by +19 percent),
4. probable Alzheimer's disease (by +9 percent),
5. minority 100 percent Below Poverty Level (BPL) (by +9 percent), and
6. rural (by +1 percent).

Manatee County *overachieved* the targeting indicators of total clients screened and served who were

7. living alone (by +16 percent) and
8. minority (by +8 percent).

An analysis of previous years' data suggests that Manatee County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 23.2b: Targeting Results – Manatee County 2022 Performance

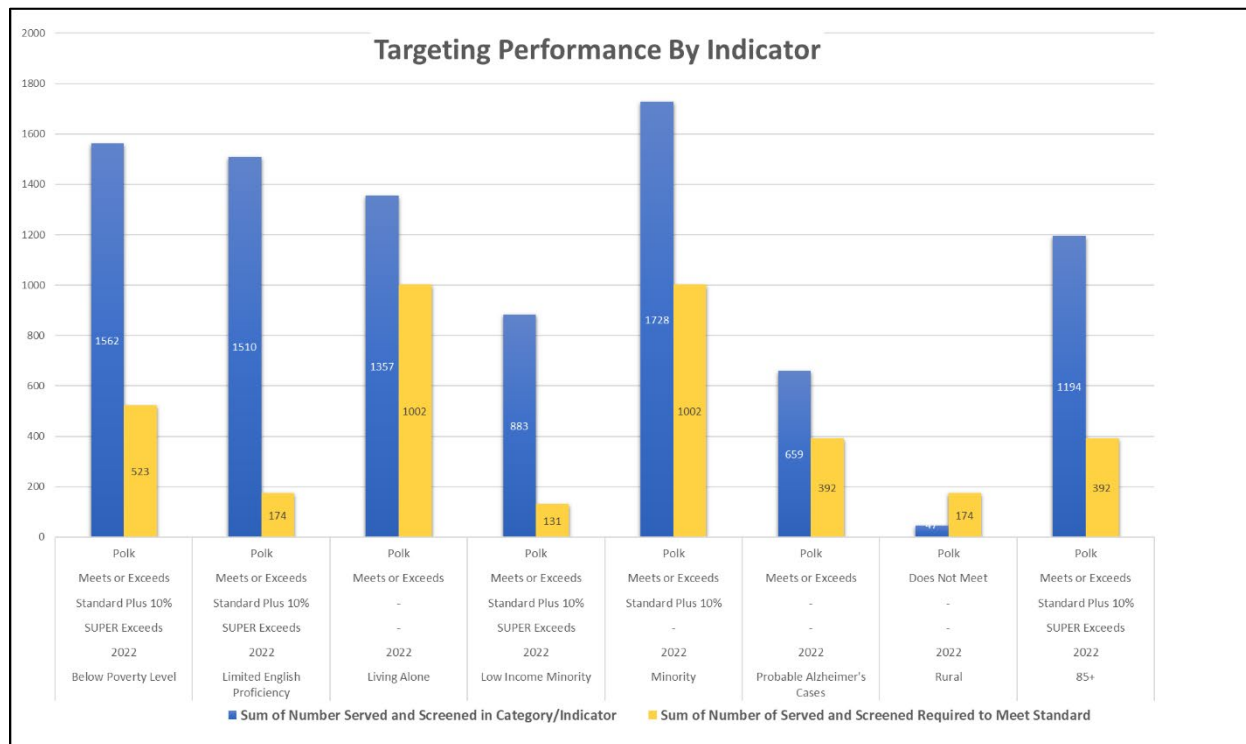
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2022	Manatee	Below Poverty Level	204	8%	705	28%	Meets or Exceeds	501	20%
2022	Manatee	Limited English Proficiency	76	3%	544	22%	Meets or Exceeds	468	19%
2022	Manatee	Living Alone	611	24%	1,013	40%	Meets or Exceeds	402	16%
2022	Manatee	Low Income Minority	25	1%	246	10%	Meets or Exceeds	221	9%
2022	Manatee	Minority	306	12%	493	20%	Meets or Exceeds	187	8%
2022	Manatee	Probable Alzheimer's Cases	229	9%	442	18%	Meets or Exceeds	213	9%
2022	Manatee	Rural	0	0%	1	1%	Meets or Exceeds	1	1%
2022	Manatee	85+	255	10%	886	35%	Meets or Exceeds	631	25%

Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2022 Polk County Performance Analysis

Table 24.2a: Comparison of All Indicators – Polk County 2022 Performance



Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

Of the total (18,877) older adults screened and served in 2022, 4,357 or 23 percent of individuals were from Polk County. This is consistent with population characteristics of the PSA, as 29 percent of all older adults in PSA 6 live in Polk County. Data shows that each year an increased number of older adults are screened and served in Polk County. As demonstrated in Table 24.2a, Polk County met or significantly exceeded all targeting indicators except for older adults living in a rural area in 2022.

Polk County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +31 percent),
2. 100 percent BPL (by +24 percent),
3. age 85 and older (by +19 percent), and
4. minority 100 percent Below Poverty Level (BPL) (by +18 percent).

Polk County *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +17 percent),
6. living alone (by +9 percent), and

7. probable Alzheimer's disease (by +7 percent).

In 2022, Polk County *did not achieve* the targeting indicator of total screened and served rural clients. In Polk County, four percent or 6,185 older adults live in a rural area. The goal in Polk County was to screen and serve at least four percent (or 174) older adults living in a rural area. Polk County did not achieve this goal in 2022 with just 47 older adults screened and served according to the DOEA's targeting data, which represents a two percent underachievement. An additional 127 older adults would need to have been screened or served to have achieved the standard goal. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2025 to ensure seniors living in rural communities are aware of available services.

An analysis of previous years' data suggests that Polk County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 24.2b: Targeting Results – Polk County 2022 Performance

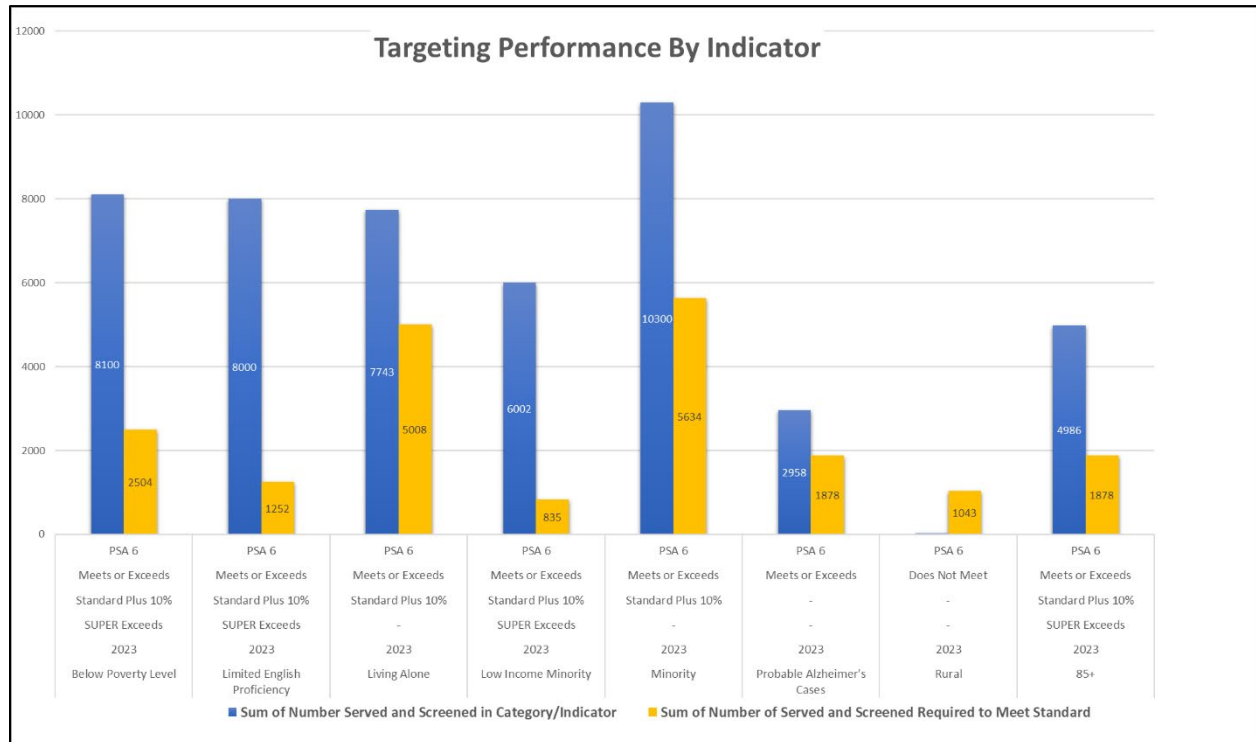
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2022	Polk	Below Poverty Level	523	12%	1,562	36%	Meets or Exceeds	1,039	24%
2022	Polk	Limited English Proficiency	174	4%	1,510	35%	Meets or Exceeds	1,336	31%
2022	Polk	Living Alone	1,002	23%	1,357	32%	Meets or Exceeds	355	9%
2022	Polk	Low Income Minority	131	3%	883	21%	Meets or Exceeds	752	18%
2022	Polk	Minority	1,002	23%	1,728	40%	Meets or Exceeds	726	17%
2022	Polk	Probable Alzheimer's Cases	392	9%	659	16%	Meets or Exceeds	267	7%
2022	Polk	Rural	174	4%	47	2%	Does Not Meet	-127	-2%
2022	Polk	85+	392	9%	1,194	28%	Meets or Exceeds	802	19%

Source: DOEA 2022 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2023 PSA 6 Performance Analysis

Table 19.3a: Comparison of All Indicators – PSA 6 2023 Performance



Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

PSA 6 screened and served 20,867 total individuals in 2023, which approximates to 2.9 percent of the 60 and older population. Comparatively, 2.8 percent were screened and served in 2022. Performance data reveals that each year SCC continues to screen and serve more individuals when compared to the previous year. As demonstrated in Table 19.3a, PSA 6 met or significantly exceeded all targeting indicators in 2023 with the exception of older adults living in a rural area.

PSA 6 *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +33 percent),
2. 100 percent Below Poverty Level (BPL) (by +27 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +25 percent), and
4. age 85 and older (by +15 percent).

PSA 6 *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +23 percent),
6. living alone (by +14 percent), and
7. probable Alzheimer's disease (by +6 percent).

In 2023, PSA 6 *did not achieve* the targeting indicator of total screened and served rural clients. In PSA 6, five percent or 29,158 older adults live in a rural area. The goal in PSA 6 was for at least five percent of those screened and served to be older adults living in a rural area, which made the goal 1,043 clients in 2023. PSA 6 did not achieve this goal in 2023 with just 34 older adults screened and served according to the DOEA’s targeting data, which represents a four percent underachievement. An additional 1,009 older adults would need to have been screened or served to have achieved the standard goal.

This represents a significant 94 percent decrease in the number of older adults screened or served in rural areas from 2022 to 2023, which is a major concern. The figure dropped from 554 individuals in 2022 to just 34 in 2023, which is drastically below historical numbers. To understand and address this disparity, SCC has requested technical assistance from the DOEA. We are seeking clarification on how rural achievement is calculated to determine if the decline is a result of a change in methodology, reporting, and/or an actual decrease in service reach.

The Targeted Outreach Plan in the next section of the Area Plan describes the specific methods and strategies to reach and serve more older adults living in rural areas to improve access to information and services.

An analysis of previous years’ data suggests that PSA 6 has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 19.3b: Targeting Results – PSA 6 2023 Performance

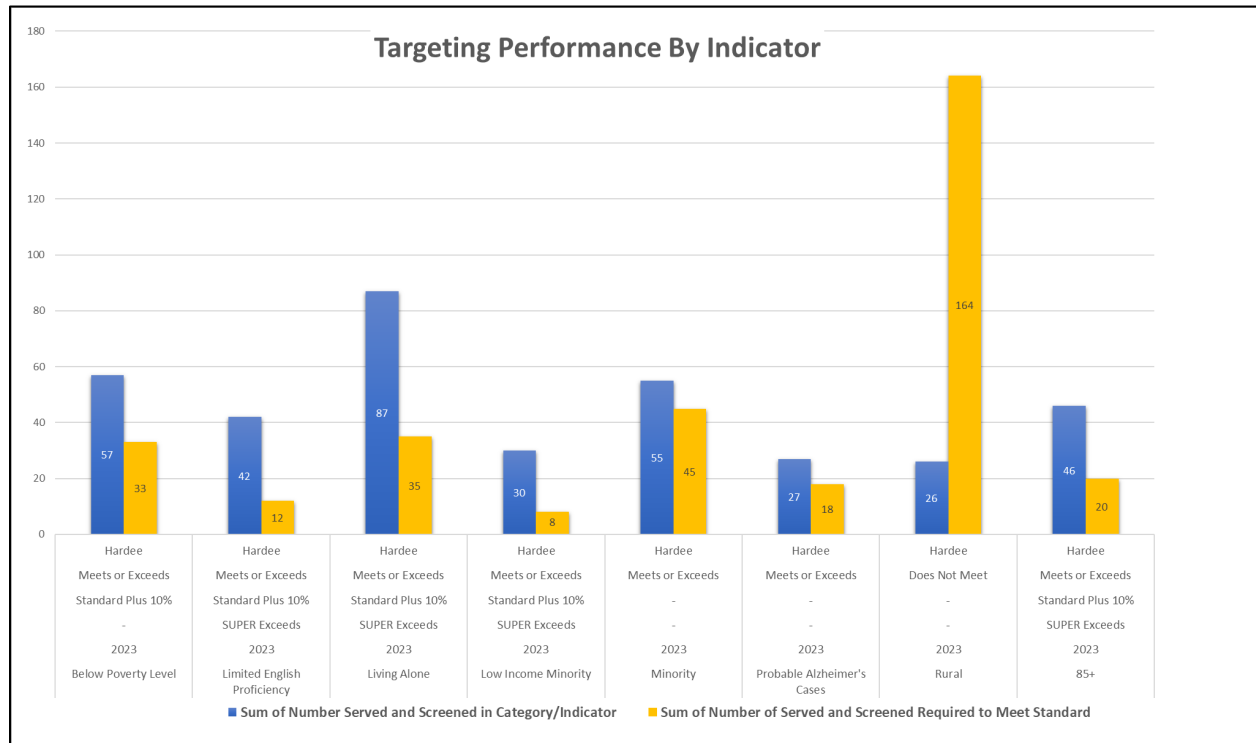
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2023	PSA 6	Below Poverty Level	2,504	12%	8,100	39%	Meets or Exceeds	5,596	27%
2023	PSA 6	Limited English Proficiency	1,252	6%	8,000	39%	Meets or Exceeds	6,748	33%
2023	PSA 6	Living Alone	5,008	24%	7,743	38%	Meets or Exceeds	2,735	14%
2023	PSA 6	Low Income Minority	835	4%	6,002	29%	Meets or Exceeds	5,167	25%
2023	PSA 6	Minority	5,634	27%	10,300	50%	Meets or Exceeds	4,666	23%
2023	PSA 6	Probable Alzheimer's Cases	1,878	9%	2,958	15%	Meets or Exceeds	1,080	6%
2023	PSA 6	Rural	1,043	5%	34	1%	Does Not Meet	-1,009	-4%
2023	PSA 6	85+	1,878	9%	4,986	24%	Meets or Exceeds	3,108	15%

Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2023 Hardee County Performance Analysis

Table 20.3a: Comparison of All Indicators – Hardee County 2023 Performance



Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

Of the total (20,867) older adults screened and served in 2023, 195 or one percent of individuals were from Hardee County. This is consistent with population characteristics of the PSA, as one percent of all older adults in PSA 6 live in Hardee County. As demonstrated in Table 20.3a, Hardee County met or significantly exceeded all targeting indicators in 2023 with the exception of older adults living in a rural area.

Hardee County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. living alone (by +27 percent),
2. Limited English Proficiency (LEP) (by +16 percent),
3. age 85 and older (by +14 percent), and
4. minority 100 percent Below Poverty Level (BPL) (by +12 percent).

Hardee County *overachieved* the targeting indicators of total clients screened and served who were

5. 100 percent Below Poverty Level (BPL) (by +13 percent),
6. minority (by +6 percent), and
7. probable Alzheimer's disease (by +5 percent).

In 2023, Hardee County *did not achieve* the targeting indicator of total screened and served rural clients. In Hardee County, 84 percent or 4,673 older adults live in a rural area. The goal in Hardee County was for at least 84 percent of those screened and served to be older adults living in a rural area, which made the goal 164 clients in 2023. Hardee County did not achieve this goal in 2023 with just 26 older adults screened and served according to the DOEA’s targeting data, which represents a 70 percent underachievement. An additional 138 older adults would need to have been screened or served to have achieved the standard goal. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2026 to ensure seniors living in rural communities are aware of available services.

In comparison, PSA 6 screened or served 244 older adults living in rural areas in Hardee County in 2022, which is 218 more individuals than the following year. This represents an 89 percent decrease from one year to the next, and it is unclear why the 2023 figure is significantly lower than the historical number of clients served in rural areas. To understand and address this disparity, SCC requested technical assistance from the DOEA. We are seeking clarification on how rural achievement is calculated to determine if the decline is a result of a change in methodology, reporting, and/or an actual decrease in service reach.

An analysis of previous years’ data suggests that Hardee County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 20.3b: Targeting Results – Hardee County 2023 Performance

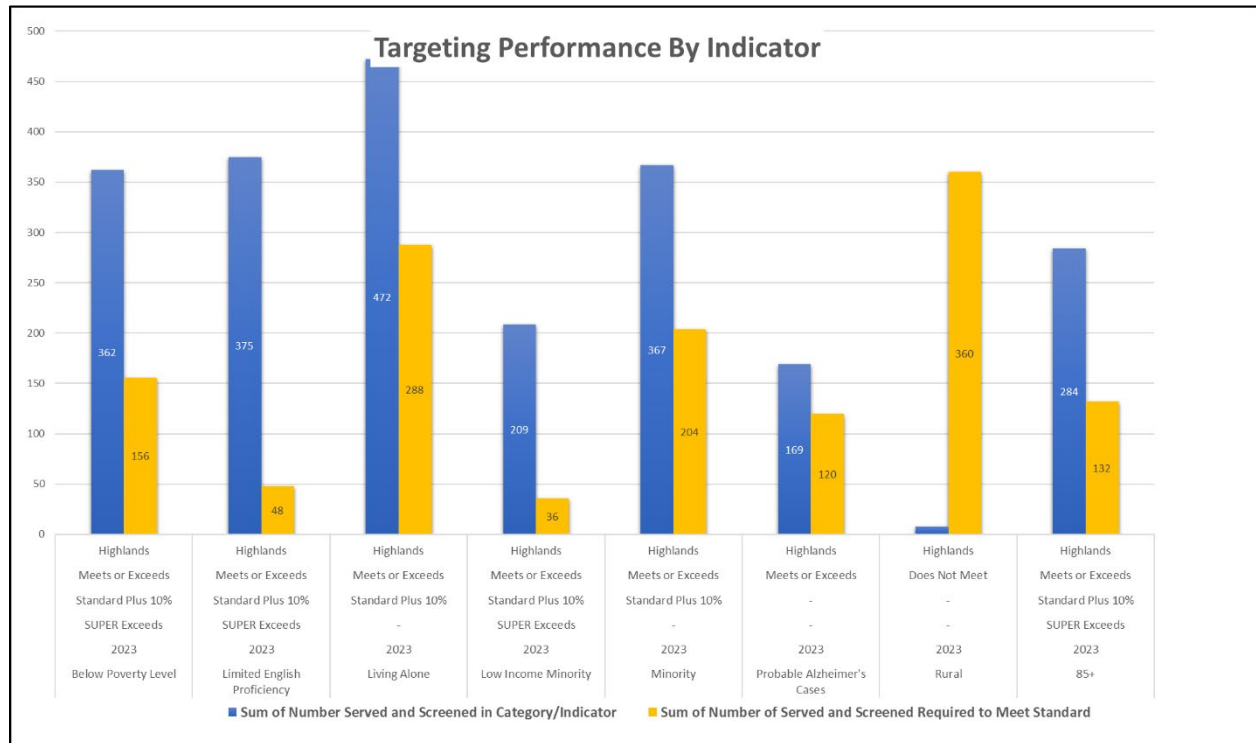
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2023	Hardee	Below Poverty Level	33	17%	57	30%	Meets or Exceeds	24	13%
2023	Hardee	Limited English Proficiency	12	6%	42	22%	Meets or Exceeds	30	16%
2023	Hardee	Living Alone	35	18%	87	45%	Meets or Exceeds	52	27%
2023	Hardee	Low Income Minority	8	4%	30	16%	Meets or Exceeds	22	12%
2023	Hardee	Minority	45	23%	55	29%	Meets or Exceeds	10	6%
2023	Hardee	Probable Alzheimer's Cases	18	9%	27	14%	Meets or Exceeds	9	5%
2023	Hardee	Rural	164	84%	26	14%	Does Not Meet	-138	-70%
2023	Hardee	85+	20	10%	46	24%	Meets or Exceeds	26	14%

Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2023 Highlands County Performance Analysis

Table 21.3a: Comparison of All Indicators – Highlands County 2023 Performance



Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

Of the total (20,867) older adults screened and served in 2023, 1,200 or six percent of individuals were from Highlands County. This is consistent with population characteristics of the PSA, as six percent of all older adults in PSA 6 live in Highlands County. Data indicates that each year an increasing number of older adults are screened and served in Highlands County. As demonstrated in Table 21.3a, Highlands County met or significantly exceeded all targeting indicators in 2023 with the exception of older adults living in a rural area.

Highlands County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +28 percent),
2. 100 percent Below Poverty Level (BPL) (by +18 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +15 percent), and
4. age 85 and older (by +13 percent).

Highlands County *overachieved* the targeting indicators of total clients screened and served who were

5. living alone (by +16 percent),

6. minority (by +14 percent), and
7. probable Alzheimer's disease (by +5 percent).

In 2023, Highlands County *did not achieve* the targeting indicator of total screened and served rural clients. In Highlands County, 30 percent or 13,332 older adults live in a rural area. The goal in Highlands County was for at least 30 percent of those screened and served to be older adults living in a rural area, which made the goal 360 clients in 2023. Highlands County did not achieve this goal in 2023 with just eight older adults screened and served according to the DOEA's targeting data, which represents a 29 percent underachievement. An additional 352 older adults would need to have been screened or served to have achieved the standard goal. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2026 to ensure seniors living in rural communities are aware of available services.

In comparison, PSA 6 screened or served 261 older adults living in rural areas in Highlands County in 2022, which is 253 more individuals than the following year. This represents a 97 percent decrease from one year to the next, and it is unclear why the 2023 figure is significantly lower than the historical number of clients served in rural areas. To understand and address this disparity, SCC requested technical assistance from the DOEA, as stated above. We are seeking clarification on how rural achievement is calculated to determine if the decline is a result of a change in methodology, reporting, and/or an actual decrease in service reach.

An analysis of previous years' data suggests that Highlands County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 21.3b: Targeting Results – Highlands County 2023 Performance

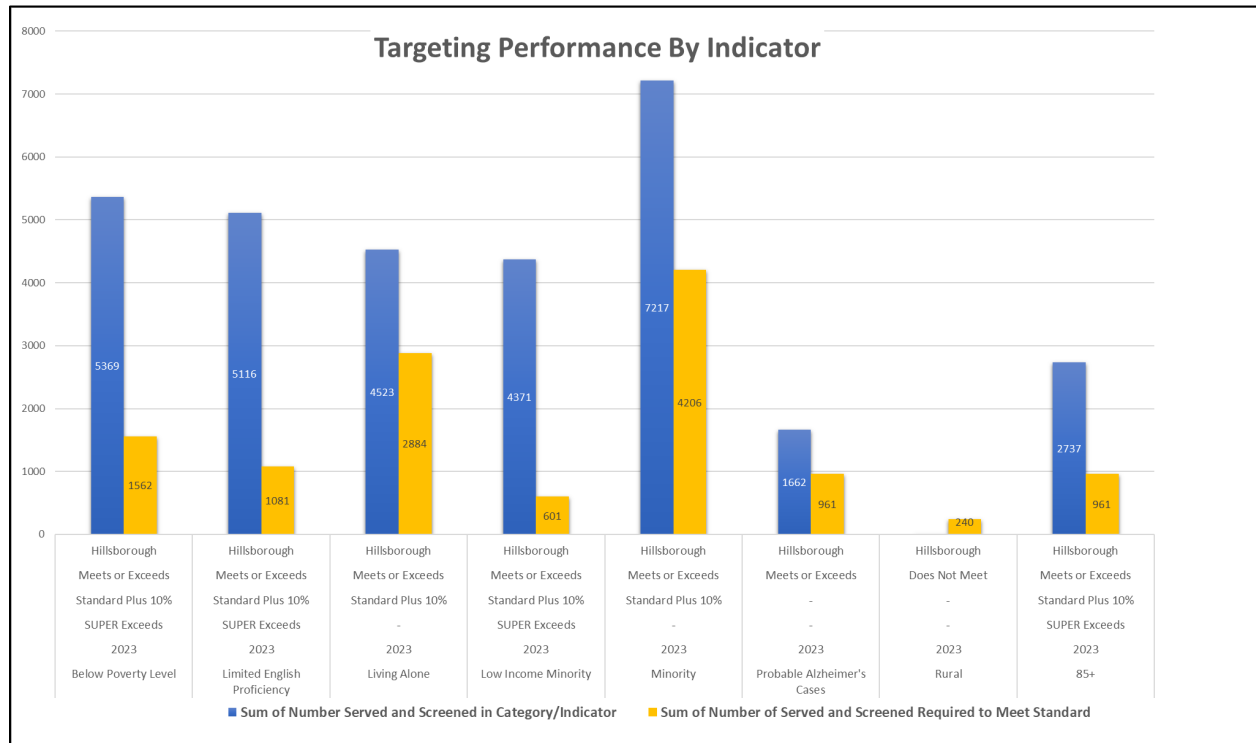
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2023	Highlands	Below Poverty Level	156	13%	362	31%	Meets or Exceeds	206	18%
2023	Highlands	Limited English Proficiency	48	4%	375	32%	Meets or Exceeds	327	28%
2023	Highlands	Living Alone	288	24%	472	40%	Meets or Exceeds	184	16%
2023	Highlands	Low Income Minority	36	3%	209	18%	Meets or Exceeds	173	15%
2023	Highlands	Minority	204	17%	367	31%	Meets or Exceeds	163	14%
2023	Highlands	Probable Alzheimer's Cases	120	10%	169	15%	Meets or Exceeds	49	5%
2023	Highlands	Rural	360	30%	8	1%	Does Not Meet	-352	-29%
2023	Highlands	85+	132	11%	284	24%	Meets or Exceeds	152	13%

Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2023 Hillsborough County Performance Analysis

Table 22.3a: Comparison of All Indicators – Hillsborough County 2023 Performance



Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

Of the total (20,867) older adults screened and served in 2023, 12,016 or 58 percent of individuals were from Hillsborough County. Data demonstrates that historically, more than half of older adults screened and served in PSA 6 live in Hillsborough County. This is consistent with population characteristics of the PSA, as 43 percent of all older adults in PSA 6 live in Hillsborough County. Data demonstrates that each year an increased number of older adults are screened and served in Hillsborough County. As demonstrated in Table 22.3a, Hillsborough County met or significantly exceeded all targeting indicators in 2023 with the exception of older adults living in a rural area.

Hillsborough County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +34 percent),
2. 100 percent Below Poverty Level (BPL) (by +32 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +32 percent), and
4. age 85 and older (by +15 percent).

Hillsborough County *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +26 percent),

6. living alone (by +14 percent), and
7. probable Alzheimer's disease (by +6 percent).

In 2023, Hillsborough County *did not achieve* the targeting indicator of total screened and served rural clients. In Hillsborough County, two percent or 4,803 older adults live in a rural area. The goal in Hillsborough County was for at least two percent of those screened and served to be older adults living in a rural area, which made the goal 240 clients in 2023. Hillsborough County did not achieve this goal in 2023 with zero older adults screened and served according to the DOEA's targeting data, which represents a two percent underachievement. An additional 240 older adults would need to have been screened or served to have achieved the standard goal. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2026 to ensure seniors living in rural communities are aware of available services.

In comparison, PSA 6 screened or served 107 to 196 older adults living in rural areas in Hillsborough County per year between 2016 and 2020. In the three years since, the achievement has been one, one, and zero respectively, and it is unclear why the recent figures are significantly lower than the historical number of clients served in rural areas. To understand and address this disparity, SCC requested technical assistance from the DOEA, as stated above. We are seeking clarification on how rural achievement is calculated to determine if the decline is a result of a change in methodology, reporting, and/or an actual decrease in service reach.

An analysis of previous years' data suggests that Hillsborough County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 22.3b: Targeting Results – Hillsborough County 2023 Performance

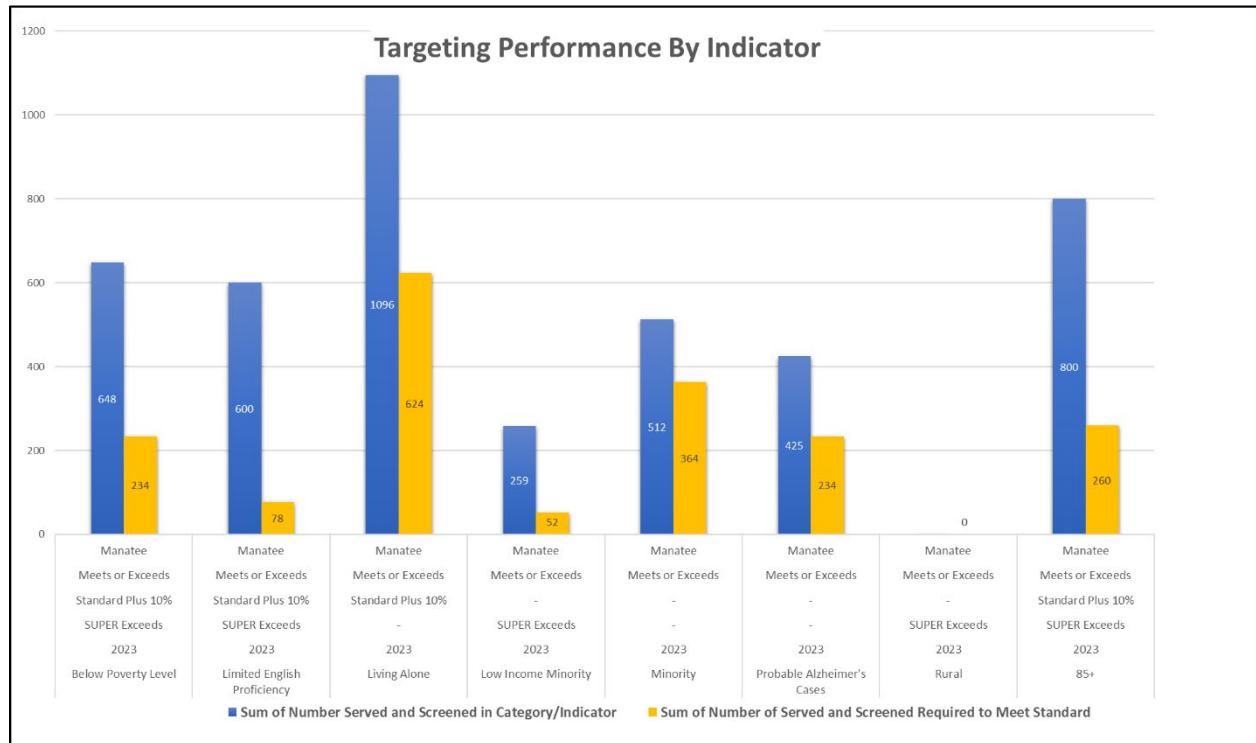
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2023	Hillsborough	Below Poverty Level	1,562	13%	5,369	45%	Meets or Exceeds	3,807	32%
2023	Hillsborough	Limited English Proficiency	1,081	9%	5,116	43%	Meets or Exceeds	4,035	34%
2023	Hillsborough	Living Alone	2,884	24%	4,523	38%	Meets or Exceeds	1,639	14%
2023	Hillsborough	Low Income Minority	601	5%	4,371	37%	Meets or Exceeds	3,770	32%
2023	Hillsborough	Minority	4,206	35%	7,217	61%	Meets or Exceeds	3,011	26%
2023	Hillsborough	Probable Alzheimer's Cases	961	8%	1,662	14%	Meets or Exceeds	701	6%
2023	Hillsborough	Rural	240	2%	0	0%	Does Not Meet	-240	-2%
2023	Hillsborough	85+	961	8%	2,737	23%	Meets or Exceeds	1,776	15%

Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2023 Manatee County Performance Analysis

Table 23.3a: Comparison of All Indicators – Manatee County 2023 Performance



Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

Of the total (20,867) older adults screened and served in 2023, 2,600 or 12 percent of individuals were from Manatee County. In PSA 6, approximately 21 percent of all older adults reside in Manatee County. Data demonstrates that each year an increasing number of older adults are being screened and served in Manatee County. As demonstrated in Table 23.3a, Manatee County met or significantly exceeded all targeting indicators.

Manatee County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +21 percent),
2. age 85 and older (by +21 percent),
3. 100 percent Below Poverty Level (BPL) (by +16 percent), and
4. minority 100 percent Below Poverty Level (BPL) (by +8 percent).

Manatee County *overachieved* the targeting indicators of total clients screened and served who were

5. living alone (by +19 percent),
6. probable Alzheimer's disease (by +8 percent), and
7. minority (by +6 percent).

From 2021 to 2023, the targeting data shows zero older adults were considered rural in Manatee County; although, in 2022 one rural senior was screened or served per the targeting report. Manatee County met the rural goal for the last three years, since the goal has been zero. While the targeting data definition does not currently classify any areas in the county as rural, SCC and our service providers will continue to implement targeting plans within remote areas of Manatee County we have identified to reach rural seniors.

An analysis of previous years' data suggests that Manatee County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 23.3b: Targeting Results – Manatee County 2023 Performance

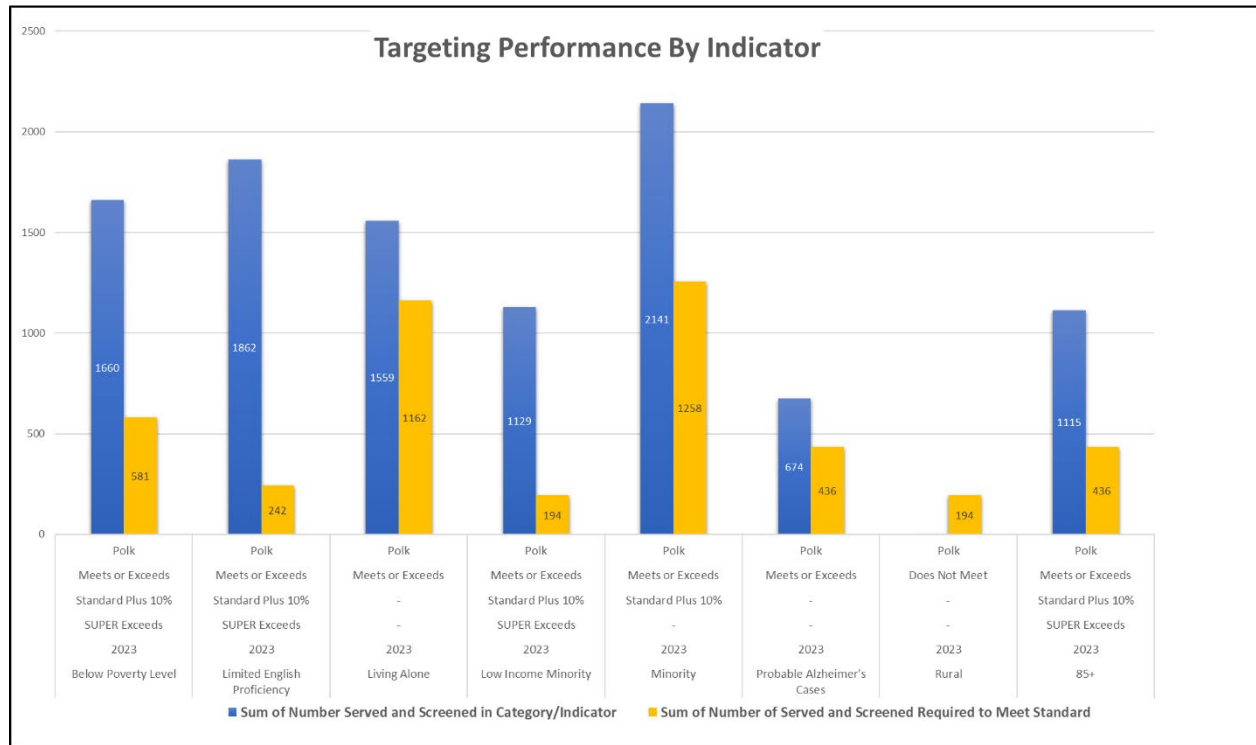
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2023	Manatee	Below Poverty Level	234	9%	648	25%	Meets or Exceeds	414	16%
2023	Manatee	Limited English Proficiency	78	3%	600	24%	Meets or Exceeds	522	21%
2023	Manatee	Living Alone	624	24%	1,096	43%	Meets or Exceeds	472	19%
2023	Manatee	Low Income Minority	52	2%	259	10%	Meets or Exceeds	207	8%
2023	Manatee	Minority	364	14%	512	20%	Meets or Exceeds	148	6%
2023	Manatee	Probable Alzheimer's Cases	234	9%	425	17%	Meets or Exceeds	191	8%
2023	Manatee	Rural	0	0%	0	0%	Meets or Exceeds	0	0%
2023	Manatee	85+	260	10%	800	31%	Meets or Exceeds	540	21%

Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2023 Polk County Performance Analysis

Table 24.3a: Comparison of All Indicators – Polk County 2023 Performance



Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

Of the total (20,867) older adults screened and served in 2023, 4,840 or 23 percent of individuals were from Polk County. This is consistent with population characteristics of the PSA, as 29 percent of all older adults in PSA 6 live in Polk County. Data shows that each year an increased number of older adults are screened and served in Polk County. As demonstrated in Table 24.3a, Polk County met or significantly exceeded all targeting indicators except for older adults living in a rural area in 2023.

Polk County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +34 percent),
2. 100 percent Below Poverty Level (BPL) (by +23 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +20 percent), and
4. age 85 and older (by +15 percent).

Polk County *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +19 percent),
6. living alone (by +9 percent), and
7. probable Alzheimer's disease (by +5 percent).

In 2023, Polk County *did not achieve* the targeting indicator of total screened and served rural clients. In Polk County, four percent or 6,350 older adults live in a rural area. The goal in Polk County was for at least four percent of those screened and served to be older adults living in a rural area, which made the goal 194 clients in 2023. Polk County did not achieve this goal in 2023 with zero older adults screened and served according to the DOEA’s targeting data, which represents a four percent underachievement. An additional 194 older adults would need to have been screened or served to have achieved the standard goal. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2026 to ensure seniors living in rural communities are aware of available services.

In comparison, PSA 6 screened or served 47 older adults living in rural areas in Polk County in 2022, which is 47 more individuals than the following year. This represents a 100 percent decrease from one year to the next, and it is unclear why the 2023 figure is significantly lower than the historical number of clients served in rural areas. To understand and address this disparity, SCC requested technical assistance from the DOEA, as stated above. We are seeking clarification on how rural achievement is calculated to determine if the decline is a result of a change in methodology, reporting, and/or an actual decrease in service reach.

An analysis of previous years’ data suggests that Polk County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 24.3b: Targeting Results – Polk County 2023 Performance

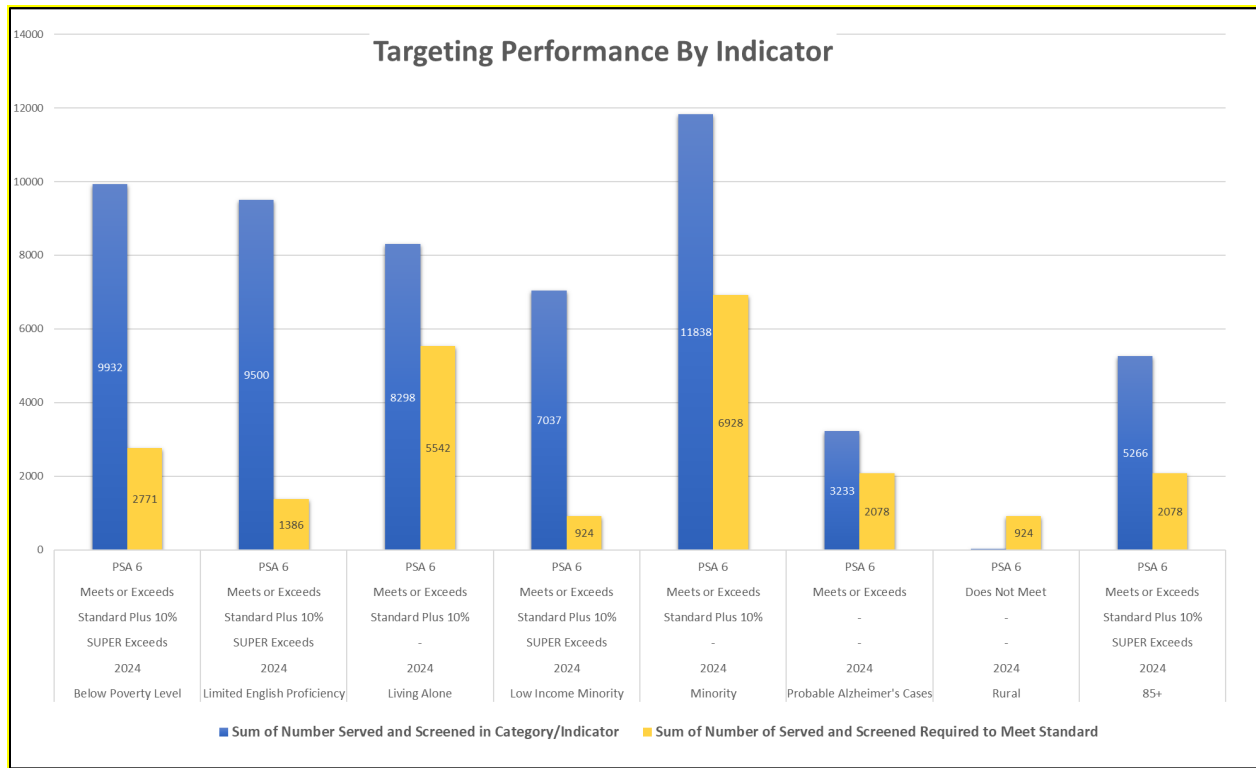
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2023	Polk	Below Poverty Level	581	12%	1,660	35%	Meets or Exceeds	1,079	23%
2023	Polk	Limited English Proficiency	242	5%	1,862	39%	Meets or Exceeds	1,620	34%
2023	Polk	Living Alone	1,162	24%	1,559	33%	Meets or Exceeds	397	9%
2023	Polk	Low Income Minority	194	4%	1,129	24%	Meets or Exceeds	935	20%
2023	Polk	Minority	1,258	26%	2,141	45%	Meets or Exceeds	883	19%
2023	Polk	Probable Alzheimer's Cases	436	9%	674	14%	Meets or Exceeds	238	5%
2023	Polk	Rural	194	4%	0	0%	Does Not Meet	-194	-4%
2023	Polk	85+	436	9%	1,115	24%	Meets or Exceeds	679	15%

Source: DOEA 2023 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2024 PSA 6 Performance Analysis

Table 19.4a: Comparison of All Indicators – PSA 6 2024 Performance



Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

PSA 6 screened and served 23,093 total individuals in 2024, which approximates to three percent of the 60 and older population. Comparatively, 2.9 percent were screened and served in 2023. Performance data reveals that each year SCC continues to screen and serve more individuals when compared to the previous year. As demonstrated in Table 19.4a, PSA 6 met or significantly exceeded all targeting indicators in 2024 with the exception of older adults living in a rural area.

PSA 6 *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +36 percent),
2. 100 percent Below Poverty Level (BPL) (by +32 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +27 percent), and
4. age 85 and older (by +14 percent).

PSA 6 *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +22 percent),
6. living alone (by +12 percent), and
7. probable Alzheimer's disease (by +5 percent).

In 2024, PSA 6 *did not achieve* the targeting indicator of total screened and served rural clients. In PSA 6, four percent or 25,180 older adults live in a rural area. The goal in PSA 6 was for at least four percent of those screened and served to be older adults living in a rural area, which made the goal 924 clients in 2024. PSA 6 did not achieve this goal in 2024 with just 32 older adults screened and served according to the DOEA’s targeting data, which represents a three percent underachievement. An additional 892 older adults would need to have been screened or served to have achieved the standard goal.

The Profile section of this Area Plan describes SCC’s current efforts to more effectively target our services and track our achievement to reach older adults living in rural areas through updated rural data. In summary, SCC identified eight ZIP codes and 25 census tracts in PSA 6, and we are in the process of developing a rural KPI reporting process and dashboard. This is intended to complement the annual Targeting Report and Dashboard provided by the DOEA. It will allow SCC to track progress monthly, in-real time, including clients outside of our primary database (eCIRTS). Initial reviews of rural ZIP codes and active client data indicate our reach into rural communities extends further than it may appear, while still requiring improvement. SCC looks forward to leveraging the data in our ongoing planning efforts and in the 2028 Area Plan.

The Targeted Outreach Plan in the next section of the Area Plan describes the additional, specific methods and strategies to reach and serve more older adults living in rural areas to improve access to information and services.

An analysis of previous years’ data suggests that PSA 6 has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 19.4b: Targeting Results – PSA 6 2024 Performance

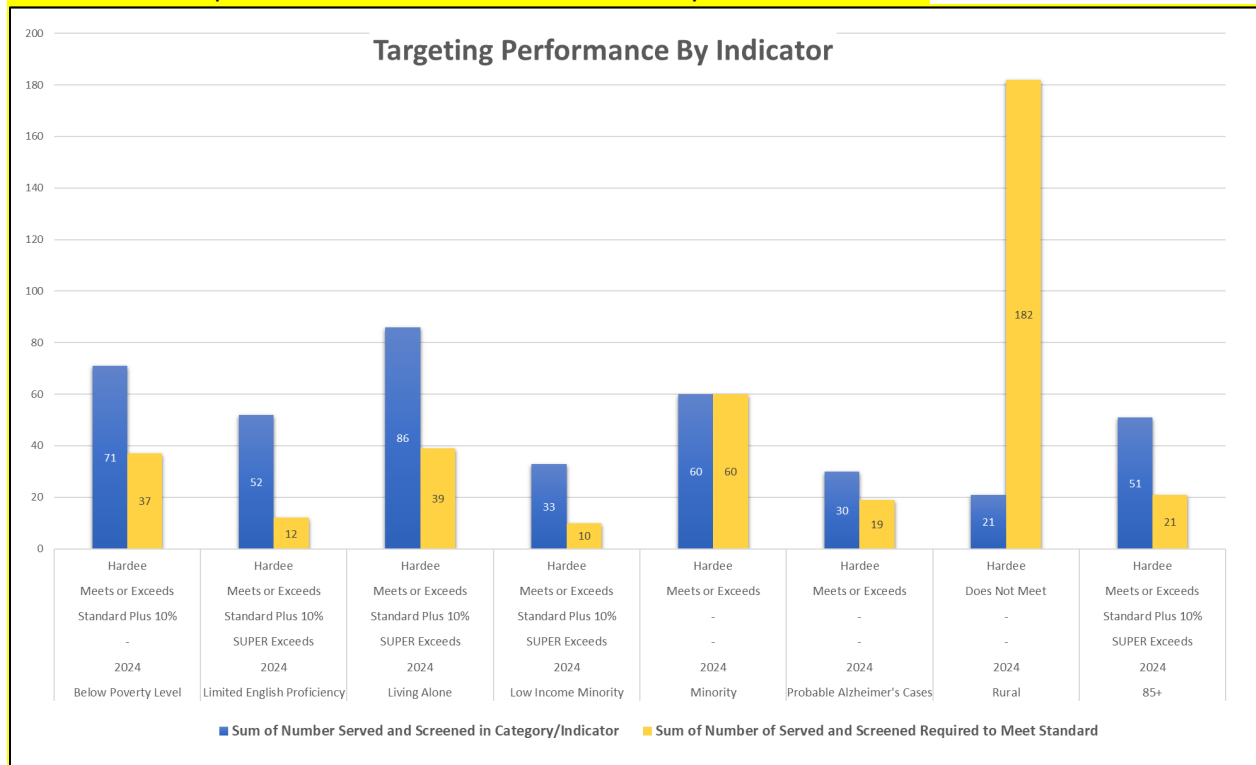
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2024	PSA 6	Below Poverty Level	2,771	12%	9,932	44%	Meets or Exceeds	7,161	32%
2024	PSA 6	Limited English Proficiency	1,386	6%	9,500	42%	Meets or Exceeds	8,114	36%
2024	PSA 6	Living Alone	5,542	24%	8,298	36%	Meets or Exceeds	2,756	12%
2024	PSA 6	Low Income Minority	924	4%	7,037	31%	Meets or Exceeds	6,113	27%
2024	PSA 6	Minority	6,928	30%	11,838	52%	Meets or Exceeds	4,910	22%
2024	PSA 6	Probable Alzheimer's Cases	2,078	9%	3,233	14%	Meets or Exceeds	1,155	5%
2024	PSA 6	Rural	924	4%	32	1%	Does Not Meet	-892	-3%
2024	PSA 6	85+	2,078	9%	5,266	23%	Meets or Exceeds	3,188	14%

Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2024 Hardee County Performance Analysis

Table 20.4a: Comparison of All Indicators – Hardee County 2024 Performance



Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

Of the total (23,093) older adults screened and served in 2024, 207 or one percent of individuals were from Hardee County. This is consistent with population characteristics of the PSA, as one percent of all older adults in PSA 6 live in Hardee County. As demonstrated in Table 20.4a, Hardee County met or significantly exceeded all targeting indicators in 2024 with the exception of older adults living in a rural area.

Hardee County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. living alone (by +23 percent),
2. Limited English Proficiency (LEP) (by +20 percent),
3. age 85 and older (by +15 percent), and
4. minority 100 percent Below Poverty Level (BPL) (by +11 percent).

Hardee County *overachieved or met* the targeting indicators of total clients screened and served who were

5. 100 percent Below Poverty Level (BPL) (by +17 percent),
6. probable Alzheimer's disease (by +6 percent), and
7. minority (met goal exactly).

In 2024, Hardee County *did not achieve* the targeting indicator of total screened and served rural clients. In Hardee County, 88 percent or 5,055 older adults live in a rural area. The goal in Hardee County was for at least 88 percent of those screened and serviced to be older adults living in a rural area, which made the goal 182 clients in 2024. Hardee County did not achieve this goal in 2024 with only 21 older adults screened and served according to the DOEA's targeting data.

Please reference the Profile and 2024 PSA 6 Performance Analysis sections earlier in this plan for relevant information on SCC's efforts to improve rural service delivery and ongoing achievement tracking across the PSA. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2027 to ensure seniors living in rural communities are aware of available services.

An analysis of previous years' data suggests that Hardee County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 20.4b: Targeting Results – Hardee County 2024 Performance

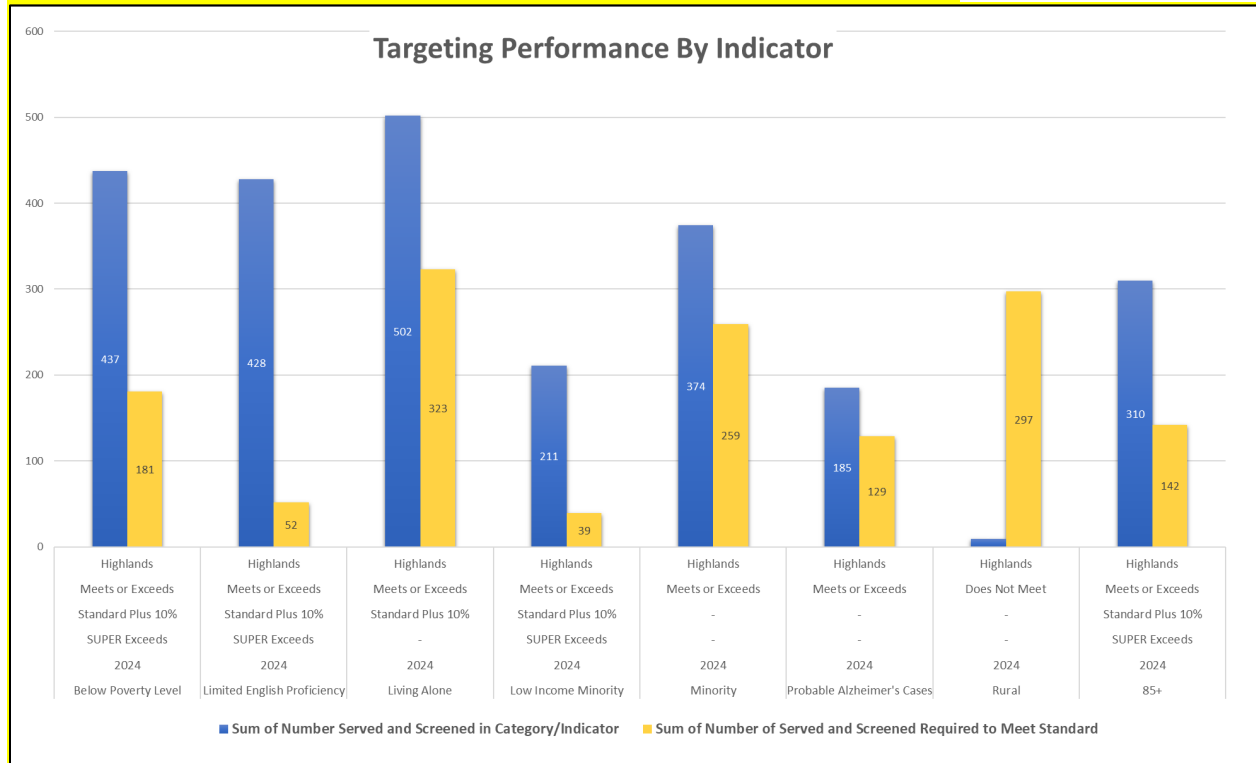
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2024	Hardee	Below Poverty Level	37	18%	71	35%	Meets or Exceeds	34	17%
2024	Hardee	Limited English Proficiency	12	6%	52	26%	Meets or Exceeds	40	20%
2024	Hardee	Living Alone	39	19%	86	42%	Meets or Exceeds	47	23%
2024	Hardee	Low Income Minority	10	5%	33	16%	Meets or Exceeds	23	11%
2024	Hardee	Minority	60	29%	60	29%	Meets or Exceeds	0	0%
2024	Hardee	Probable Alzheimer's Cases	19	9%	30	15%	Meets or Exceeds	11	6%
2024	Hardee	Rural	182	88%	21	11%	Does Not Meet	-161	-77%
2024	Hardee	85+	21	10%	51	25%	Meets or Exceeds	30	15%

Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2024 Highlands County Performance Analysis

Table 21.4a: Comparison of All Indicators – Highlands County 2024 Performance



Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

Of the total (23,093) older adults screened and served in 2024, 1,293 or six percent of individuals were from Highlands County. This is consistent with population characteristics of the PSA, as six percent of all older adults in PSA 6 live in Highlands County. As demonstrated in Table 21.4a, Highlands County met or significantly exceeded all targeting indicators in 2024 with the exception of older adults living in a rural area.

Highlands County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +30 percent),
2. 100 percent Below Poverty Level (BPL) (by +20 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +14 percent), and
4. age 85 and older (by +13 percent).

Highlands County *overachieved* the targeting indicators of total clients screened and served who were

5. living alone (by +14 percent),
6. minority (by +9 percent), and
7. probable Alzheimer's disease (by +5 percent).

In 2024, Highlands County *did not achieve* the targeting indicator of total screened and served rural clients. In Highlands County, 23 percent or 10,515 older adults live in a rural area. The goal in Highlands County was for at least 23 percent of those screened and serviced to be older adults living in a rural area, which made the goal 297 clients in 2024. Highlands County did not achieve this goal in 2024 with only nine older adults screened and served according to the DOEA's targeting data.

Please reference the Profile and 2024 PSA 6 Performance Analysis sections earlier in this plan for relevant information on SCC's efforts to improve rural service delivery and ongoing achievement tracking across the PSA. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2027 to ensure seniors living in rural communities are aware of available services.

An analysis of previous years' data suggests that Highlands County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 21.4b: Targeting Results – Highlands County 2024 Performance

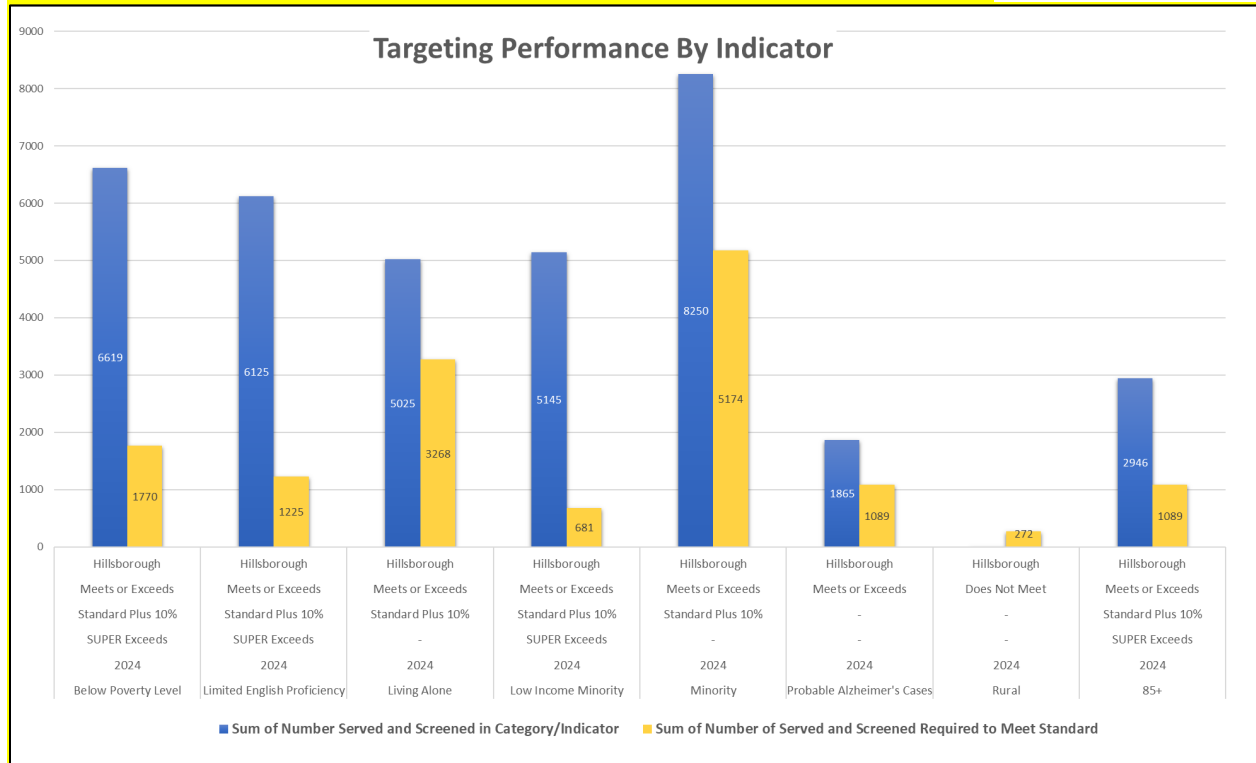
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2024	Highlands	Below Poverty Level	181	14%	437	34%	Meets or Exceeds	256	20%
2024	Highlands	Limited English Proficiency	52	4%	428	34%	Meets or Exceeds	376	30%
2024	Highlands	Living Alone	323	25%	502	39%	Meets or Exceeds	179	14%
2024	Highlands	Low Income Minority	39	3%	211	17%	Meets or Exceeds	172	14%
2024	Highlands	Minority	259	20%	374	29%	Meets or Exceeds	115	9%
2024	Highlands	Probable Alzheimer's Cases	129	10%	185	15%	Meets or Exceeds	56	5%
2024	Highlands	Rural	297	23%	9	1%	Does Not Meet	-288	-22%
2024	Highlands	85+	142	11%	310	24%	Meets or Exceeds	168	13%

Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2024 Hillsborough County Performance Analysis

Table 22.4a: Comparison of All Indicators – Hillsborough County 2024 Performance



Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

Of the total (23,093) older adults screened and served in 2024, 13,616 or 59 percent of individuals were from Hillsborough County. Data demonstrates that historically, more than half of older adults screened and served in PSA 6 live in Hillsborough County. Data demonstrates that each year an increased number of older adults are screened and served in Hillsborough County. As demonstrated in Table 22.4a, Hillsborough County met or significantly exceeded all targeting indicators in 2024 with the exception of older adults living in a rural area.

Hillsborough County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. 100 percent Below Poverty Level (BPL) (by +36 percent),
2. Limited English Proficiency (LEP) (by +36 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +33 percent), and
4. age 85 and older (by +14 percent).

Hillsborough County *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +23 percent),
6. living alone (by +13 percent), and
7. probable Alzheimer's disease (by +6 percent).

In 2024, Hillsborough County *did not achieve* the targeting indicator of total screened and served rural clients. In Hillsborough County, two percent or 3,830 older adults live in a rural area. The goal in Hillsborough County was for at least two percent of those screened and serviced to be older adults living in a rural area, which made the goal 272 clients in 2024. Hillsborough County did not achieve this goal in 2024 with no older adults screened and served according to the DOEA's targeting data.

Please reference the Profile and 2024 PSA 6 Performance Analysis sections earlier in this plan for relevant information on SCC's efforts to improve rural service delivery and ongoing achievement tracking across the PSA. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2027 to ensure seniors living in rural communities are aware of available services.

An analysis of previous years' data suggests that Hillsborough County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 22.4b: Targeting Results – Hillsborough County 2024 Performance

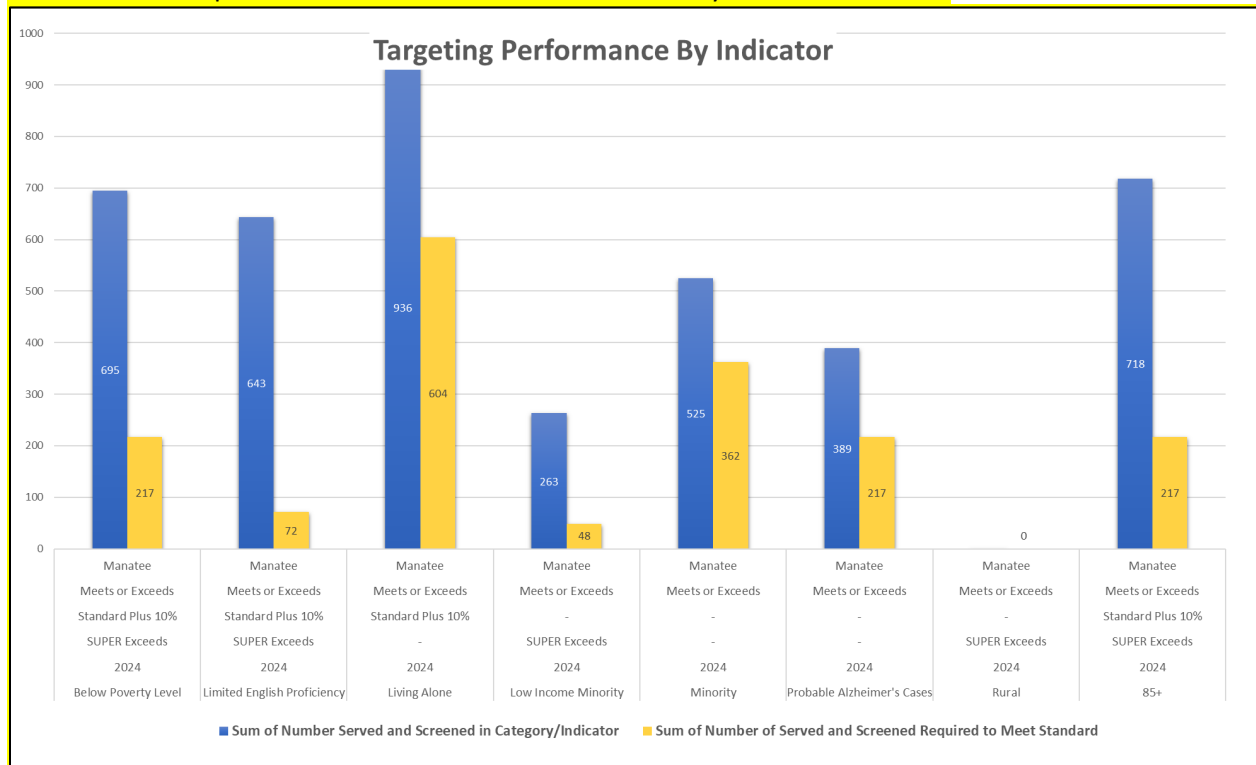
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2024	Hillsborough	Below Poverty Level	1,770	13%	6,619	49%	Meets or Exceeds	4,849	36%
2024	Hillsborough	Limited English Proficiency	1,225	9%	6,125	45%	Meets or Exceeds	4,900	36%
2024	Hillsborough	Living Alone	3,268	24%	5,025	37%	Meets or Exceeds	1,757	13%
2024	Hillsborough	Low Income Minority	681	5%	5,145	38%	Meets or Exceeds	4,464	33%
2024	Hillsborough	Minority	5,174	38%	8,250	61%	Meets or Exceeds	3,076	23%
2024	Hillsborough	Probable Alzheimer's Cases	1,089	8%	1,865	14%	Meets or Exceeds	776	6%
2024	Hillsborough	Rural	272	2%	0	0%	Does Not Meet	-272	-2%
2024	Hillsborough	85+	1,089	8%	2,946	22%	Meets or Exceeds	1,857	14%

Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2024 Manatee County Performance Analysis

Table 23.4a: Comparison of All Indicators – Manatee County 2024 Performance



Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

Of the total (23,093) older adults screened and served in 2024, 2,414 or 10 percent of individuals were from Manatee County. In PSA 6, approximately 21 percent of all older adults reside in Manatee County. As demonstrated in Table 23.4a, Manatee County met or significantly exceeded all targeting indicators.

Manatee County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +24 percent),
2. age 85 and older (by +21 percent),
3. 100 percent Below Poverty Level (BPL) (by +20 percent), and
4. minority 100 percent Below Poverty Level (BPL) (by +9 percent).

Manatee County *overachieved* the targeting indicators of total clients screened and served who were

5. living alone (by +14 percent),
6. probable Alzheimer's disease (by +8 percent), and
7. minority (by +7 percent).

From 2021 to 2024, the targeting data shows zero older adults were considered rural in Manatee County. Manatee County met the rural goal for the last four years, since the goal has been zero. While the targeting data definition does not currently classify any areas in the county as rural, SCC and our service providers will continue to implement targeting plans within remote areas of Manatee County we have identified to reach seniors in less populated areas.

An analysis of previous years' data suggests that Manatee County has been able to consistently overachieve all categories. Further targeting achievement details are included in the table below.

Table 23.4b: Targeting Results – Manatee County 2024 Performance

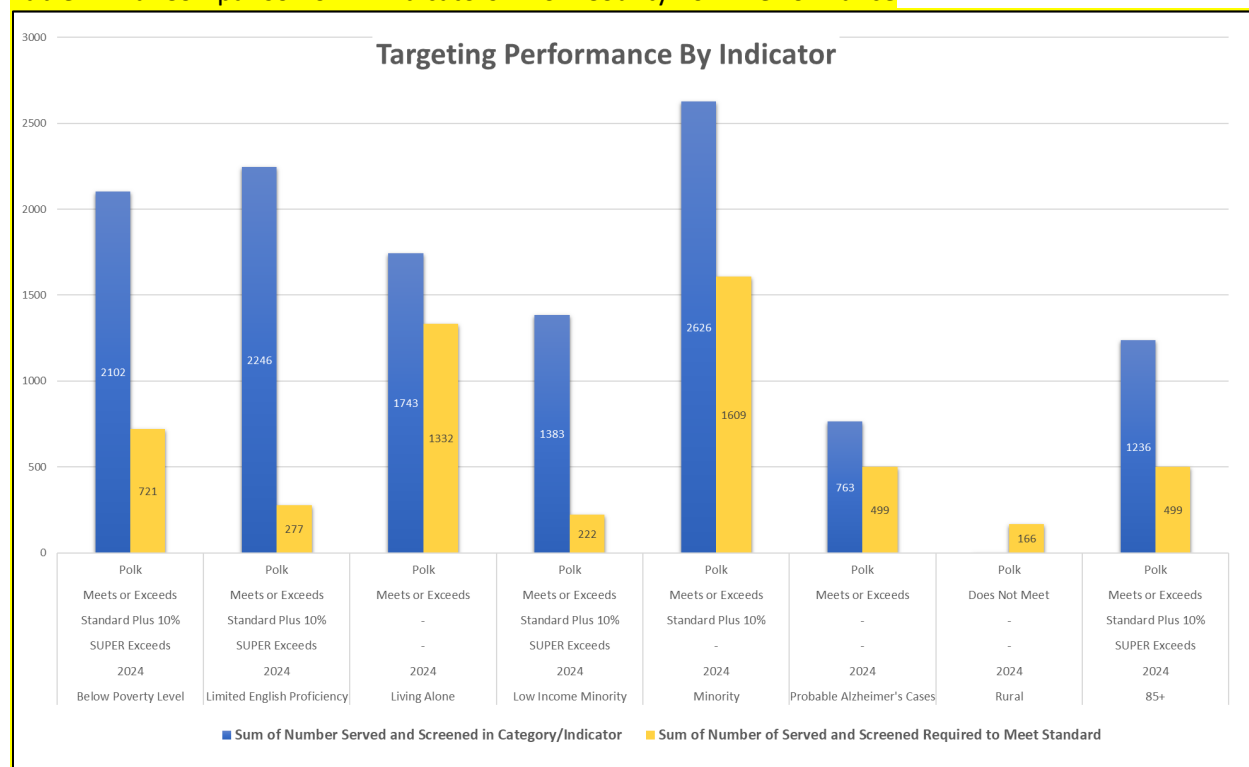
Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2024	Manatee	Below Poverty Level	217	9%	695	29%	Meets or Exceeds	478	20%
2024	Manatee	Limited English Proficiency	72	3%	643	27%	Meets or Exceeds	571	24%
2024	Manatee	Living Alone	604	25%	936	39%	Meets or Exceeds	332	14%
2024	Manatee	Low Income Minority	48	2%	263	11%	Meets or Exceeds	215	9%
2024	Manatee	Minority	362	15%	525	22%	Meets or Exceeds	163	7%
2024	Manatee	Probable Alzheimer's Cases	217	9%	389	17%	Meets or Exceeds	172	8%
2024	Manatee	Rural	0	0%	0	0%	Meets or Exceeds	0	0%
2024	Manatee	85+	217	9%	718	30%	Meets or Exceeds	501	21%

Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

2024 Polk County Performance Analysis

Table 24.4a: Comparison of All Indicators – Polk County 2024 Performance



Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

Of the total (23,093) older adults screened and served in 2024, 5,549 or 24 percent of individuals were from Polk County. This is fairly consistent with population characteristics of the PSA, as 30 percent of all older adults in PSA 6 live in Polk County. Data shows that each year an increased number of older adults are screened and served in Polk County. As demonstrated in Table 24.4a, Polk County met or significantly exceeded all targeting indicators except for older adults living in a rural area in 2024.

Polk County *highly overachieved* multiple indicators, meaning meeting or exceeding *twice* the goal. This is also referred to as super exceeding and was the case for the clients screened and served in the following indicators:

1. Limited English Proficiency (LEP) (by +36 percent),
2. 100 percent Below Poverty Level (BPL) (by +25 percent),
3. minority 100 percent Below Poverty Level (BPL) (by +21 percent), and
4. age 85 and older (by +14 percent).

Polk County *overachieved* the targeting indicators of total clients screened and served who were

5. minority (by +19 percent),
6. living alone (by +8 percent), and

7. probable Alzheimer's disease (by +5 percent).

In 2024, Polk County *did not achieve* the targeting indicator of total screened and served rural clients. In Polk County, three percent or 5,780 older adults live in a rural area. The goal in Polk County was for at least three percent of those screened and serviced to be older adults living in a rural area, which made the goal 166 clients in 2024. Polk County did not achieve this goal in 2024 with no older adults screened and served according to the DOEA's targeting data.

Please reference the Profile and 2024 PSA 6 Performance Analysis sections earlier in this plan for relevant information on SCC's efforts to improve rural service delivery and ongoing achievement tracking across the PSA. The Targeted Outreach Plan in the next section of the Area Plan describes the rural locations that will be targeted in 2027 to ensure seniors living in rural communities are aware of available services.

An analysis of previous years' data suggests that Polk County has been able to consistently overachieve all categories except for rural. Further targeting achievement details are included in the table below.

Table 24.4b: Targeting Results – Polk County 2024 Performance

Year	County	Indicator	Goals		Achievement			Achievement vs. Goal	
			Number of Served and Screened Required to Meet Standard	Population of Indicator as Percent of Total Population	Number Served and Screened in Category/ Indicator	Performance	Meets or Exceeds Standard?	Number Served and Screened (# Over/Under Goal)	Performance (% Over/Under Goal)
2024	Polk	Below Poverty Level	721	13%	2,102	38%	Meets or Exceeds	1,381	25%
2024	Polk	Limited English Proficiency	277	5%	2,246	41%	Meets or Exceeds	1,969	36%
2024	Polk	Living Alone	1,332	24%	1,743	32%	Meets or Exceeds	411	8%
2024	Polk	Low Income Minority	222	4%	1,383	25%	Meets or Exceeds	1,161	21%
2024	Polk	Minority	1,609	29%	2,626	48%	Meets or Exceeds	1,017	19%
2024	Polk	Probable Alzheimer's Cases	499	9%	763	14%	Meets or Exceeds	264	5%
2024	Polk	Rural	166	3%	0	0%	Does Not Meet	-166	-3%
2024	Polk	85+	499	9%	1,236	23%	Meets or Exceeds	737	14%

Source: DOEA 2024 PSA 6 Targeting Report and Dashboard

[Remainder of page left blank]

Targeted Outreach Plan:

In developing the Targeted Outreach Plan and pursuant to the Older Americans Act reauthorization of 2020 (OAA), this plan details at the county and PSA levels:

- The AAA's proposed methods for providing preference to older individuals with the greatest economic need, older individuals with the greatest social need, and low-income minority older individuals;
- Specific approaches to serve older individuals residing in rural areas;
- Specific approaches to improve access to services for groups that have limited English proficiency (LEP);
- Specific approaches to reach older individuals with disabilities, with particular attention to individuals with severe disabilities and individuals at risk for institutional placement;
- Specific approaches to reach older individuals with Alzheimer's disease and other related dementias;
- Specific approaches to reach older individuals at risk for institutional placement, specifically including survivors of the Holocaust;
- Specific approaches to reach caregivers;
- Specific approaches to identify and assist other significant unserved and underserved populations; and
- Methods the AAA will use to evaluate the effectiveness of any resources that will be used to meet the needs of the above consumer groups.

Guided by the requirements of the OAA, SCC has developed targeting plans to identify eligible consumers and inform them of available services. SCC focuses on the following consumers for its targeting efforts:

- Older individuals residing in rural areas
- Older individuals with greatest economic need (with attention to low-income older individuals, including low-income minority older individuals, older individuals with LEP, and older individuals residing in rural areas)
- Older individuals with greatest social need (with attention to low-income older individuals, including low-income minority older individuals, older individuals with LEP, older individuals living alone and older individuals residing in rural areas)
- Older individuals with severe disabilities
- Older individuals with limited English-speaking ability
- Older individuals with Alzheimer's disease and related disorders with neurological and organic brain dysfunction (and the caretakers of such individuals, as also included below)

- Older individuals at risk for institutional placement
- Caregivers, with attention to the following targeted populations:
 - Caregivers of older individuals with Alzheimer’s disease and related disorders with neurological and organic brain dysfunction;
 - Grandparents or older individuals who are relative caregivers who provide care for children with severe disabilities;
 - Caregivers who are older individuals with the greatest social need;
 - Caregivers who are older individuals with the greatest economic need (with attention to low-income older individuals); and
 - Caregivers who are older individuals who provide care to individuals with severe disabilities, including children with severe disabilities.

Targeting Process and Data

SCC has a strong understanding of the OAA targeting requirements and utilizes several methods of gathering information to ensure the Agency consistently provides services that are needed in each locale. The data and knowledge gained through employing the appropriate targeting mechanisms have provided the foundation of the Targeting Plan and accompanying objectives. Methods used to ensure the Targeting Plan objectives are met and are based on the most up-to-date information include:

- Conducting public hearings to learn about the unique needs of each community;
- Employing customized eCIRTS demographic information to assist in identifying areas of need compared to services provided;
- Utilizing Elder Helpline data to identify unmet needs, as well as identifying areas where calls are being received to determine if these are targeted areas;
- Analyzing 2010 and available 2020 Census data and ZIP codes, including the Elder Needs Index Maps, within the five-county PSA to determine which areas would be targeted for outreach and education;
- Creating and implementing PSA-wide targeting forms specific to outreach and education and requiring the provider to document all activities by targeted criteria;
- Utilizing service maps for each county that outline the census block information for high-need areas; and
- Utilizing data contained in SCC’s Aging Needs Surveys conducted in the summers of 2023, 2024, 2025, and 2026.

Outreach Methodology

SCC is responsible for ensuring targeting is a key component of the service delivery system. The following local service providers that receive OAA funding will be directly involved with targeting activities for PSA 6 during the 2024 year:

- Hillsborough County Department of Aging Services – Hillsborough County
- Bay Area Legal Services – Hillsborough, Polk, Highlands, and Hardee counties
- The Centre for Women – Hillsborough County
- Mid Florida Community Services – Polk County
- Meals on Wheels PLUS of Manatee – Manatee County
- Gulfcoast Legal Services – Manatee County
- NU-HOPE Elder Care Service – Highlands and Hardee counties
- Alzheimer’s Association – Hillsborough, Polk, Manatee, Highlands, and Hardee counties
- SCC – Hardee, Highlands, Hillsborough, Manatee, and Polk counties

The following local service providers that receive OAA funding will be directly involved with targeting activities for PSA 6 during 2025, 2026, and 2027:

- Hillsborough County Department of Aging Services – Hillsborough County
- Bay Area Legal Services – Hillsborough, Polk, Highlands, and Hardee counties
- The Centre for Women – Hillsborough County
- You Thrive Florida (formerly known as Mid Florida Community Services) – Polk County
- Meals on Wheels PLUS of Manatee – Manatee County
- Gulfcoast Legal Services – Manatee County
- NU-HOPE Elder Care Service – Highlands and Hardee counties
- SCC – Hardee, Highlands, Hillsborough, Manatee, and Polk counties

Through the implementation of SCC’s targeting plan and the associated outreach activities, SCC will collaborate with providers to ensure older persons and caregivers are identified and informed of the services available to them.

Specific outreach strategies focused on the identified communities include:

- Conducting one-on-one encounters with seniors in specified target areas with the purpose of identifying at-risk individuals and linking them with appropriate services. This will include door-to-door canvassing and a more structured one-on-one interaction with elders and caregivers at health or information fairs.
- Maintaining contact with minority businesses, churches, and civic organizations to assist in identifying individuals in need.
- Continuing to work with rural health centers and county health departments with the goal of identifying individuals in need.
- Improvements have been made to the SCC website allowing elders, caregivers, and other site visitors to more easily access information, identify available services, and navigate the service network.

- Foster increased collaboration and communication between service providers and provide information regarding the Title III-E program.
- Verify through outreach and education activities that the III-E service providers are targeting needed services to caregivers of older individuals with Alzheimer’s disease and related disorders and provide information regarding the Title III-E program.
- Allocate funding for multiple services to support caregivers in response to those identified needs and provide information regarding the Title III-E program.
- Encourage and promote the local chapter of the Alzheimer’s Association and local caregivers support groups. The Alzheimer’s Association and SCC’s *contractual* relationship is ending on September 30, 2024, but SCC plans to continue collaborating with the Alzheimer’s Association to support those impacted by dementia (as referenced earlier).
- Provide information concerning Title III-E services to local organizations, agencies, and businesses responsible for providing medical care and/or assistance to caregivers and/or individuals with Alzheimer’s disease and related disorders.
- Explore options for conducting mutual outreach activities with the above entities to maximize contact with the targeted groups and provide information regarding the Title III-E program.
- Provide Title III-E program information to agencies or organizations, which assist caregivers aiding individuals with Alzheimer’s disease or related disorders.
- Provide information concerning Title III-E services to local organizations, which provide care and support to older individuals in rurally isolated areas of the PSA and to older individuals who lack a supportive network and are socially isolated.
- Provide written information concerning Title III-E services to faith-based organizations and community-based agencies that conduct outreach activities and/or provide services in rurally isolated areas of the PSA or to older individuals who lack a supportive network.
- Provide information concerning Title III-E services to local organizations that provide emergency assistance and support services to low-income residents that may have contact with low-income caregivers and/or low-income older individuals.
- Provide information concerning Title III-E services to local organizations, agencies, and businesses responsible for providing medical care and/or mental health services to low-income residents and which may have contact with low-income caregivers and/or low-income older individuals.
- Provide targeted outreach to areas within the five counties known to have high concentrations of individuals ages 65+ with two or more disabilities.
- Ensure that information regarding the Title III-E program is provided to agencies that assist older individuals providing care for children.

In preparation for the implementation of the Targeting Plan for PSA 6, SCC will:

- Review the Service Provider Applications and the proposed outreach objectives and tasks to ensure that the goals of PSA 6 are addressed. These applications are reviewed by staff to ensure the outreach and targeting services are appropriate and effective.
- Conduct quarterly programmatic reviews of all service providers' outreach plans to ensure compliance.
- SCC staff will conduct annual on-site and desk review monitoring of providers' outreach activities to ensure contract compliance.
- Coordinate targeting activities with the service provider network to ensure duplication of effort is minimal.

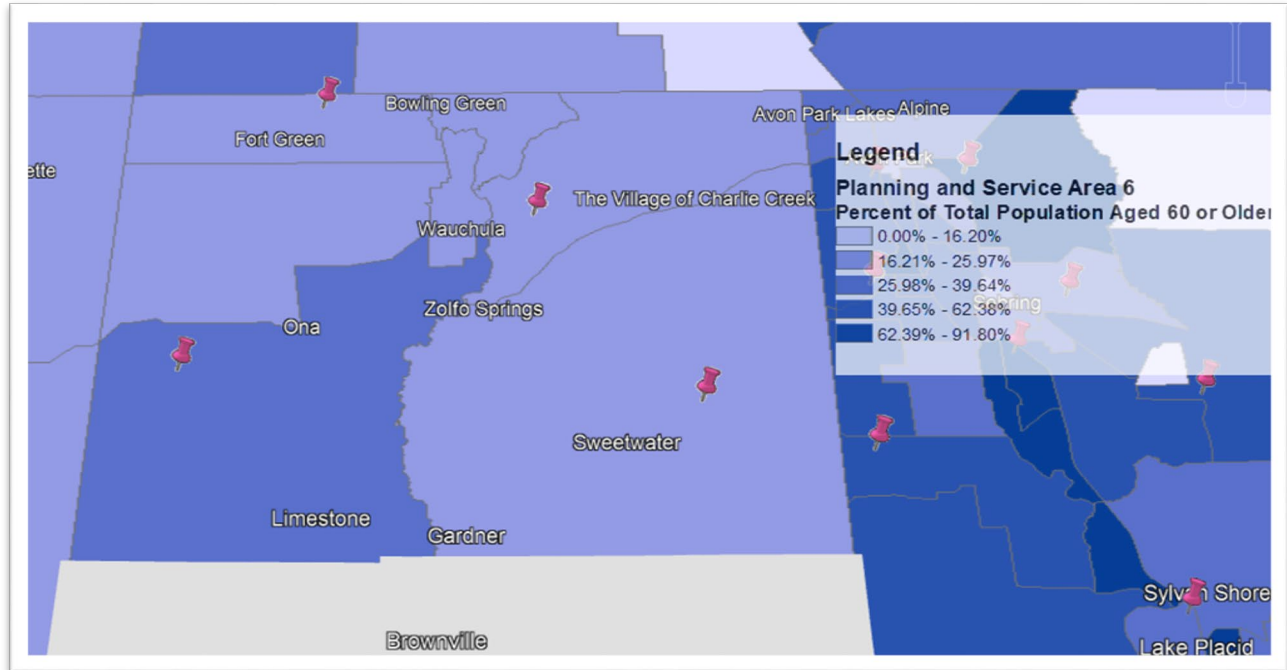
The following section highlights the outreach and education events for each county in PSA 6 for the most recently completed years (2022, 2023, 2024, and 2025) and describes future, anticipated outreach and education. By overlaying the outreach and education events conducted, with the current mapping tools, we can identify opportunities for future efforts in locations that should be pursued for targeted outreach and education. As stated in the Profile section, SCC requested technical assistance from the DOEA in 2025 to identify the areas within our five counties currently classified as rural. Our aim is to build upon and improve the targeting of our outreach and education to rural communities in the next update of this plan, through the more detailed guidance we receive. Additionally, we may revise our outreach and targeting plan for 2026, depending on the guidance we receive from the DOEA.

[Remainder of page left blank]

2024 Outreach and Education Plans with 2022 Reporting

Hardee County Outreach and Education

Figure 10: Hardee County 2022 Outreach and Education



The map titled “Hardee County 2022 Outreach and Education” demonstrates the outreach and education events held in Hardee County in 2022 that are represented by pink pins. The map is overlaid with the 60 and older population, and the darker shades of purple indicate higher concentrations of older adults. SCC and our local service providers continued to face outreach challenges in 2022 due to the COVID-19 pandemic. Despite these challenges, multiple Hardee County OAA providers including SCC, NU-HOPE Elder Care Services, and the Alzheimer’s Association completed 38 outreach and education units in 2022.

SCC – 2024 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2024. Of these 725 outreach contacts, an anticipated 10 will be from Hardee County.

SCC has identified the following locations to conduct outreach and education in 2024:

- Zolfo Springs, Bowling Green, Ona, and Wauchula

Table 25: Anticipated 2024 Outreach and Education

Senior Connection Center – Hardee County		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health and Resource Fairs (throughout Hardee County)	January – December	50
Faith Based Organizations (throughout Hardee County)	January – December	50
PRECO Annual Meeting (Wauchula)	March	300
Beth El-Mission Food Distribution	December	85

NU-HOPE Elder Care Services – 2024 Anticipated Outreach and Education

NU-HOPE Elder Care Services is a Lead Agency and an EHEAP and OAA Title III-B, III-C1, III-C2, and III-E provider in Highlands and Hardee counties. This provider’s goal is to complete 28 outreach activities in Hardee County in 2024. Additionally, this provider anticipates they will complete five education/training events in Hardee County in 2024.

The provider has identified the following locations to conduct outreach and education activities:

- Zolfo Springs, Bowling Green, Ona, and Wauchula

Table 26: Anticipated 2024 Outreach and Education

Provider: NU-HOPE Elder Care Services – Hardee		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Wauchula	January	25
Zolfo Springs	April	25
Bowling Green	July	25
Ona	October	25

Bay Area Legal Services – 2024 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hillsborough, Polk, Highlands, and Hardee counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least four units of education in Hardee County.

The provider has identified the following locations to conduct education:

- Ona, Bowling Green, Zolfo Springs, and Wauchula

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

Table 27: Anticipated 2024 Outreach and Education

Provider Name: Bay Area Legal Services		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health Fair/Community Events (throughout Hardee County, with focus on Ona, Bowling Green, Zolfo Springs, and Wauchula)	January, April, July, October	15 each event

Alzheimer's Association – 2024 Anticipated Outreach and Education

The Alzheimer's Association is an OAA Title III-E provider offering support groups and training for caregivers throughout the entire PSA. The Alzheimer's Association's goal is to complete 1,224 outreach units in 2024. Of these 1,224 outreach units, an anticipated 12 will be from Hardee County. Additionally, this provider anticipates completing four educational activities in Hardee County.

The provider has identified the following locations to conduct outreach and education in 2024:

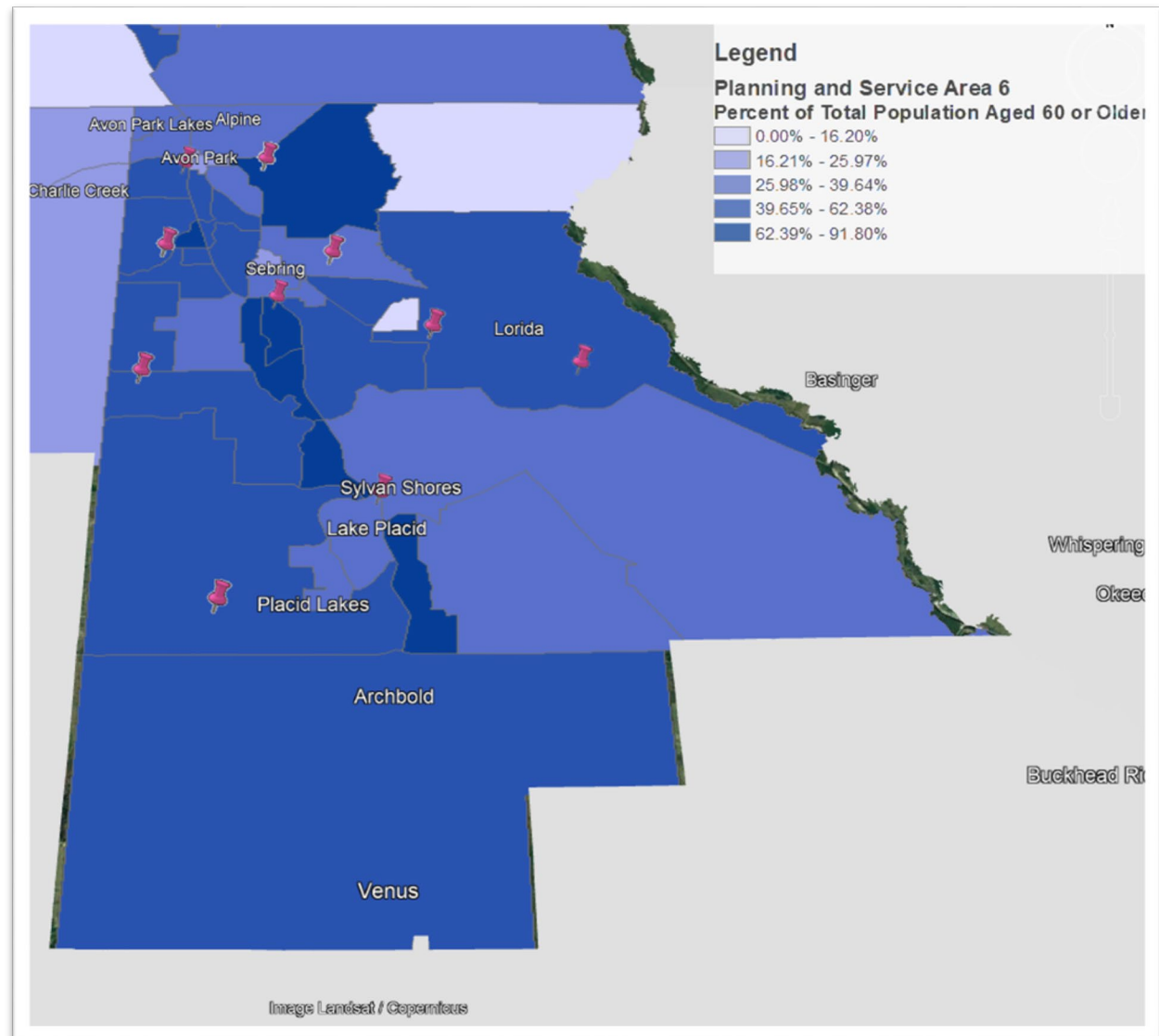
- Ona, Bowling Green, Zolfo Springs, and Wauchula

Table 28: Anticipated 2024 Outreach and Education

Provider Name: Alzheimer's Association		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Brain Bus (throughout Hardee County, with focus on Ona, Bowling Green, Zolfo Springs, and Wauchula)	January, April, July, October	25 each event

Highlands County Outreach and Education

Figure 11: Highlands County 2022 Outreach and Education



The map titled “Highlands County 2022 Outreach and Education” demonstrates the outreach and education events held in Highlands County in 2022 that are represented by pink pins. The map is overlaid with the 60 and older population, and the darker shades of purple indicate higher concentrations of older adults. SCC and our local service providers continued to face outreach challenges in 2022 due to the COVID-19 pandemic. Despite these challenges, multiple Highlands County OAA providers including SCC, NU-HOPE Elder Care Services, and the Alzheimer’s Association completed 187 outreach and education units in 2022.

SCC – 2024 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2024. Of these 725 outreach contacts, an anticipated 85 will be from Highlands County.

SCC has identified the following locations to conduct outreach and education in 2024:

- Lake Placid, Avon Park, Sebring, Venus, and Lorida

Table 29: Anticipated 2024 Outreach and Education

Senior Connection Center – Highlands County		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health and Resource Fairs (throughout Highlands County)	January – December	75
Faith Based Organizations (throughout Highlands County)	January – December	75
Parkway Food Ministry (Sebring)	June	30

NU-HOPE Elder Care Services – 2024 Anticipated Outreach and Education

NU-HOPE Elder Care Services is a Lead Agency and an EHEAP and OAA Title III-B, III-C1, III-C2, and III-E provider in Highlands and Hardee counties. This provider's goal is to complete 48 units of outreach in Highlands County in 2024. Additionally, the provider anticipates they will complete 14 education/training events in Highlands County in 2024.

The provider has identified the following locations to conduct outreach and education:

- Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, Venus, and Southeast Highlands County

Table 30: Anticipated 2024 Outreach and Education

Provider: NU-HOPE Elder Care Services – Highlands		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Lake Placid	January	25
Lorida	February	25
East Sebring	March	25
Avon Park	April	25
West Sebring	May	25
Venus	July	25
Southeast Highlands County	September	25

Bay Area Legal Services – 2024 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hillsborough, Polk, Highlands, and Hardee counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least six units of education in Highlands County.

The provider has identified the following locations to conduct education:

- Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, Venus, and Southeast Highlands County

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

Table 31: Anticipated 2024 Outreach and Education

Provider Name: Bay Area Legal Services		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health Fair/Community Events (throughout Highlands, with focus on Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, and Venus)	January, April, July, October	25 each event

Alzheimer's Association – 2024 Anticipated Outreach and Education

The Alzheimer's Association is an OAA Title III-E provider offering support groups and training for caregivers throughout the entire PSA. The Alzheimer's Association's goal is to complete 1,224 outreach units in 2024. Of these 1,224 outreach units, an anticipated 32 will be from Highlands County. Additionally, this provider anticipates completing 12 educational activities in Highlands County.

The provider has identified the following locations to conduct outreach and education in 2024:

- Venus, Avon Park, Sebring, and Lake Placid

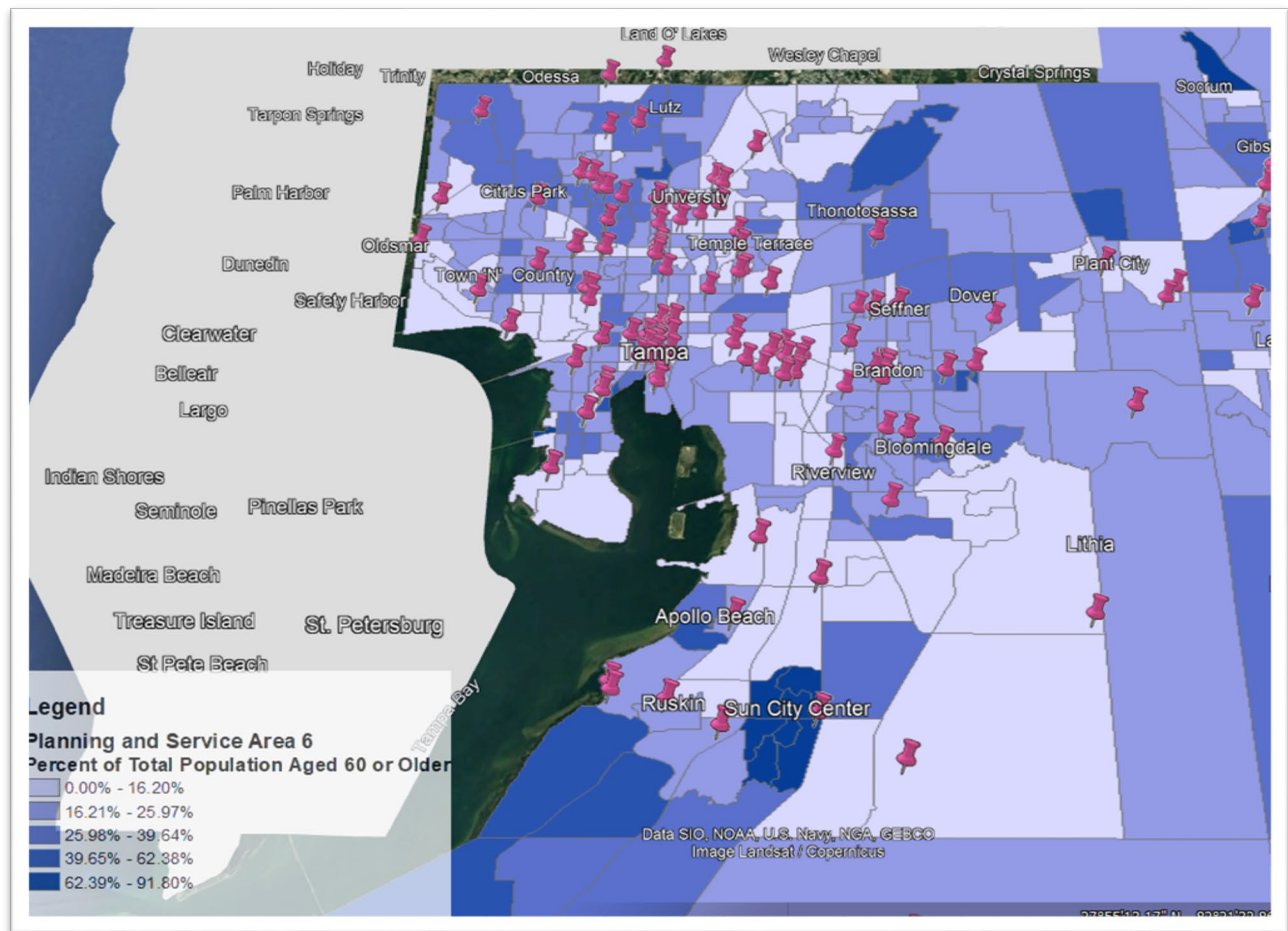
Table 32: Anticipated 2024 Outreach and Education

Provider Name: Alzheimer's Association		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Brain Bus (throughout the above targeted locations in Highlands County)	January, April, July, October	25 each event

[Remainder of page left blank]

Hillsborough County Outreach and Education Events

Figure 12: Hillsborough County 2022 Outreach and Education



The map titled “Hillsborough County 2022 Outreach and Education” demonstrates the outreach and education events held in Hillsborough County in 2022 that are represented by pink pins. The map is overlaid with the 60 and older population, and the darker shades of purple indicate higher concentrations of older adults. SCC and our local service providers continued to face outreach challenges in 2022 due to the COVID-19 pandemic. Despite the many challenges, multiple Hillsborough County OAA providers including SCC, Hillsborough County Department of Aging Services, The Centre for Women, Bay Area Legal Services, and the Alzheimer’s Association completed 856 outreach and education units in 2022.

SCC – 2024 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2024. Of these 725 outreach contacts, it is anticipated 240 will be in Hillsborough County. Additionally, SCC’s goal is to complete 25 units of education in 2024 PSA-wide.

SCC's outreach and education include not only outreach and education for OAA-funded services, but also for the SHINE program, State General Revenue programs, Statewide Medicaid Managed Care Long-Term Care Program, and Elder Abuse Neglect and Exploitation Prevention Program. Education on these topics is completed in a variety of ways including face-to-face presentations to local organizations and businesses, public service announcements, professional training, social media posts, newspaper advertisings, and participation at community events.

SCC has identified the following locations to conduct outreach and education:

- Balm, Brandon, East Tampa, South Sun City, North Plant City, Lithia, Keystone, North Tampa, Plant City, Sun City Center, Ruskin, Gibsonton, and Wimauma

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 33: Anticipated 2024 Outreach and Education

Senior Connection Center – Hillsborough County		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Kings Point Winter Wellness (Sun City Center)	January	100
MLK Health Fair (Plant City)	January	25
Palm River Family Services (Tampa)	February	40
Elderly Exploitation and Fraud Prevention Symposium (Sun City Center)	March	300
Senior Day in the Park (Tampa)	March	110
Community Resource Fair (Carrollwood)	March, June, October	160
Food Pantries (throughout Hillsborough County)	March and June	340
Elder Affairs' Day Event (Tampa)	May	250
Dedicated Senior Medical Center (Tampa)	June	55
Health Expo (Tampa)	June	60
Ruskin Tomato Festival (Ruskin)	June	50

YMCA (Tampa)	July	30
The Largest Classroom (Tampa)	July	40
Iglesia de Dios Pentecostal (Tampa)	August	45
Grandparent's Day (Tampa)	September	40
Faith Based Organizations (throughout Hillsborough County)	January – December	100

Hillsborough County Department of Aging Services – 2024 Anticipated Outreach and Education

Hillsborough County Department of Aging Services is a Lead Agency and an OAA Title III-B, III-C1, III-C2, and III-E provider. This provider's goal is to complete 500 units of outreach in Hillsborough County in 2024. Additionally, this provider anticipates they will participate in 40 education/training activities in Hillsborough County in 2024.

The provider has identified the following locations to conduct outreach and education:

- Plant City, North Tampa, East Tampa, Wimauma, Ruskin, Town' N County, Citrus Park, and Valrico

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 34: Anticipated 2024 Outreach and Education

Provider Name: Hillsborough County Department of Aging Services		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Suncoast Community Health Fair (Plant City)	January	100
Tampa Housing Authority Health and Vendor Fair (Tampa)	January	150
Strawberry Ridge Vendor Fair (Valrico)	January	200
Lee Davis Feeding America (Tampa)	January	350
Lifestyles after 50 Fun Expo (Tampa)	January	250
Ruskin Community Health Fair (Ruskin)	January	150
Sun City Senior Center Senior Expo (Sun City Center)	March	250

Senior Day in the Park (Tampa)	March	300
Lifestyles after 50 Fun Expo (Tampa)	March	200
Wimauma Annual Heart of Hillsborough Event (Wimauma)	April	500
Plant City Community Resource Fair (Plant City)	April	75
Lifestyles after 50 Fun Expo (Tampa)	May	150
City of Tampa Wellness Fair (Tampa)	May	250
AARP Caregivers Open House (Valrico)	May	50
Lee Davis Community Resource Fair (Tampa)	May	100
Neighborhood Conference (Tampa)	July	300
2 nd Annual Come Together Day (Plant City)	July	100
Self-Reliance Community Fair (Tampa)	August	150
Yes! Fair (Tampa)	October	300

The Centre for Women – 2024 Anticipated Outreach and Education

The Centre for Women is an OAA Title III-B and III-ES home improvement provider. This provider's goal is to complete 100 units of outreach in Hillsborough County in 2024. Additionally, this provider anticipates they will complete at least one education/training quarterly event in Hillsborough County in 2024.

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 35: Anticipated 2024 Outreach and Education

Provider Name: The Centre for Women		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Latino Coalition of Tampa Bay (Tampa)	January	50
Rebuilding Tampa Bay (Tampa)	February	25
Habitat for Humanity (Tampa)	March	25
East Tampa Business and Civic Association (Tampa)	April	40

Libraries (throughout Hillsborough County)	January, April, July, November	50
Suncoast United Way (Tampa)	June	25
Metropolitan Ministries (Tampa)	October	50
Hillsborough County Elder Justice Center (Tampa)	November	25
Hillsborough County Affordable Housing Department (Tampa)	March and December	50

Bay Area Legal Services – 2024 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hillsborough, Polk, Highlands, and Hardee counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least 12 units of education in Hillsborough County. Education units for Hardee, Highlands, and Polk are detailed later in this Targeting Section.

The provider has identified the following locations to conduct education:

- Lithia, Plant City, Tampa, Thonotosassa, Wimauma, and Odessa

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 36: Anticipated 2024 Outreach and Education

Provider Name: Bay Area Legal Services		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health Fair/Community Events (throughout Hillsborough County, with focus on Lithia, Plant City, Tampa, Thonotosassa, Wimauma, and Odessa)	January, April, July, October	75 each event

Alzheimer’s Association – 2024 Anticipated Outreach and Education

The Alzheimer’s Association is an OAA Title III-E provider offering support groups and training for caregivers throughout the entire PSA. The Alzheimer’s Association’s goal is to complete 1,224 outreach units in 2024. Of these 1,224 outreach units, an anticipated 576 will be from Hillsborough County. The Alzheimer’s Association predominantly uses its “Brain Bus” to conduct outreach and education. The Brain Bus serves as a mobile office for the Alzheimer’s Association and plays a vital role in outreach and education efforts. Additionally, this provider anticipates completing 200 educational units in Hillsborough County.

The provider has identified the following locations to conduct outreach and education:

- Lithia, Keyville, Fort Lonesome, Brandon Thonotosassa, Odessa, Tampa, Dover, Ruskin, Plant City, Hopewell, Gibsonton, and Sun City Center

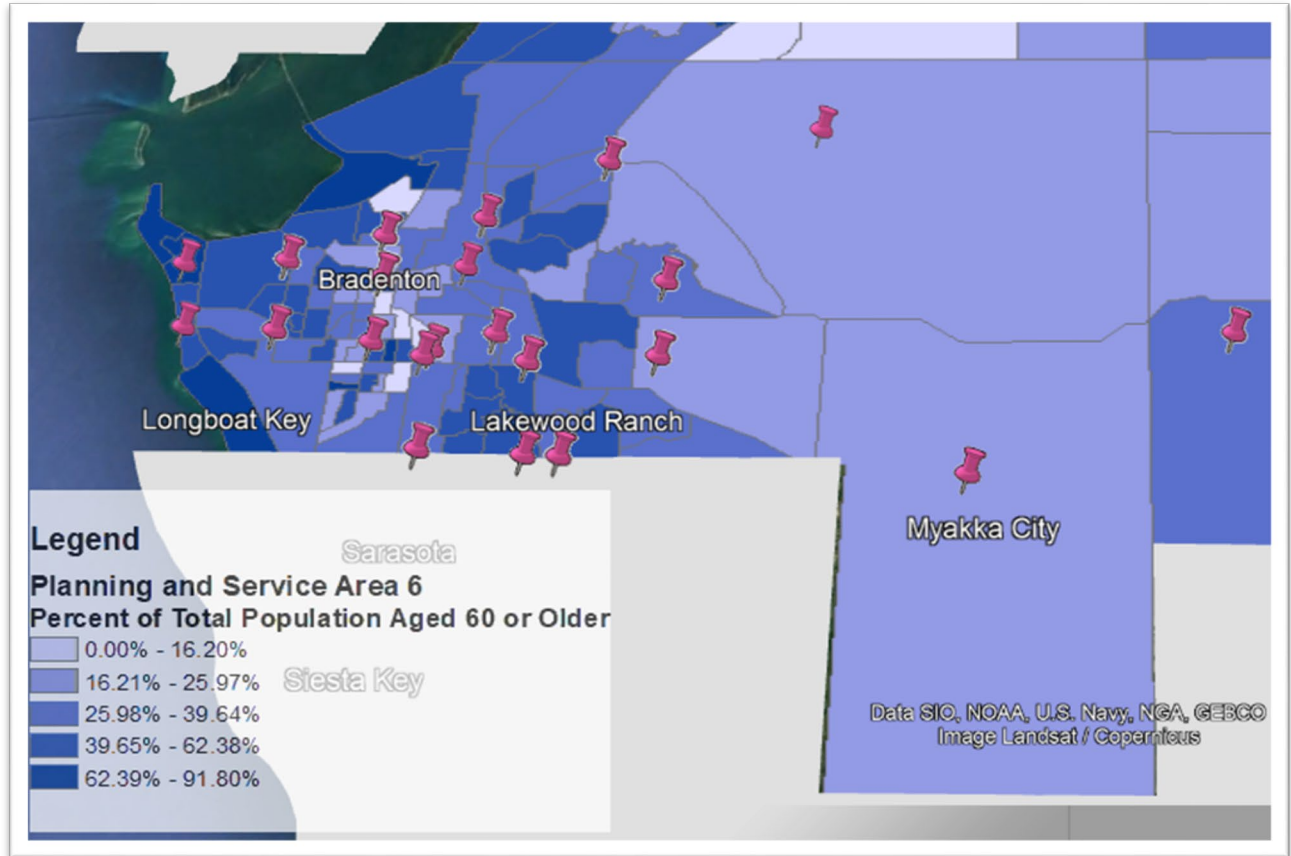
Table 37: Anticipated 2024 Outreach and Education

Provider Name: Alzheimer’s Association		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Brain Bus (throughout the above targeted locations in Hillsborough County)	January, April, July, October	144 each event

[Remainder of page left blank]

Manatee County Outreach and Education

Figure 13: Manatee County 2022 Outreach and Education



The map titled “Manatee County 2022 Outreach and Education” demonstrates the outreach and education events held in Manatee County in 2022 that are represented by pink pins. The map is overlaid with the 60 and older population, and the darker shades of purple indicate higher concentrations of older adults. SCC and our local service providers continued to face outreach challenges in 2022 due to the COVID-19 pandemic. Despite these challenges, multiple Manatee County OAA providers including SCC, Meals on Wheels PLUS of Manatee, Gulf Coast Legal Services, and the Alzheimer’s Association completed 403 outreach and education units in 2022.

SCC – 2024 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2024. Of these 725 outreach contacts, it is anticipated 115 will be from Manatee County. SCC also anticipates completing at least four units of education in Manatee County.

SCC has identified the following locations to conduct outreach and education in 2024:

- Bradenton, Lakewood Ranch, Palmetto, Parrish, Myakka City, Duette, Oneco, and Ellenton

Table 38: Anticipated 2024 Outreach and Education

Senior Connection Center – Manatee County		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health and Resource Fairs (throughout Manatee County)	January – December	150
Faith Based Organizations (throughout Manatee County)	January – December	100
Parkinson’s Exposition (Palmetto)	March	400
Dedicated Senior Medical Center (Oneco)	June	35
Summer Senior Concert (Bradenton)	July	40

Meals on Wheels PLUS of Manatee County – 2024 Anticipated Outreach and Education

Meals on Wheels PLUS of Manatee County is an OAA Title III-B, III-C1, III-C2, and III-E provider in Manatee County. Meals on Wheels PLUS’ goal is to complete 500 units of outreach and at least 15 education events in 2024.

The provider has identified the following locations that will be used to conduct outreach and education in 2024:

- Bradenton, Palmetto, Myakka City, and Parrish

Table 39: Anticipated 2024 Outreach and Education

Provider: Meals on Wheels PLUS of Manatee		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Tree Lakes Mobile Home Park (Palmetto)	January	70
Palm Lake Estates (Bradenton)	January	50
Dedicated Senior Medical Center (Bradenton)	January	25

Westwinds Mobile Home Park (Bradenton)	February	75
Encore Mobile Home Park (Bradenton)	February	30
Manatee Tech College (Bradenton)	March	25
River Strand Senior Community (Bradenton)	March	45
Samoset First Baptist Church (Bradenton)	March	45
Longboat Island Chapel (Long Boat Key)	March	55
Reef at Riviera 65 and Older (Palmetto)	April	60
Town Square Adult Day Care (Sarasota)	April	35
Lifestyles After 50 (Bradenton)	April	45

Gulfcoast Legal Services – 2024 Anticipated Outreach and Education

Gulfcoast Legal Services is an OAA Title III-B and III-E legal service provider. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least four units of education. These four education events will be presentations at targeted locations. Other education will be completed throughout the year through communicating (flyers, emails, etc.) with other agencies on how Gulfcoast Legal Services can assist seniors with legal needs.

The provider has identified the following locations to conduct education in 2024:

- Bradenton, Palmetto, Myakka City, and Parrish

Table 40: Anticipated 2024 Outreach and Education

Provider Name: Gulf Coast Legal Services		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health Fair/Community Events (throughout Manatee County, with focus on Bradenton, Palmetto, Myakka City, and Parrish)	January, April, July, October	75 each event

Alzheimer’s Association – 2024 Anticipated Outreach and Education

The Alzheimer’s Association is an OAA Title III-E provider offering support groups and training for caregivers throughout the entire PSA. The Alzheimer’s Association’s goal is to complete 1,224 outreach units in 2024. Of these 1,224 outreach units, an anticipated 296 will be from Manatee County. Additionally, this provider anticipates completing 96 educational activities in Manatee County.

The provider has identified the following locations to conduct outreach and education in 2024:

- Myakka City, Bradenton, Cortez, Ana Maria, and Palmetto

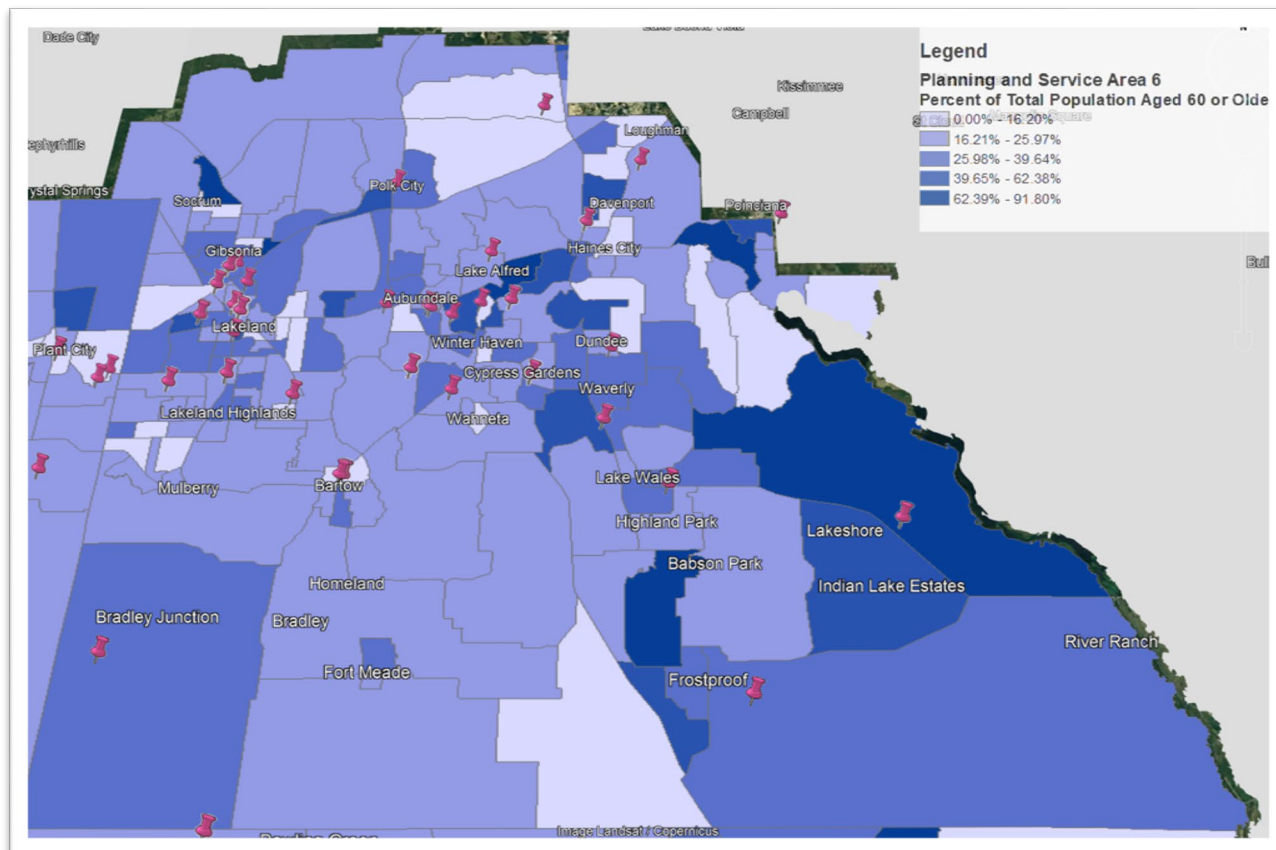
Table 41: Anticipated 2024 Outreach and Education

Provider Name: Alzheimer’s Association		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Brain Bus (throughout above targeted locations in Manatee County)	January, April, July, October	50 each event

[Remainder of page left blank]

Polk County Outreach and Education Events

Figure 14: Polk County 2022 Outreach and Education



The map titled “Polk County 2022 Outreach and Education” demonstrates the outreach and education events held in Polk County in 2022 that are represented by pink pins. The map is overlaid with the 60 and older population, and the darker shades of purple indicate higher concentrations of older adults. SCC and our local service providers continued to face outreach challenges in 2022 due to the COVID-19 pandemic. Despite these challenges, multiple Polk County OAA providers including SCC, Mid Florida Community Services, and the Alzheimer’s Association completed 365 outreach and education units in 2022.

SCC – 2024 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2024. Of these 725 outreach contacts, it is anticipated 275 will be from Polk County. SCC also anticipates completing eight education units in Polk County.

SCC has identified the following locations to conduct outreach and education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, Winter

Haven, Frostproof, Dundee, Lake Alfred, Davenport, Babson Park, and Indian Lake Estates

Table 42: Anticipated 2024 Outreach and Education

Senior Connection Center – Polk County		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health and Resource Fairs (throughout Polk County)	January – December	250
Faith Based Organizations (throughout Polk County)	January – December	100
Nonprofit Exposition (Poinciana)	February	120
Vendor Fair (Haines City)	March	100
A Walk in the Park (Lakeland)	May	15
Senior Summit (Lakeland)	May	80
Health and Harvest Fair (Lakeland)	September	30
Healthcare Market Place (Lakeland)	November	15
Red Bag Holiday Giveaway	December	130

Mid Florida Community Services – 2024 Anticipated Outreach and Education

Mid Florida Community Services is an OAA Title III-B, III-C1, III-C2, and III-E provider in Polk County. Mid Florida Community Services’ goal is to complete 200 outreach units in 2024 and 50 education units in 2024.

This provider has identified the following locations to conduct outreach and education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, Winter Haven, Frostproof, Dundee, Lake Alfred, Davenport, Babson Park, and Indian Lake Estates

Table 43: Anticipated 2024 Outreach and Education

Provider: Mid Florida Community Services		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Granny Nanny Wellness Fairs	January, February, April, March	50 each event

Central Florida Health Expo	March, April, May, June, July, August, September	30 each event
Bond Diabetics Clinic Health Fair	November	45

Bay Area Legal Services – 2024 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hillsborough, Polk, Highlands, and Hardee counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least 16 units of education in Polk County.

The provider has identified the following locations to conduct education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, and Winter Haven

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

Table 44: Anticipated 2024 Outreach and Education

Provider Name: Bay Area Legal Services		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Health Fair/Community Events (throughout Polk County, with focus on Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, and Winter Haven)	January, April, July, October	75 each event

Alzheimer's Association – 2024 Anticipated Outreach and Education

The Alzheimer's Association is an OAA Title III-E provider operating support groups for caregivers throughout the entire PSA. The Alzheimer's Association's goal is to complete 1,224 outreach units in 2024. Of these 1,224 outreach units, an anticipated 308 will be from Polk County. Additionally, this provider anticipates completing 116 educational units in Polk County.

The provider has identified the following locations to conduct outreach and education in 2024:

- Homeland, Babson Park, Davenport, Lakeland, Lake Wales, Frostproof, Winter Haven, Bartow, Lake Hamilton, Auburndale, Gibsonia, Winston, Lake Alfred, Eloise, and Eagle Lake

Table 45: Anticipated 2024 Outreach and Education

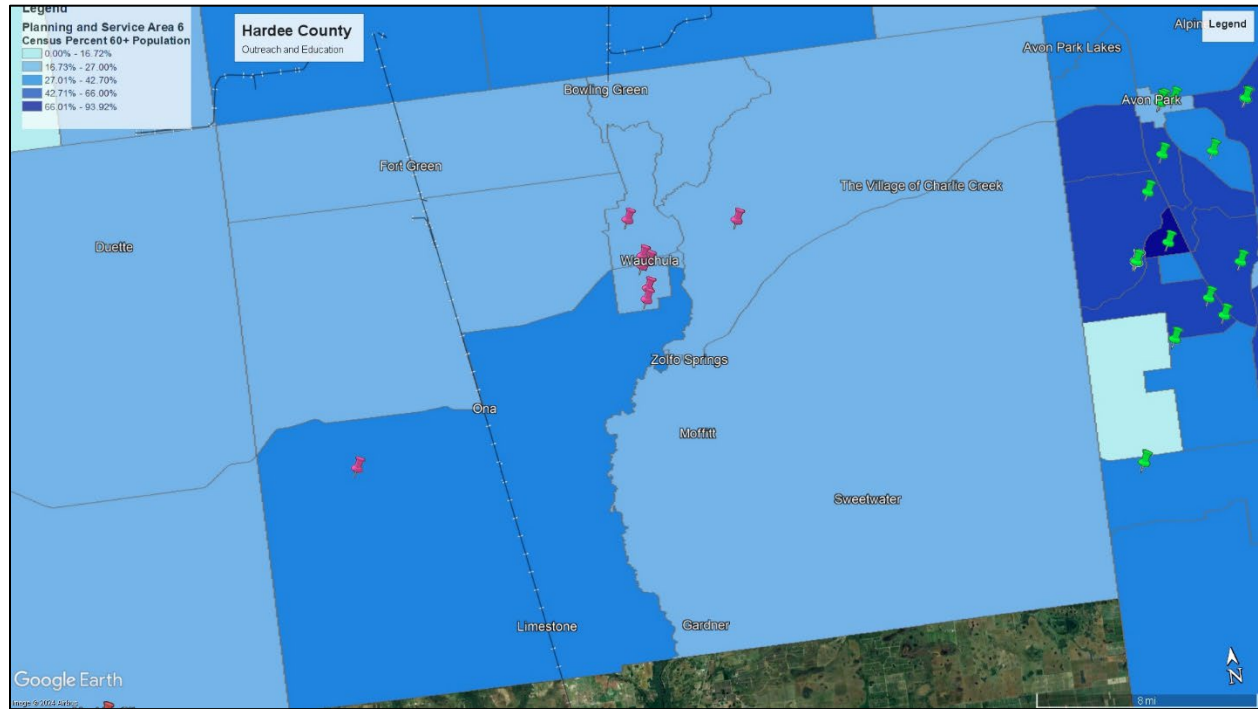
Provider Name: Alzheimer's Association		
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size
Brain Bus (throughout above targeted locations in Polk County)	January, April, July, October	50 each event

[Remainder of page left blank]

2025 Outreach and Education Plans with 2023 Reporting

Hardee County Outreach and Education

Figure 10.2: Hardee County 2023 Outreach and Education



The map titled “Hardee County 2023 Outreach and Education” demonstrates the outreach and education events held in Hardee County in 2023 that are represented by pink pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Hardee County OAA providers including SCC, NU-HOPE Elder Care Services, Bay Area Legal Services, and the Alzheimer’s Association completed 58 outreach and education units in 2023.

SCC – 2025 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2025. Of these 725 outreach contacts, an anticipated 15 will be from Hardee County. Additionally, SCC anticipates completing one education/training event in Hardee County in 2025.

SCC has identified the following locations to conduct outreach and education in 2025:

- Zolfo Springs, Bowling Green, Ona, and Wauchula

Table 25.2: Anticipated 2025 Outreach and Education

Senior Connection Center – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Hardee County)	January – December	50	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Hardee County)	January – December	50	See above
PRECO Annual Meeting (Wauchula)	March	300	See above
Beth-El Farmworker Ministry Food Distribution	December	85	Seniors with Limited English Proficiency, low-income, low-income minorities, minorities

NU-HOPE Elder Care Services – 2025 Anticipated Outreach and Education

NU-HOPE Elder Care Services is a Lead Agency and an EHEAP and OAA Title III-B, III-C1, III-C2, and III-E provider in Highlands and Hardee counties. This provider's goal is to complete eight outreach activities in Hardee County in 2025. Additionally, this provider anticipates they will complete one education/training event in Hardee County in 2025.

The provider has identified the following locations to conduct outreach and education activities:

- Zolfo Springs, Bowling Green, Ona, and Wauchula

Table 26.2: Anticipated 2025 Outreach and Education

Provider: NU-HOPE Elder Care Services – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Wauchula	January, April	25	Rurally isolated seniors and caregivers with social/economic needs
Zolfo Springs	July	25	See above
Bowling Green	October	25	See above
Ona	October	25	Rurally isolated, low-income seniors and caregivers

Bay Area Legal Services – 2025 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hillsborough, Polk, Highlands, and Hardee counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete three units of education in Hardee County. Education units for Highlands, Hillsborough, and Polk counties are detailed later in this Targeting Section.

The provider has identified the following locations to conduct education:

- Ona, Bowling Green, Zolfo Springs, and Wauchula

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

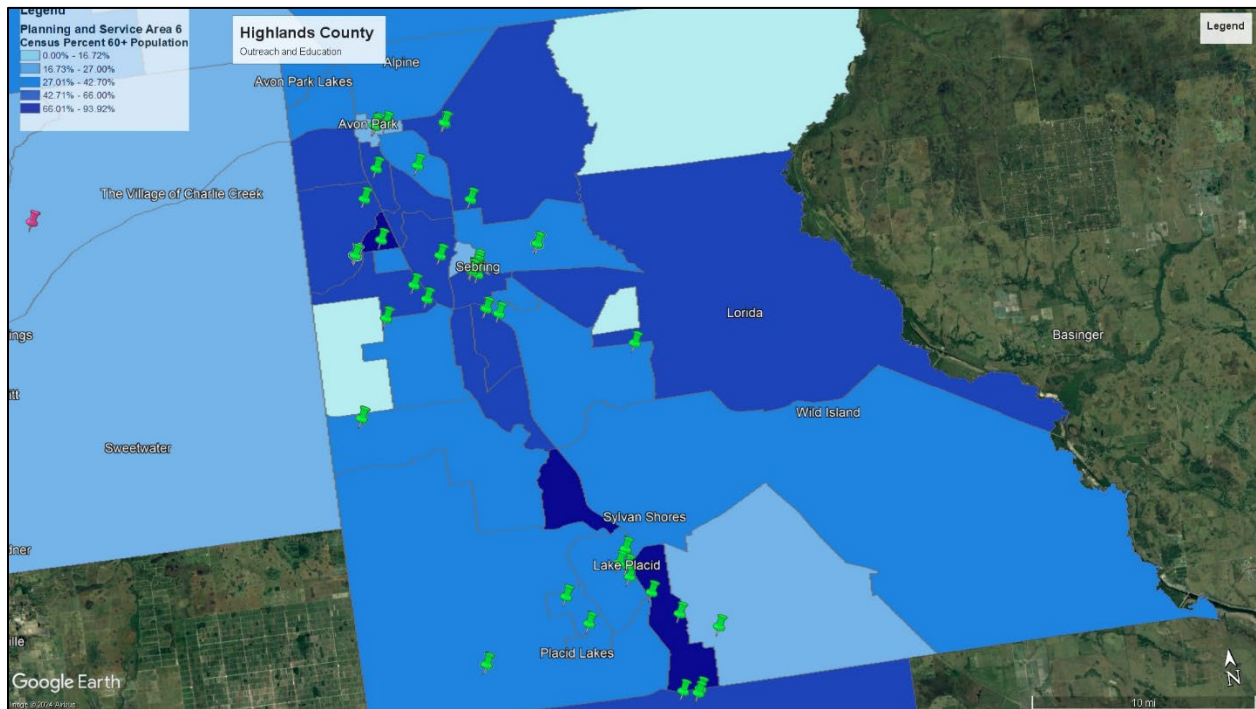
Table 27.2: Anticipated 2025 Outreach and Education

Provider Name: Bay Area Legal Services – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health Fair/Community Events (throughout Hardee County, with focus on Ona, Bowling Green, Zolfo Springs, and Wauchula)	January, April, July	15 each event	Seniors and caregivers with the greatest economic/social needs

[Remainder of page left blank]

Highlands County Outreach and Education

Figure 11.2: Highlands County 2023 Outreach and Education



The map titled “Highlands County 2023 Outreach and Education” demonstrates the outreach and education events held in Highlands County in 2023 that are represented by green pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Highlands County OAA providers including SCC, NU-HOPE Elder Care Services, and the Alzheimer’s Association completed 140 outreach and education units in 2023.

SCC – 2025 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2025. Of these 725 outreach contacts, an anticipated 100 will be from Highlands County. Additionally, SCC anticipates completing two education/training events in Highlands County in 2025.

SCC has identified the following locations to conduct outreach and education in 2025:

- Lake Placid, Avon Park, Sebring, Venus, and Lorida

Table 29.2: Anticipated 2025 Outreach and Education

Senior Connection Center – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Highlands County)	January – December	75	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Highlands County)	January – December	75	See above
Parkway Food Ministry (Sebring)	June	30	Low-income seniors and caregivers

NU-HOPE Elder Care Services – 2025 Anticipated Outreach and Education

NU-HOPE Elder Care Services is a Lead Agency and an EHEAP and OAA Title III-B, III-C1, III-C2, and III-E provider in Highlands and Hardee counties. This provider’s goal is to complete 48 units of outreach in Highlands County in 2025. Additionally, the provider anticipates they will complete 10 education/training events in Highlands County in 2025.

The provider has identified the following locations to conduct outreach and education:

- Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, Venus, and Southeast Highlands County

Table 30.2: Anticipated 2025 Outreach and Education

Provider: NU-HOPE Elder Care Services – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Lake Placid	January – March, October – December	25	Rurally isolated seniors and caregivers with social/economic needs
Lorida	January – March	25	Rurally isolated, low-income seniors and caregivers
East Sebring	January – March, July – December	25	Low-income, low-income minority, and minority seniors and caregivers
Avon Park	April – June, October – December	25	Low-income minority seniors and caregivers

West Sebring	January – March, July – December	25	Seniors and caregivers (all OAA targeting areas; high concentration of seniors)
Venus	January – March, October – December	25	Rurally isolated, low- income seniors and caregivers
Southeast Highlands County	January – March	25	See above

Bay Area Legal Services – 2025 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hillsborough, Polk, Highlands, and Hardee counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete four units of education in Highlands County.

The provider has identified the following locations to conduct education:

- Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, Venus, and Southeast Highlands County

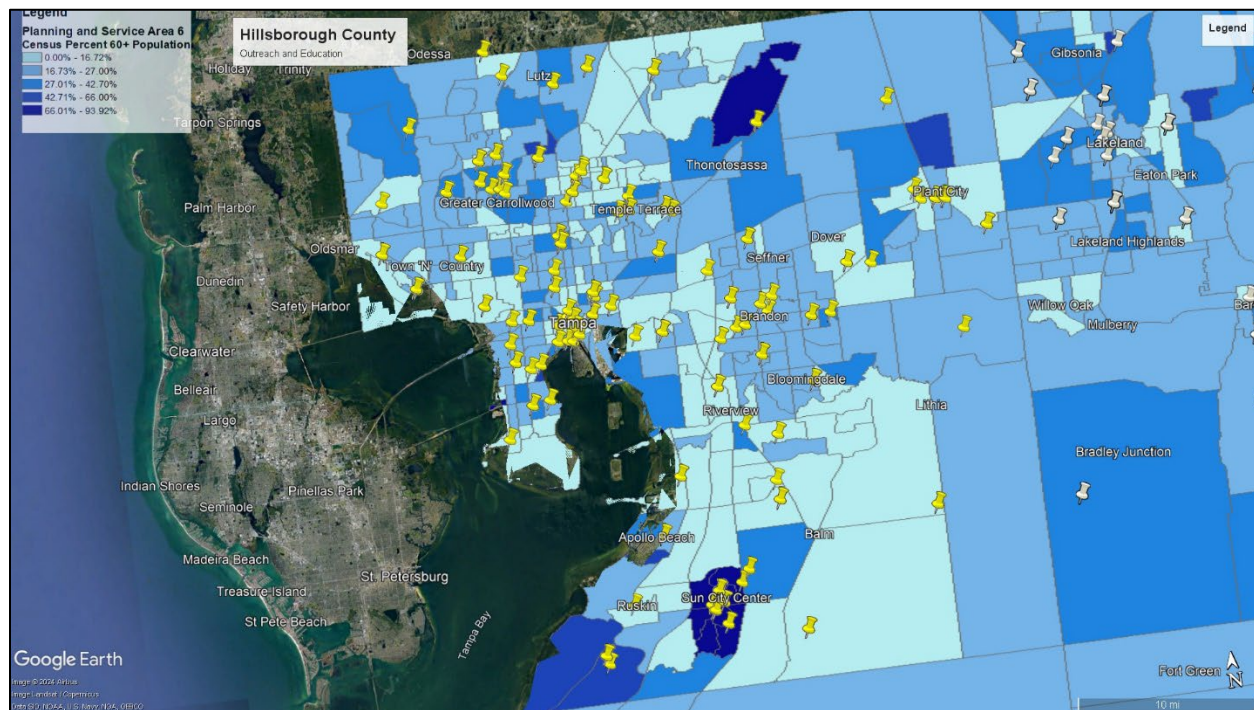
The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

Table 31.2: Anticipated 2025 Outreach and Education

Provider Name: Bay Area Legal Services – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health Fair/Community Events (throughout Highlands, with focus on Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, and Venus)	January, April, July, October	25 each event	Seniors and caregivers with the greatest economic/social needs

Hillsborough County Outreach and Education Events

Figure 12.2: Hillsborough County 2023 Outreach and Education



The map titled “Hillsborough County 2023 Outreach and Education” demonstrates the outreach and education events held in Hillsborough County in 2023 that are represented by yellow pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Hillsborough County OAA providers including SCC, Hillsborough County Department of Aging Services, The Centre for Women, Bay Area Legal Services, and the Alzheimer’s Association completed 561 outreach and education units in 2023.

SCC – 2025 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2025. Of these 725 outreach contacts, it is anticipated 240 will be in Hillsborough County.

Additionally, SCC’s goal is to complete 10 units of education in 2025 PSA-wide.

SCC’s outreach and education include not only outreach and education for OAA-funded services, but also for the SHINE program, State General Revenue programs, Statewide Medicaid Managed Care Long-Term Care Program, and Elder Abuse Neglect and Exploitation Prevention Program. Education on these topics is completed in a variety of ways including face-to-face presentations to local organizations and businesses, public service announcements, professional training, social media posts, newspaper advertisings, and participation at community events.

SCC has identified the following locations to conduct outreach and education:

- Balm, Brandon, East Tampa, South Sun City, North Plant City, Lithia, Keystone, North Tampa, Plant City, Sun City Center, Ruskin, Gibsonton, and Wimauma

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 33.2: Anticipated 2025 Outreach and Education

Senior Connection Center – Hillsborough County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Kings Point Winter Wellness (Sun City Center)	January	100	Seniors and caregivers with the greatest economic/social needs
MLK Health Fair (Plant City)	January	25	See above
Palm River Family Services (Tampa)	February	40	Low-income seniors and caregivers
Elderly Exploitation and Fraud Prevention Symposium (Sun City Center)	March	300	Seniors and caregivers with the greatest economic/social needs
Senior Day in the Park (Tampa)	March	110	See above
Community Resource Fair (Carrollwood)	March, June, October	160	See above
Food Pantries (throughout Hillsborough County)	March and June	340	Low-income seniors and caregivers
Elder Affairs' Day Event (Tampa)	May	250	Seniors and caregivers with the greatest economic/social needs
Dedicated Senior Medical Center (Tampa)	June	55	See above
Health Expo (Tampa)	June	60	See above
YMCA (Tampa)	July	30	See above
The Largest Classroom (Tampa)	July	40	Seniors caring for grandchildren
Iglesia de Dios Pentecostal (Tampa)	August	45	Seniors with Limited English Proficiency

Grandparent's Day (Tampa)	September	40	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Hillsborough County)	January – December	100	Seniors and caregivers with the greatest economic/social needs

Hillsborough County Department of Aging Services – 2025 Anticipated Outreach and Education

Hillsborough County Department of Aging Services is a Lead Agency and an OAA Title III-B, III-C1, III-C2, and III-E provider. This provider's goal is to complete 500 units of outreach in Hillsborough County in 2025. Additionally, this provider anticipates they will participate in 40 education/training activities in Hillsborough County in 2025.

The provider has identified the following locations to conduct outreach and education:

- Plant City, North Tampa, East Tampa, Wimauma, Ruskin, Town' N County, Citrus Park, and Valrico

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 34.2: Anticipated 2025 Outreach and Education

Provider Name: Hillsborough County Department of Aging Services			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Suncoast Community Health Fair (Plant City)	January	100	Seniors and their family members (all OAA targeting areas)
Tampa Housing Authority Health and Vendor Fair (Tampa)	January	150	See above
Strawberry Ridge Vendor Fair (Valrico)	January	500	See above
Lee Davis Feeding America (Tampa)	January	350	See above

Lifestyles after 50 Fun Expo (Tampa)	January	250	See above
Ruskin Community Health Fair (Ruskin)	January	150	See above
Sun City Senior Center Senior Expo (Sun City Center)	March	700	See above
Senior Day in the Park (Tampa)	March	300	See above
Lifestyles after 50 Fun Expo (Tampa)	March	200	See above
Wimauma Annual Heart of Hillsborough Event (Wimauma)	April	500	See above
Plant City Community Resource Fair (Plant City)	April	75	See above
Lifestyles after 50 Fun Expo (Tampa)	May	150	See above
City of Tampa Wellness Fair (Tampa)	May	250	See above
AARP Caregivers Open House (Valrico)	May	50	See above
Lee Davis Community Resource Fair (Tampa)	May	100	See above
Neighborhood Conference (Tampa)	July	300	See above
Annual Come Together Day (Plant City)	July	100	See above
Self-Reliance Community Fair (Tampa)	August	150	See above
Yes! Fair (Tampa)	October	300	See above

The Centre for Women – 2025 Anticipated Outreach and Education

The Centre for Women is an OAA Title III-B and III-ES home improvement provider. This provider's goal is to complete 15 units of outreach in Hillsborough County in 2025. Additionally, this provider anticipates they will complete at least four education/training events in Hillsborough County in 2025.

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 35.2: Anticipated 2025 Outreach and Education

Provider Name: The Centre for Women			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Latino Coalition of Tampa Bay (Tampa)	January	50	Seniors and caregivers with the greatest economic/social needs
Rebuilding Tampa Bay (Tampa)	February	25	Low-income seniors and caregivers
Habitat for Humanity (Tampa)	March	25	See above
East Tampa Business and Civic Association (Tampa)	April	40	Seniors and caregivers with the greatest economic/social needs
Libraries (throughout Hillsborough County)	January, April, July, November	50	See above
Suncoast United Way (Tampa)	June	25	See above
Metropolitan Ministries (Tampa)	October	50	Low-income seniors and caregivers
Hillsborough County Elder Justice Center (Tampa)	November	25	Seniors and caregivers with the greatest economic/social needs
Hillsborough County Affordable Housing Department (Tampa)	March and December	50	Low-income seniors and caregivers

Bay Area Legal Services – 2025 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hillsborough, Polk, Highlands, and Hardee counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least 11 units of education in Hillsborough County.

The provider has identified the following locations to conduct education:

- Lithia, Plant City, Tampa, Thonotosassa, Wimauma, and Odessa

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

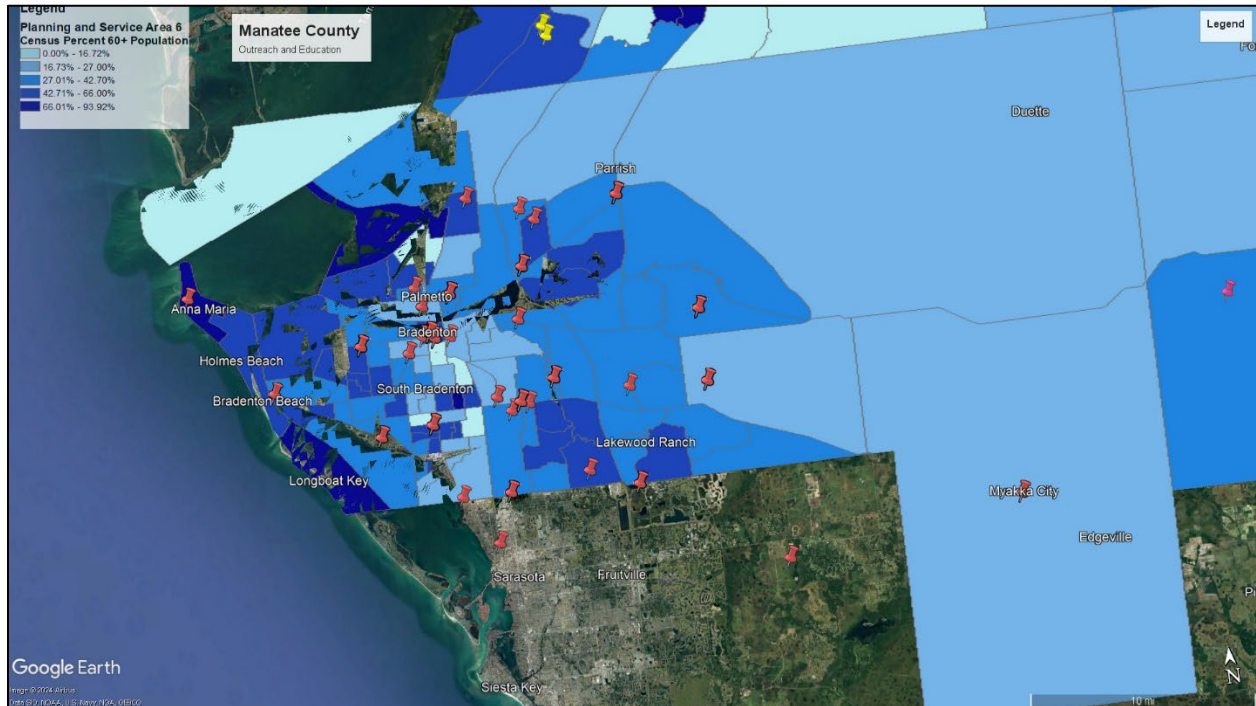
Table 36.2: Anticipated 2025 Outreach and Education

Provider Name: Bay Area Legal Services – Hillsborough County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health Fair/Community Events (throughout Hillsborough County, with focus on Lithia, Plant City, Tampa, Thonotosassa, Wimauma, and Odessa)	January, April, July, October	75 each event	Seniors and caregivers with the greatest economic/social needs

[Remainder of page left blank]

Manatee County Outreach and Education

Figure 13.2: Manatee County 2023 Outreach and Education



The map titled “Manatee County 2023 Outreach and Education” demonstrates the outreach and education events held in Manatee County in 2023 that are represented by red pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Manatee County OAA providers including SCC, Meals on Wheels PLUS of Manatee, Gulf Coast Legal Services, and the Alzheimer’s Association completed 421 outreach and education units in 2023.

SCC – 2025 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2025. Of these 725 outreach contacts, it is anticipated 120 will be from Manatee County. SCC also anticipates completing at least four units of education in Manatee County.

SCC has identified the following locations to conduct outreach and education in 2025:

- Bradenton, Lakewood Ranch, Palmetto, Parrish, Myakka City, Duette, Oneco, and Ellenton

Table 38.2: Anticipated 2025 Outreach and Education

Senior Connection Center – Manatee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Manatee County)	January – December	150	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Manatee County)	January – December	100	See above
Parkinson’s Exposition (Palmetto)	March	400	Caregivers of seniors with dementia, in addition to Seniors and caregivers with the greatest economic/social needs
Dedicated Senior Medical Center (Oneco)	June	35	Seniors and caregivers with the greatest economic/social needs
Summer Senior Concert (Bradenton)	July	40	See above

Meals on Wheels PLUS of Manatee County – 2025 Anticipated Outreach and Education

Meals on Wheels PLUS of Manatee County is an OAA Title III-B, III-C1, III-C2, and III-E provider in Manatee County. Meals on Wheels PLUS’ goal is to complete 1,000 units of outreach and at least 17 education events in 2025.

The provider has identified the following locations that will be used to conduct outreach and education in 2025:

- Bradenton, Palmetto, Myakka City, and Parrish

Table 39.2: Anticipated 2025 Outreach and Education

Provider: Meals on Wheels PLUS of Manatee			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Tree Lakes Mobile Home Park (Palmetto)	January	70	Seniors and caregivers with the greatest economic/social needs

Palm Lake Estates (Bradenton)	January	50	See above
Dedicated Senior Medical Center (Bradenton)	January	25	See above
Westwinds Mobile Home Park (Bradenton)	February	75	See above
Encore Mobile Home Park (Bradenton)	February	30	See above
Manatee Tech College (Bradenton)	March	25	See above
River Strand Senior Community (Bradenton)	March	45	See above
Samoset First Baptist Church (Bradenton)	March	45	See above
Longboat Island Chapel (Long Boat Key)	March	55	See above
Reef at Riviera 65 and Older (Palmetto)	April	60	See above
Town Square Adult Day Care (Sarasota)	April	35	See above
Lifestyles After 50 (Bradenton)	April	45	See above

Gulfcoast Legal Services – 2025 Anticipated Outreach and Education

Gulfcoast Legal Services is an OAA Title III-B and III-E legal service provider. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least four units of education. These four education events will be presentations at targeted locations. Other education will be completed throughout the year through communicating (flyers, emails, etc.) with other agencies on how Gulfcoast Legal Services can assist seniors with legal needs.

The provider has identified the following locations to conduct education in 2025:

- Bradenton, Palmetto, Myakka City, and Parrish

[Remainder of page left blank]

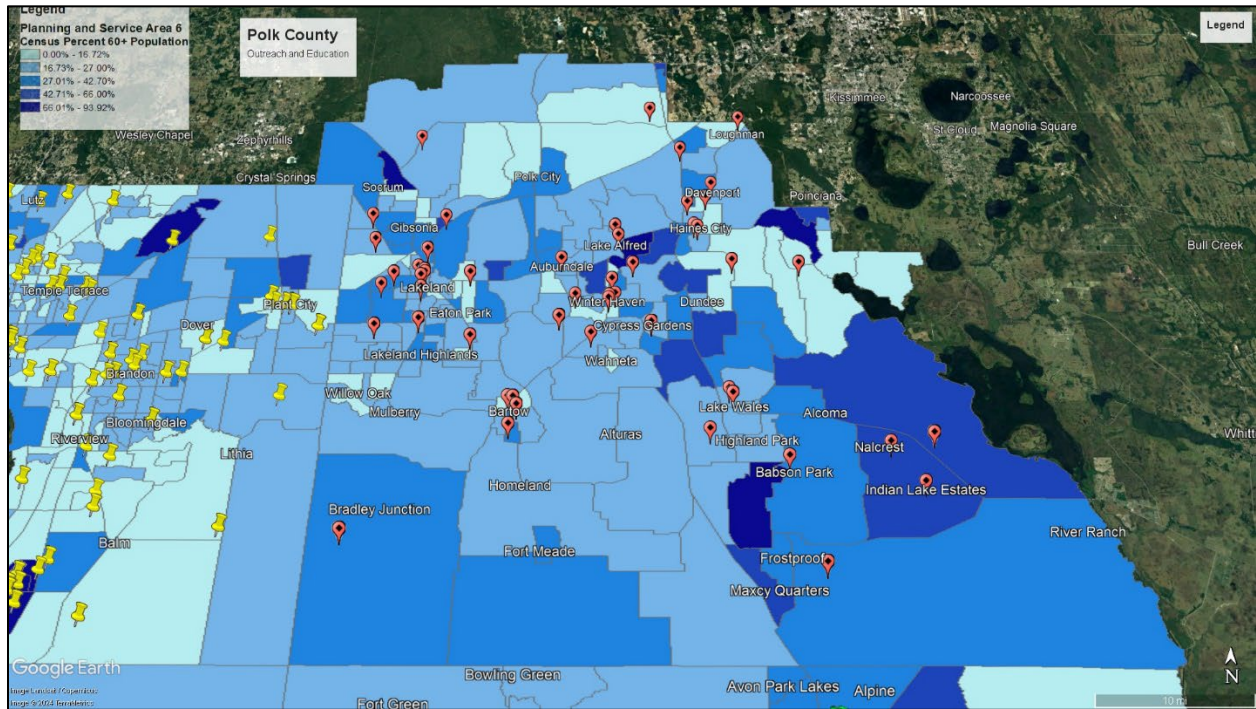
Table 40.2: Anticipated 2025 Outreach and Education

Provider Name: Gulf Coast Legal Services			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Churches, Care Facilities, and Senior Centers (throughout Manatee County, with focus on Bradenton, Palmetto, Myakka City, and Parrish)	February, May, August, November	5 each event	Seniors and caregivers with the greatest economic/social needs

[Remainder of page left blank]

Polk County Outreach and Education Events

Figure 14.2: Polk County 2023 Outreach and Education



The map titled “Polk County 2023 Outreach and Education” demonstrates the outreach and education events held in Polk County in 2023 that are represented by red icons. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Polk County OAA providers including SCC, You Thrive Florida, Bay Area Legal Services, and the Alzheimer’s Association completed 737 outreach and education units in 2023.

SCC – 2025 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2025. Of these 725 outreach contacts, it is anticipated 250 will be from Polk County. SCC also anticipates completing eight education units in Polk County.

SCC has identified the following locations to conduct outreach and education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, Winter Haven, Frostproof, Dundee, Lake Alfred, Davenport, Babson Park, and Indian Lake Estates

Table 42.2: Anticipated 2025 Outreach and Education

Senior Connection Center – Polk County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Polk County)	January – December	250	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Polk County)	January – December	100	See above
Nonprofit Exposition (Poinciana)	February	120	See above
Vendor Fair (Haines City)	March	100	See above
A Walk in the Park (Lakeland)	May	15	See above
Senior Summit (Lakeland)	May	80	See above
Health and Harvest Fair (Lakeland)	September	30	See above
Healthcare Market Place (Lakeland)	November	15	See above
Red Bag Holiday Giveaway	December	130	See above

You Thrive Florida – 2025 Anticipated Outreach and Education

You Thrive Florida is an OAA Title III-B, III-C1, III-C2, and III-E provider in Polk County. You Thrive Florida’s goal is to complete 65 outreach units in 2025 and 20 education units in 2025.

This provider has identified the following locations to conduct outreach and education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, Winter Haven, Frostproof, Dundee, Lake Alfred, Davenport, Babson Park, and Indian Lake Estates

Table 43.2: Anticipated 2025 Outreach and Education

Provider: You Thrive Florida			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Granny Nanny Wellness Fairs	January, February, April, March	50 each event	Seniors and caregivers with the greatest economic/social needs

Central Florida Health Expo	March, April, May, June, July, August, September	30 each event	See above
Bond Diabetics Clinic Health Fair	November	45	See above

Bay Area Legal Services – 2025 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hillsborough, Polk, Highlands, and Hardee counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete three units of education in Polk County.

The provider has identified the following locations to conduct education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, and Winter Haven

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

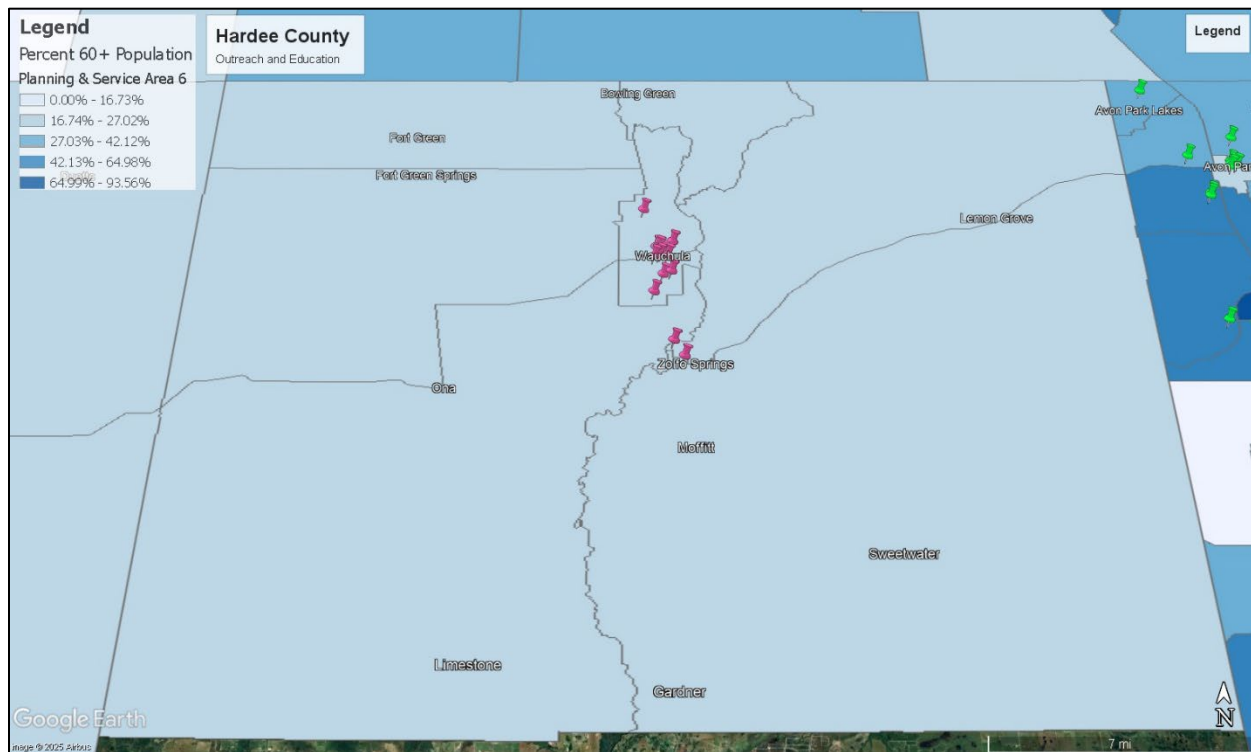
Table 44.2: Anticipated 2025 Outreach and Education

Provider Name: Bay Area Legal Services – Polk County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health Fair/Community Events (throughout Polk County, with focus on Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, and Winter Haven)	January – March	75 each event	Seniors and caregivers with the greatest economic/social needs
Ask-a-Lawyer Clinic at the Bartow Courthouse Law Library	October – December	10	See above
Presentations at Catholic Charities outreach sites	July - September	5	See above

2026 Outreach and Education Plans with 2024 Reporting

Hardee County Outreach and Education

Figure 10.3: Hardee County 2024 Outreach and Education



The map titled “Hardee County 2024 Outreach and Education” demonstrates the outreach and education contacts and events held in Hardee County in 2024, represented by pink pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Hardee County OAA providers, specifically SCC, NU-HOPE Elder Care Services, and Bay Area Legal Services completed 308 outreach and education activities in 2024. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2026 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2026. Of these 725 outreach contacts, an anticipated 15 will be from Hardee County. Additionally, SCC anticipates completing one education/training event in Hardee County in 2026.

SCC’s outreach and education include not only outreach and education for OAA-funded services, but also for the SHINE program, State General Revenue programs, Statewide Medicaid Managed Care Long-Term Care Program, and Elder Abuse Neglect and Exploitation

Prevention Program. Education on these topics is completed in a variety of ways including face-to-face presentations to local organizations and businesses, public service announcements, professional training, social media posts, newspaper advertisings, and participation at community events.

SCC has identified the following locations to conduct outreach and education in 2026:

- Zolfo Springs, Bowling Green, Ona, and Wauchula

Table 25.3: Anticipated 2026 Outreach and Education

Senior Connection Center – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Hardee County)	January – December	50	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Hardee County)	January – December	50	See above
PRECO Annual Meeting (Wauchula)	March	300	See above
Beth-El Farmworker Ministry Food Distribution	December	85	Seniors with Limited English Proficiency, low- income, low-income minorities, minorities

NU-HOPE Elder Care Services – 2026 Anticipated Outreach and Education

NU-HOPE Elder Care Services is a Lead Agency and an EHEAP and OAA Title III-B, III-C1, III-C2 and III-E provider in Hardee and Highlands counties. This provider’s goal is to complete eight outreach activities in Hardee County in 2026. Additionally, this provider anticipates they will complete one education/training event in Hardee County in 2026.

The provider has identified the following locations to conduct outreach and education activities:

- Zolfo Springs, Bowling Green, Ona, and Wauchula

[Remainder of page left blank]

Table 26.3: Anticipated 2026 Outreach and Education

Provider: NU-HOPE Elder Care Services – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Wauchula	January – September	25	Rurally isolated seniors and caregivers with social/economic needs
Zolfo Springs	July – September	25	See above
Bowling Green	October – December	25	See above
Ona	October – December	25	Rurally isolated, low-income seniors and caregivers

Bay Area Legal Services – 2026 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hardee, Highlands, Hillsborough, and Polk counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete three units of education in Hardee County. Education units for Highlands, Hillsborough, and Polk counties are detailed later in this Targeting Section.

The provider has identified the following locations to conduct education:

- Ona, Bowling Green, Zolfo Springs, and Wauchula

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

Table 27.3: Anticipated 2026 Outreach and Education

Provider Name: Bay Area Legal Services – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health Fair/Community Events (throughout Hardee County, with focus on Ona, Bowling Green, Zolfo Springs, and Wauchula)	January, April, July	15 each event	Seniors and caregivers with the greatest economic/social needs

Table 29.3: Anticipated 2026 Outreach and Education

Senior Connection Center – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Highlands County)	January – December	75	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Highlands County)	January – December	75	See above
Parkway Food Ministry (Sebring)	June	30	Low-income seniors and caregivers

NU-HOPE Elder Care Services – 2026 Anticipated Outreach and Education

NU-HOPE Elder Care Services is a Lead Agency and an EHEAP and OAA Title III-B, III-C1, III-C2, and III-E provider in Hardee and Highlands counties. This provider's goal is to complete 48 units of outreach in Highlands County in 2026. Additionally, the provider anticipates they will complete 10 education/training events in Highlands County in 2026.

The provider has identified the following locations to conduct outreach and education:

- Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, Venus, and Southeast Highlands County

Table 30.3: Anticipated 2026 Outreach and Education

Provider: NU-HOPE Elder Care Services – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Lake Placid	January – March, October – December	25	Rurally isolated seniors and caregivers with social/economic needs
Lorida	January – March	25	Rurally isolated, low-income seniors and caregivers
East Sebring	January – March, July – December	25	Low-income, low-income minority, and minority seniors and caregivers
Avon Park	April – June, October – December	25	Low-income minority seniors and caregivers

West Sebring	January – March, July – December	25	Seniors and caregivers (all OAA targeting areas; high concentration of seniors)
Venus	January – March, October – December	25	Rurally isolated, low- income seniors and caregivers
Southeast Highlands County	January – March	25	See above

Bay Area Legal Services – 2026 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hardee, Highlands, Hillsborough, and Polk counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete two units of education in Highlands County.

The provider has identified the following locations to conduct education:

- Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, Venus, and Southeast Highlands County

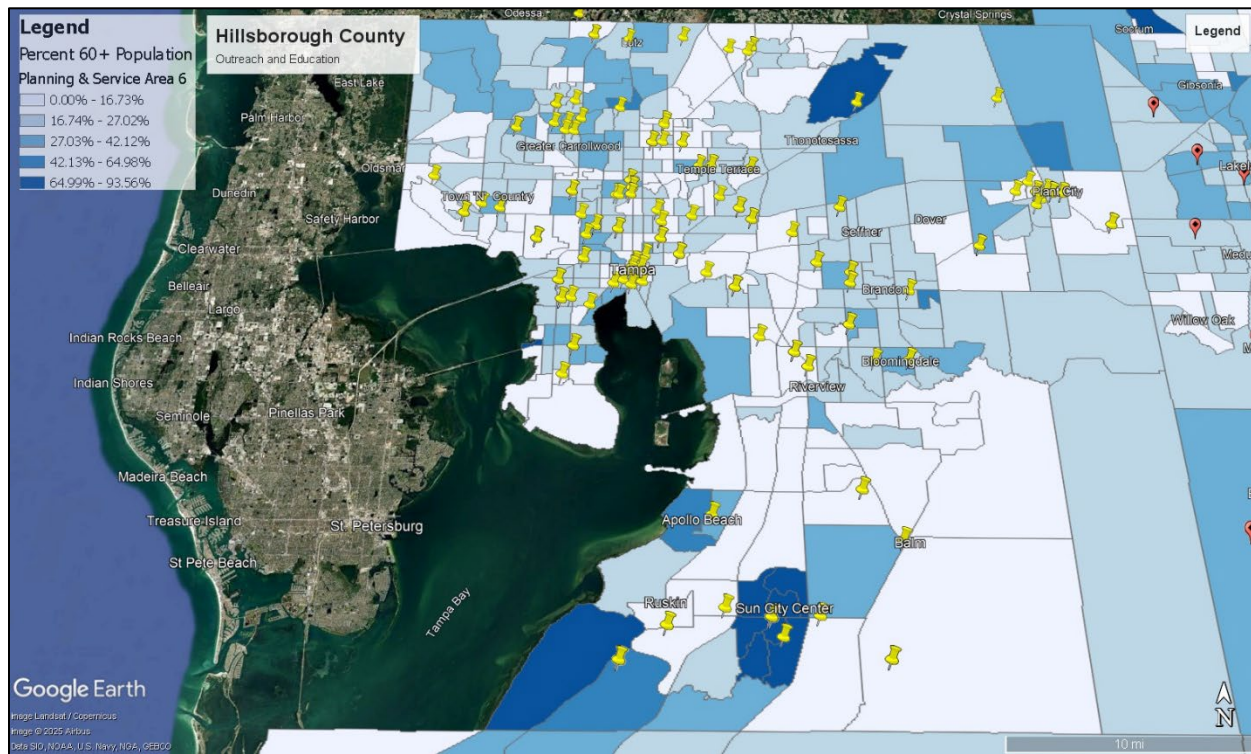
The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

Table 31.3: Anticipated 2026 Outreach and Education

Provider Name: Bay Area Legal Services – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health Fair/Community Events (throughout Highlands, with focus on Avon Park, Lake Placid, Lorida, East Sebring, West Sebring, and Venus)	January, April, July, October	25 each event	Seniors and caregivers with the greatest economic/social needs

Hillsborough County Outreach and Education Events

Figure 12.3: Hillsborough County 2024 Outreach and Education



The map titled “Hillsborough County 2024 Outreach and Education” demonstrates the outreach and education contacts and events held in Hillsborough County in 2024, represented by yellow pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Hillsborough County OAA providers, specifically SCC, Hillsborough County Department of Aging Services, The Centre for Women, and Bay Area Legal Services completed 770 outreach and education activities in 2024. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2026 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2026. Of these outreach contacts, it is anticipated 240 will be in Hillsborough County. Additionally, SCC’s goal is to complete 10 units of education in 2026 PSA-wide.

SCC has identified the following locations to conduct outreach and education:

- Balm, Brandon, East Tampa, South Sun City, North Plant City, Lithia, Keystone, North

Tampa, Plant City, Sun City Center, Ruskin, Gibsonton, and Wimauma

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 33.3: Anticipated 2026 Outreach and Education

Senior Connection Center – Hillsborough County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Kings Point Winter Wellness (Sun City Center)	January	100	Seniors and caregivers with the greatest economic/social needs
MLK Health Fair (Plant City)	January	25	See above
Palm River Family Services (Tampa)	February	40	Low-income seniors and caregivers
Elderly Exploitation and Fraud Prevention Symposium (Sun City Center)	March	300	Seniors and caregivers with the greatest economic/social needs
Senior Day in the Park (Tampa)	March	110	See above
Community Resource Fair (Carrollwood)	March, June, October	160	See above
Food Pantries (throughout Hillsborough County)	March and June	340	Low-income seniors and caregivers
Elder Affairs' Day Event (Tampa)	May	250	Seniors and caregivers with the greatest economic/social needs
Dedicated Senior Medical Center (Tampa)	June	55	See above
Health Expo (Tampa)	June	60	See above
YMCA (Tampa)	July	30	See above
The Largest Classroom (Tampa)	July	40	Seniors caring for grandchildren
Iglesia de Dios Pentecostal (Tampa)	August	45	Seniors with Limited English Proficiency

Grandparent's Day (Tampa)	September	40	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Hillsborough County)	January – December	100	Seniors and caregivers with the greatest economic/social needs, including those living in rural areas

Hillsborough County Department of Aging Services – 2026 Anticipated Outreach and Education

Hillsborough County Department of Aging Services is a Lead Agency and an OAA Title III-B, III-C1, III-C2, and III-E provider. This provider's goal is to complete 500 units of outreach in Hillsborough County in 2026. Additionally, this provider anticipates they will participate in 12 education/training activities in Hillsborough County in 2026.

The provider has identified the following locations to conduct outreach and education:

- Plant City, Tampa, Sun City Center, Wimauma, Ruskin, and Valrico

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 34.3: Anticipated 2026 Outreach and Education

Provider Name: Hillsborough County Department of Aging Services			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Suncoast Community Health Fair (Plant City)	January	100	Seniors and their family members (all OAA targeting areas)
Tampa Housing Authority Health and Vendor Fair (Tampa)	January	150	See above
Lifestyles after 50 Fun Expo (Tampa)	January	250	See above
Sun City Senior Center Senior Expo (Sun City Center)	March	700	See above
Senior Day in the Park (Tampa)	March	300	See above

Lifestyles after 50 Fun Expo (Tampa)	March	200	See above
Plant City Community Resource Fair (Plant City)	April	75	See above
Lifestyles after 50 Fun Expo (Tampa)	May	150	See above
City of Tampa Wellness Fair (Tampa)	May	250	See above
AARP Caregivers Open House (Valrico)	May	50	See above
Lee Davis Community Resource Fair (Tampa)	May	100	See above
Neighborhood Conference (Tampa)	July	300	See above
Self-Reliance Community Fair (Tampa)	August	150	See above
Yes! Fair (Tampa)	October	300	See above

The Centre for Women – 2026 Anticipated Outreach and Education

The Centre for Women is an OAA Title III-B and III-ES home improvement provider. This provider's goal is to complete 15 units of outreach in Hillsborough County in 2026. Additionally, this provider anticipates they will complete at least four education/training events in Hillsborough County in 2026.

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 35.3: Anticipated 2026 Outreach and Education

Provider Name: The Centre for Women			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Waves of Change event (Tampa)	January	500	Women leaders
Gourmet Festival (Tampa)	August	500	General public
Housing showcases with the Hillsborough County Affordable Housing Department	January - December	10-50	Seniors and caregivers with the greatest economic/social needs

Bay Area Legal Services – 2026 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hardee, Highlands, Hillsborough, and Polk counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete two units of education in Hillsborough County.

The provider has identified the following locations to conduct education:

- Lithia, Plant City, Tampa, Thonotosassa, Wimauma, and Odessa

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

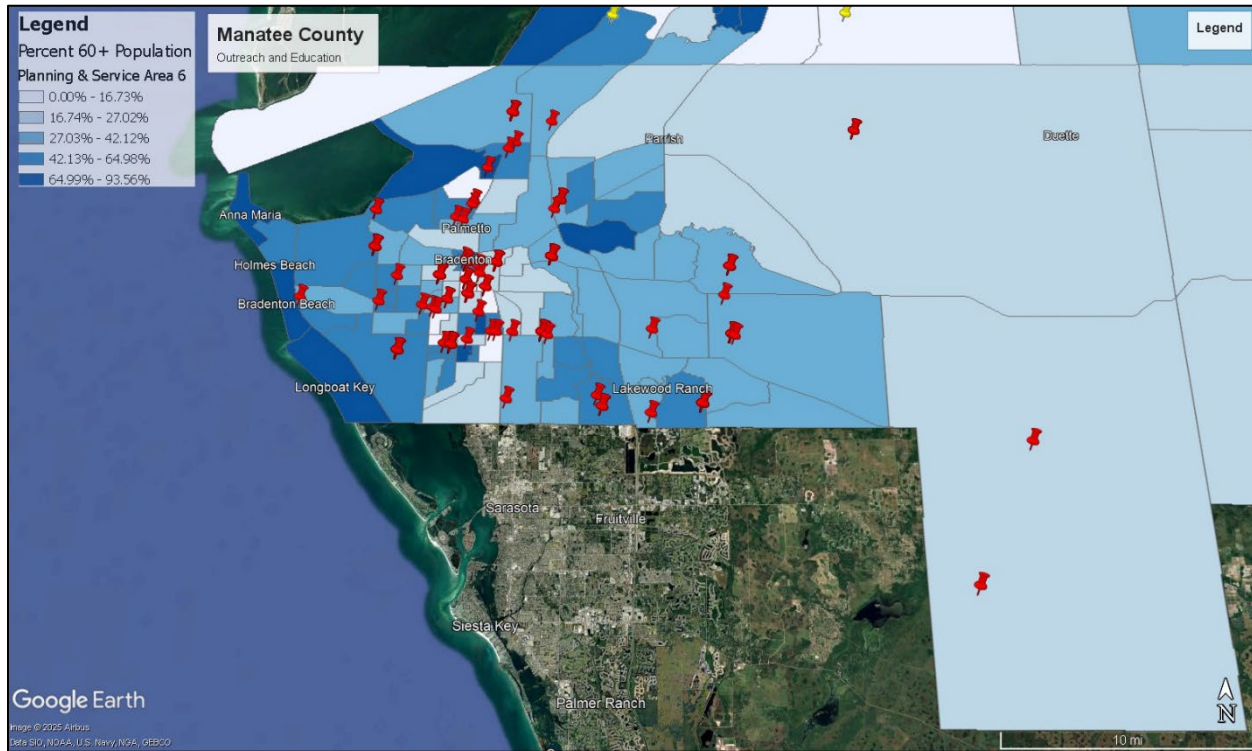
Table 36.3: Anticipated 2026 Outreach and Education

Provider Name: Bay Area Legal Services – Hillsborough County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health Fair/Community Events (throughout Hillsborough County, with focus on Lithia, Plant City, Tampa, Thonotosassa, Wimauma, and Odessa)	January, April, July, October	75 each event	Seniors and caregivers with the greatest economic/social needs, including those living in rural areas

[Remainder of page left blank]

Manatee County Outreach and Education

Figure 13.3: Manatee County 2024 Outreach and Education



The map titled “Manatee County 2024 Outreach and Education” demonstrates the outreach and education contacts and events held in Manatee County in 2024, represented by red pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Manatee County OAA providers, specifically SCC, Meals on Wheels PLUS of Manatee, and Gulf Coast Legal Services completed 1,408 outreach and education activities in 2024. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2026 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2026. Of these 725 outreach contacts, it is anticipated 120 will be from Manatee County. SCC also anticipates completing at least four units of education in Manatee County.

SCC has identified the following locations to conduct outreach and education in 2026:

- Bradenton, Lakewood Ranch, Palmetto, Parrish, Myakka City, Duette, Oneco, and Ellenton

Table 38.3: Anticipated 2026 Outreach and Education

Senior Connection Center – Manatee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Manatee County)	January – December	150	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Manatee County)	January – December	100	See above
Parkinson’s Exposition (Palmetto)	March	400	Caregivers of seniors with dementia, in addition to Seniors and caregivers with the greatest economic/social needs
Dedicated Senior Medical Center (Oneco)	June	35	Seniors and caregivers with the greatest economic/social needs
Summer Senior Concert (Bradenton)	July	40	See above

Meals on Wheels PLUS of Manatee County – 2026 Anticipated Outreach and Education

Meals on Wheels PLUS of Manatee County is an OAA Title III-B, III-C1, III-C2, and III-E provider in Manatee County. Meals on Wheels PLUS’ goal is to complete 1,000 units of outreach and 47 education events in 2026.

The provider has identified the following locations that will be used to conduct outreach and education in 2026:

- Bradenton, Palmetto, Myakka City, Cortez, Anna Maria, Holmes Beach, and Ellenton

Table 39.3: Anticipated 2026 Outreach and Education

Provider: Meals on Wheels PLUS of Manatee			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Bishop Museum (Bradenton)	July	300	Caregivers
Business Networking Group (Sarasota)	August	25	Caregivers

Caregiver Support Group (Bradenton)	May, August	15-20	Caregivers
Chateau Village (Bradenton)	January	100	Seniors
Colony Cover Ellenton	February	40	Seniors
Dedicated Senior Medical Center (Bradenton)	January – December	25-40	Seniors and caregivers
Del Webb (Bradenton)	November	100	Seniors
First Baptist Church of Ellenton	June – July	35-100	Seniors and caregivers
Horseshoe Cove (Bradenton)	February	65	Seniors
Lincoln Park (Palmetto)	June – August	100	Caregivers
Lakewood Ranch Elks Lodge (Bradenton)	December	100	Seniors
Lakewood Ranch Main Street (Bradenton)	November	350	Caregivers
Lakewood Ranch YMCA (Bradenton)	May	100	Seniors
Manatee County Government (Bradenton)	October	100	Caregivers
Manatee Mobile Home Park (Bradenton)	June – August	100	Caregivers
Meals on Wheels PLUS of Manatee (Bradenton)	January – December	25-500	Seniors and caregivers
Palmetto Mobile Home Club	January	65	Seniors
Pride Park (Bradenton)	June – August	100	Caregivers
Reef at Riviera 65+ (Palmetto)	April	75	Seniors
Samoset First Baptist Church (Bradenton)	May, August, October	50-70	Caregivers
Seabreeze Mobile Estates (Bradenton)	January	75	Seniors
Senior Life Publications (Bradenton)	June	N/A (publication)	Seniors
Tree Lakes – Palmetto	January	125	Seniors
Turner Chapel (Palmetto)	June – August	100	Caregivers
University Town Center Mall (Sarasota)	January	150	Caregivers
Village on the Greens (Bradenton)	February	115	Seniors

Visible Men Academy (Bradenton)	July	65	Caregivers
Waters Edge of Bradenton	March	100	Seniors

Gulfcoast Legal Services – 2026 Anticipated Outreach and Education

Gulfcoast Legal Services is an OAA Title III-B and III-E legal service provider. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least four units of education. These four education events will be presentations at targeted locations. Other education will be completed throughout the year through communicating (flyers, emails, etc.) with other agencies on how Gulfcoast Legal Services can assist seniors with legal needs.

The provider has identified the following locations to conduct education in 2026:

- Bradenton, Palmetto, Myakka City, and Parrish

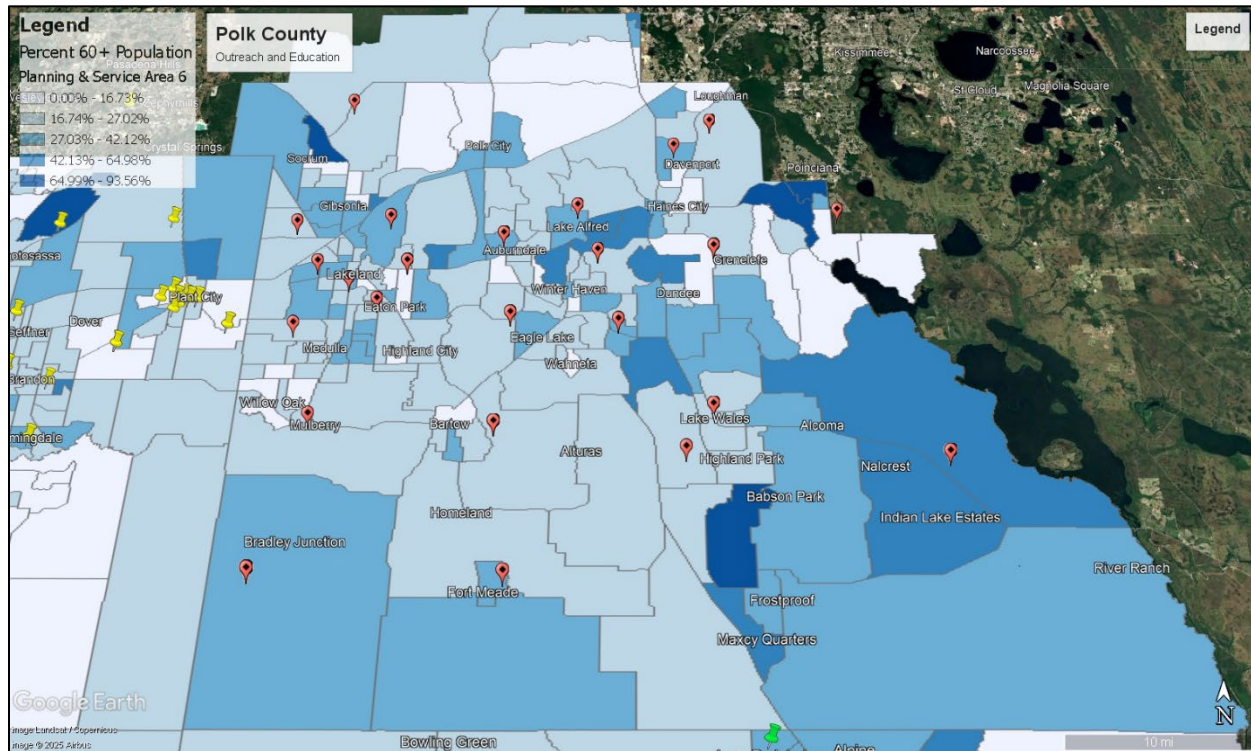
Table 40.3: Anticipated 2026 Outreach and Education

Provider Name: Gulf Coast Legal Services			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Senior Fairs, Churches, Care Facilities, and Senior Centers (throughout Manatee County, with focus on Bradenton, Palmetto, Myakka City, and Parrish)	Quarterly	3-10 each event	Seniors and caregivers with the greatest economic/social needs, including those living in rural areas

[Remainder of page left blank]

Polk County Outreach and Education Events

Figure 14.3: Polk County 2024 Outreach and Education



The map titled “Polk County 2024 Outreach and Education” demonstrates the outreach and education contacts and events held in Polk County in 2024, represented by red icons. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Polk County OAA providers, specifically SCC, You Thrive Florida, and Bay Area Legal Services completed 488 outreach and education activities in 2024. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2026 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2026. Of these 725 outreach contacts, it is anticipated 250 will be from Polk County. SCC also anticipates completing eight education units in Polk County.

SCC has identified the following locations to conduct outreach and education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, Winter Haven, Frostproof, Dundee, Lake Alfred, Davenport, Babson Park, and Indian Lake Estates

Table 42.3: Anticipated 2026 Outreach and Education

Senior Connection Center – Polk County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Polk County)	January – December	250	Seniors and caregivers with the greatest economic/social needs, including those living in rural areas
Faith Based Organizations (throughout Polk County)	January – December	100	See above
Nonprofit Exposition (Poinciana)	February	120	See above
Vendor Fair (Haines City)	March	100	See above
A Walk in the Park (Lakeland)	May	15	See above
Senior Summit (Lakeland)	May	80	See above
Health and Harvest Fair (Lakeland)	September	30	See above
Healthcare Market Place (Lakeland)	November	15	See above
Red Bag Holiday Giveaway	December	130	See above

You Thrive Florida – 2026 Anticipated Outreach and Education

You Thrive Florida is an OAA Title III-B, III-C1, III-C2, and III-E provider in Polk County. You Thrive Florida's goal is to complete 65 outreach units in 2026 and 4 education units in 2026.

This provider has identified the following locations to conduct outreach and education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, Winter Haven, Frostproof, Dundee, Lake Alfred, Davenport, Babson Park, and Indian Lake Estates

[Remainder of page left blank]

Table 43.3: Anticipated 2026 Outreach and Education

Provider: You Thrive Florida			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Granny Nannies Wellness Fairs (5 events)	January – March	45-65 each event	Seniors and caregivers with the greatest economic/social needs
Central Florida Health Expo (7 events)	January – March, September – December	30-40 each event	See above
Bond Diabetics Clinic Health Fair	November	40-45	See above
Providing education to local agencies who work with seniors, such as police and health departments, low-cost prescription services, Medicare plan administrators, and agencies serving those with dementia	January – December	Varies	See above

Bay Area Legal Services – 2026 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hardee, Highlands, Hillsborough, and Polk counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete two units of education in Polk County.

The provider has identified the following locations to conduct education:

- Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, and Winter Haven

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

[See next page]

Table 44.3: Anticipated 2026 Outreach and Education

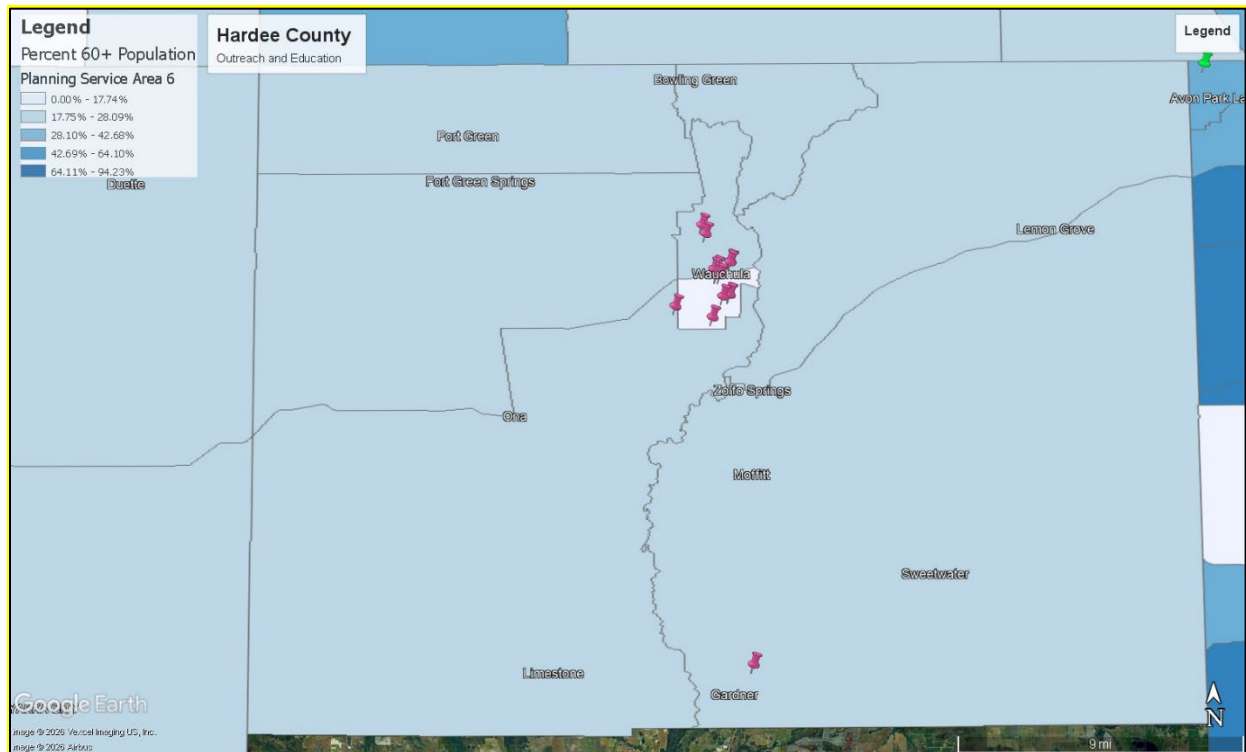
Provider Name: Bay Area Legal Services – Polk County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health Fair/Community Events (throughout Polk County, with focus on Lake Wales, Bartow, Fort Meade, Haines City, Auburndale, Lakeland, Mulberry, and Winter Haven)	January – March	75 each event	Seniors and caregivers with the greatest economic/social needs
Ask-a-Lawyer Clinic at the Bartow Courthouse Law Library	April – June, October – December	10	See above
Presentations at Catholic Charities outreach sites	July – December	5	See above

[Remainder of page left blank]

2027 Outreach and Education Plans with 2025 Reporting

Hardee County Outreach and Education

Figure 10.4: Hardee County 2025 Outreach and Education



The map titled “Hardee County 2025 Outreach and Education” demonstrates the outreach and education contacts and events held in Hardee County in 2025, represented by pink pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Hardee County OAA providers, specifically SCC, NU-HOPE Elder Care Services, and Bay Area Legal Services completed 42 outreach and education activities in 2025. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2027 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2027. Of these 725 outreach contacts, an anticipated 15 will be from Hardee County. Additionally, SCC anticipates completing one education/training event in Hardee County in 2027.

SCC’s outreach and education include not only outreach and education for OAA-funded services, but also for the SHINE program, State General Revenue programs, Statewide Medicaid Managed Care Long-Term Care Program, and Elder Abuse Neglect and Exploitation

Prevention Program. Education on these topics is completed in a variety of ways including face-to-face presentations to local organizations and businesses, public service announcements, professional training, social media posts, newspaper advertisings, and participation at community events.

SCC has identified the following locations to conduct outreach and education in 2027:

- Bowling Green, Ona, Wauchula, and Zolfo Springs

Table 25.4: Anticipated 2027 Outreach and Education

Senior Connection Center – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Hardee County)	January – December	50	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Hardee County)	January – December	50	See above
PRECO Annual Meeting (Wauchula)	March	300	See above
Beth-El Farmworker Ministry Food Distribution	December	85	Seniors who are/have low- income, minorities, low- income minorities, and/or limited English proficiency

NU-HOPE Elder Care Services – 2027 Anticipated Outreach and Education

NU-HOPE Elder Care Services is a Lead Agency and an EHEAP and OAA Title III-B, III-C1, III-C2 and III-E provider in Hardee and Highlands counties. This provider’s goal is to complete six outreach activities in Hardee County in 2027. Additionally, this provider anticipates they will complete three education/training events in Hardee County in 2027.

The provider has identified the following locations to conduct outreach and education activities:

- Bowling Green, Wauchula, and Zolfo Springs

[Remainder of page left blank]

Table 26.4: Anticipated 2027 Outreach and Education

Provider: NU-HOPE Elder Care Services – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Wauchula	January – March	25	Seniors who are/have low income, minorities, limited English proficiency, 85 years of age and older, living alone, and/or dementia
Zolfo Springs	April – June	25	Seniors who are/have low income, minorities, and/or limited English proficiency
Bowling Green	July – September	25	Seniors who are/have 85 years of age and older, living alone, and/or dementia and caregivers
Rural Areas (throughout Hardee County)	October – December	25	Seniors who are living in rural areas

Bay Area Legal Services – 2027 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hardee, Highlands, Hillsborough, and Polk counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete two units of education in Hardee County. Education units for Highlands, Hillsborough, and Polk counties are detailed later in this Targeting Section.

The provider has identified the following location to conduct education:

- Wauchula

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

[Remainder of page left blank]

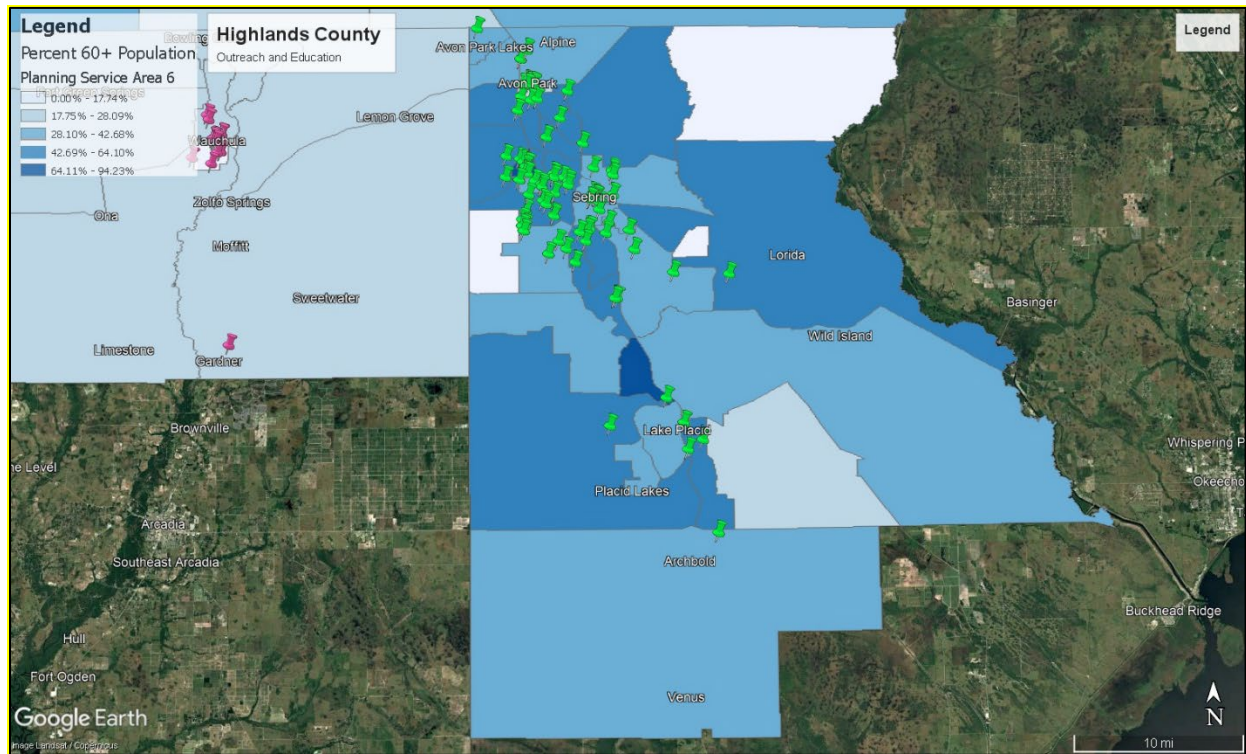
Table 27.4: Anticipated 2027 Outreach and Education

Provider Name: Bay Area Legal Services – Hardee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Presentation or tabling at congregate dining site (Wauchula)	April – June	12	Seniors with low income, living in rural areas, and/or living alone
Presentation or tabling at congregate dining site (Wauchula)	October – December	10	Seniors with low income, living in rural areas, and/or living alone

[Remainder of page left blank]

Highlands County Outreach and Education

Figure 11.4: Highlands County 2025 Outreach and Education



The map titled “Highlands County 2025 Outreach and Education” demonstrates the outreach and education contacts and events held in Highlands County in 2025, represented by green pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. The Highlands County OAA providers SCC and NU-HOPE Elder Care Services completed 891 outreach and education activities in 2025. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2027 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2027. Of these 725 outreach contacts, an anticipated 100 will be from Highlands County. Additionally, SCC anticipates completing two education/training events in Highlands County in 2027.

SCC has identified the following locations to conduct outreach and education in 2027:

- Avon Park, Lake Placid, Lorida, Sebring, and Venus

Table 29.4: Anticipated 2027 Outreach and Education

Senior Connection Center – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Highlands County)	January – December	75	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Highlands County)	January – December	75	See above
Parkway Food Ministry (Sebring)	June	30	Seniors and caregivers with low income

NU-HOPE Elder Care Services – 2027 Anticipated Outreach and Education

NU-HOPE Elder Care Services is a Lead Agency and an EHEAP and OAA Title III-B, III-C1, III-C2, and III-E provider in Hardee and Highlands counties. This provider's goal is to complete 36 units of outreach in Highlands County in 2027. Additionally, the provider anticipates they will complete 10 education/training events in Highlands County in 2027.

The provider has identified the following locations to conduct outreach and education:

- Avon Park, Lake Placid, and Sebring

Table 30.4: Anticipated 2027 Outreach and Education

Provider: NU-HOPE Elder Care Services – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Lake Placid	January – September	25	Seniors who are/have low income, minorities, and/or limited English proficiency
Sebring	January – June, October – December	25	Seniors who are/have low income, minorities, 85 years of age and older, living alone, and/or dementia
Avon Park	July – September	25	Seniors who are/have low income, minorities, and/or limited English proficiency

Rural Areas (throughout Highlands County)	October – December	25	Seniors who are living in rural areas
---	--------------------	----	--

Bay Area Legal Services – 2027 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hardee, Highlands, Hillsborough, and Polk counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete two units of education in Highlands County.

The provider has identified the following locations to conduct education:

- Avon Park and Sebring

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

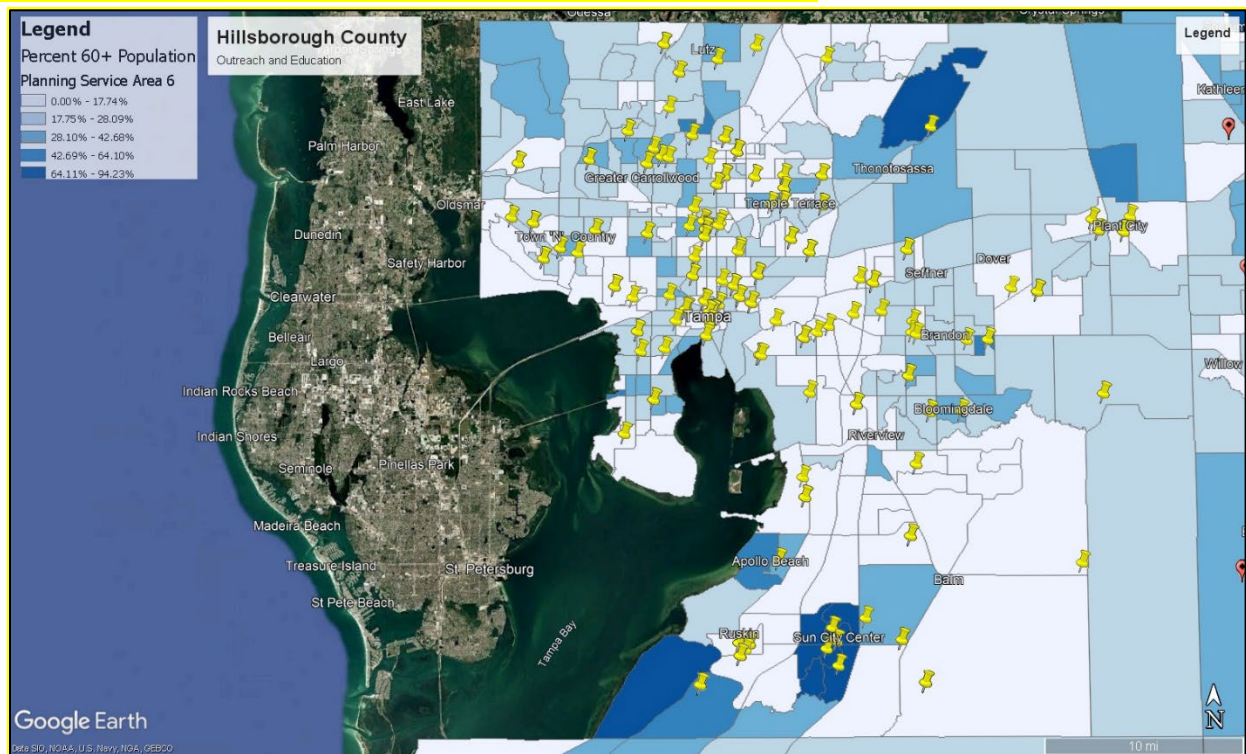
Table 31.4: Anticipated 2027 Outreach and Education

Provider Name: Bay Area Legal Services – Highlands County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Presentation or tabling at congregate dining site (Sebring)	April – June	10	Seniors with low income, living in rural areas, and/or living alone
Presentation or tabling at congregate dining site (Avon Park)	October – December	10	Seniors with low income, living in rural areas, and/or living alone

[Remainder of page left blank]

Hillsborough County Outreach and Education Events

Figure 12.4: Hillsborough County 2025 Outreach and Education



The map titled “Hillsborough County 2025 Outreach and Education” demonstrates the outreach and education contacts and events held in Hillsborough County in 2025, represented by yellow pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Hillsborough County OAA providers, specifically SCC, Hillsborough County Department of Aging Services, The Centre for Women, and Bay Area Legal Services completed 1,316 outreach and education activities in 2025. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2027 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2027. Of these outreach contacts, it is anticipated 240 will be in Hillsborough County. Additionally, SCC’s goal is to complete 10 units of education in 2027 PSA-wide.

SCC has identified the following locations to conduct outreach and education:

- Balm, Brandon, East Tampa, Gibsonton, Keystone, Lithia, North Plant City, North

Tampa, Plant City, Ruskin, South Sun City, Sun City Center, and Wimauma

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 33.4: Anticipated 2027 Outreach and Education

Senior Connection Center – Hillsborough County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Kings Point Winter Wellness (Sun City Center)	January	100	Seniors and caregivers with the greatest economic/social needs
MLK Health Fair (Plant City)	January	25	See above
Palm River Family Services (Tampa)	February	40	Seniors and caregivers with low income
Elderly Exploitation and Fraud Prevention Symposium (Sun City Center)	March	300	Seniors and caregivers with the greatest economic/social needs
Senior Day in the Park (Tampa)	March	110	See above
Community Resource Fair (Carrollwood)	March, June, October	160	See above
Food Pantries (throughout Hillsborough County)	March and June	340	Seniors and caregivers with low income
Elder Affairs' Day Event (Tampa)	May	250	Seniors and caregivers with the greatest economic/social needs
Dedicated Senior Medical Center (Tampa)	June	55	See above
Health Expo (Tampa)	June	60	See above
YMCA (Tampa)	July	30	See above
The Largest Classroom (Tampa)	July	40	Seniors caring for grandchildren
Iglesia de Dios Pentecostal (Tampa)	August	45	Seniors with limited English proficiency

Grandparent's Day (Tampa)	September	40	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Hillsborough County)	January – December	100	Seniors and caregivers with the greatest economic/social needs, including those living in rural areas

Hillsborough County Department of Aging Services – 2027 Anticipated Outreach and Education

Hillsborough County Department of Aging Services is a Lead Agency and an OAA Title III-B, III-C1, III-C2, and III-E provider. This provider's goal is to complete 250 units of outreach in Hillsborough County in 2027. Additionally, this provider anticipates they will participate in 10 education/training activities in Hillsborough County in 2027.

The provider has identified the following locations to conduct outreach and education:

- Plant City, Ruskin, Sun City Center, Tampa, Valrico, and Wimauma

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 34.4: Anticipated 2027 Outreach and Education

Provider Name: Hillsborough County Department of Aging Services			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Tampa Housing Authority Health and Vendor Fair (Tampa)	January	150	Seniors who are/have low income, minorities, low-income minorities, and/or limited English proficiency

Lee Davis Healthy Living (Tampa)	January	150	Seniors who are/have low income, minorities, and/or low-income minorities
Ruskin Community Health Fair (Ruskin)	January	150	Seniors who are/have low income, minorities, low-income minorities, limited English proficiency, and/or living in rural areas
Feeding Tampa Bay Expo (Tampa)	February	100	See above
Senior Day in the Park (Tampa)	March	200	Seniors
JL Young (Tampa)	March	100	Seniors who are/have low income, minorities, low-income minorities, and/or limited English proficiency
AARP Caregivers Open House (Valrico)	May	50	Seniors
Lee Davis Community Resource Fair (Tampa)	May	100	Seniors who are/have low income, minorities, and/or low-income minorities
Neighborhood Conference (Tampa)	July	300	Seniors
Hillsborough County Department of Aging Services Center Open House Events	November	100	Seniors who are/have low income, minorities, low-income minorities, limited English proficiency, and/or living in rural areas

Senior Housing Facility Canvassing (throughout Hillsborough County)	Annually	300	Seniors who are/have low income, minorities, low-income minorities, limited English proficiency, and/or living in rural areas
Low Income Senior Housing Facility Canvassing (throughout Hillsborough County)	Annually	200	See above
Faith Based Organizations (throughout Hillsborough County)	Annually	200	See above
Department-Wide Special Events (throughout Hillsborough County)	Annually	50	See above

The Centre for Women – 2027 Anticipated Outreach and Education

The Centre for Women is an OAA Title III-B and III-ES home improvement provider. This provider's goal is to complete 15 units of outreach in Hillsborough County in 2027. Additionally, this provider anticipates they will complete at least eight education/training events in Hillsborough County in 2027.

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 35.4: Anticipated 2027 Outreach and Education

Provider Name: The Centre for Women			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Counseling and Wellness Center (Tampa)	January – December	1-3	Seniors and caregiver who are/have low income and/or minorities

Brandon Senior Center (Brandon)	January – December	20	Seniors who are/have low income and/or low-income minorities
Gourmet Feastival (Tampa)	August	500	General public
Health Fairs and Wellness Events (throughout Hillsborough County)	Quarterly	10-50	Seniors and caregivers who are/have low income, low-income minorities, limited English proficiency, and/or living in rural areas
Senior Support Group (Tampa)	January – December	5	Seniors and caregiver who are/have low income and/or low-income minorities
Centre for Women Newsletter	Bi-monthly	1,000	General public

Bay Area Legal Services – 2027 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hardee, Highlands, Hillsborough, and Polk counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete five units of education in Hillsborough County.

The provider has identified the following locations to conduct education:

- Brandon, Plant City, Riverview, Sun City Center, Tampa, and Wimauma

The following table demonstrates the anticipated Outreach/Education locations, dates, and target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events throughout the year and the actual number of attendees.

Table 36.4: Anticipated 2027 Outreach and Education

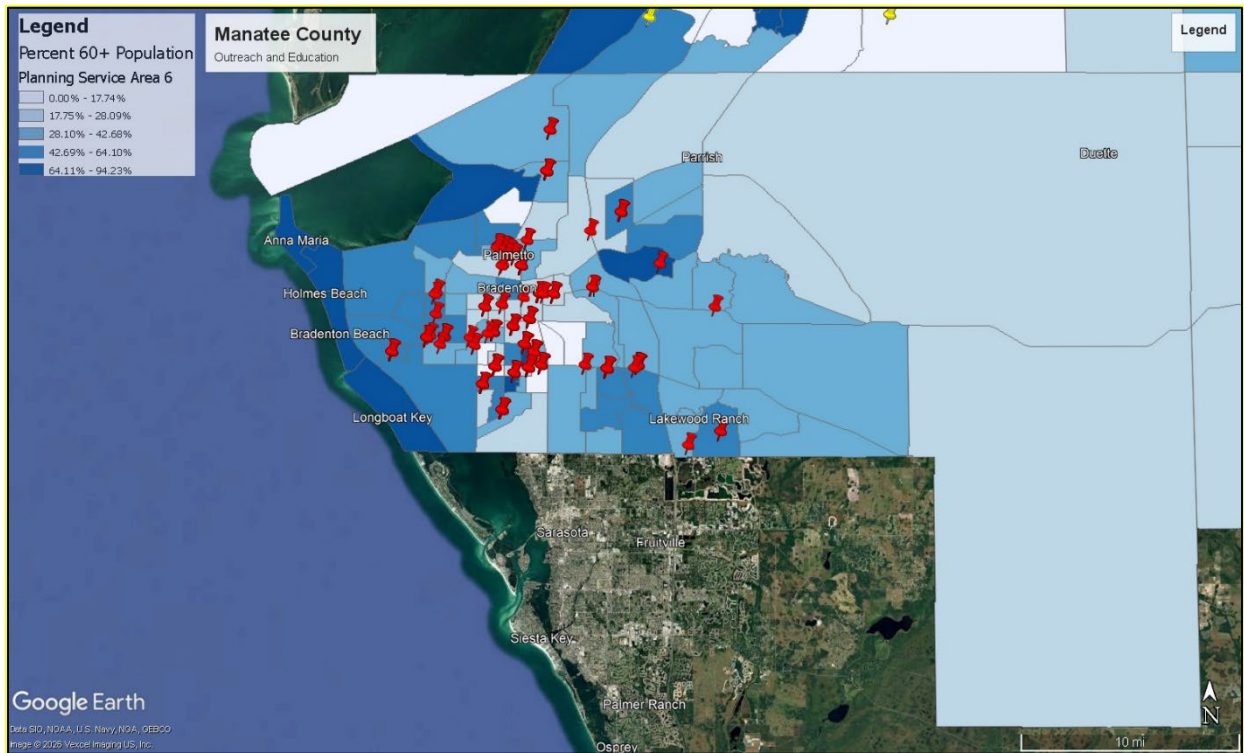
Provider Name: Bay Area Legal Services – Hillsborough County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Caregiver Support Group (Wimauma or Sun City Center)	January – March	15	Caregivers

Oaks at Riverview Housing Complex (Riverview)	April – June	300	Seniors who are/have low income, minorities, low-income minorities, and/or limited English proficiency
Brandon Senior Center (Brandon)	July – September	20	Seniors who are/have low income, minorities, low-income minorities, limited English proficiency, and/or living alone
Caregiver Support Group (Tampa)	July – September	10	Caregivers
Caregiver Support Group (Plant City)	October – December	10	Caregivers

[Remainder of page left blank]

Manatee County Outreach and Education

Figure 13.4: Manatee County 2025 Outreach and Education



The map titled “Manatee County 2025 Outreach and Education” demonstrates the outreach and education contacts and events held in Manatee County in 2025, represented by red pins. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Manatee County OAA providers, specifically SCC, Meals on Wheels PLUS of Manatee, and Gulf Coast Legal Services completed 1,445 outreach and education activities in 2025. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2027 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2027. Of these 725 outreach contacts, it is anticipated 120 will be from Manatee County. SCC also anticipates completing at least four units of education in Manatee County.

SCC has identified the following locations to conduct outreach and education in 2027:

- Bradenton, Duette, Ellenton, Lakewood Ranch, Myakka City, Oneco, Palmetto, and Parrish

Table 38.4: Anticipated 2027 Outreach and Education

Senior Connection Center – Manatee County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Manatee County)	January – December	150	Seniors and caregivers with the greatest economic/social needs
Faith Based Organizations (throughout Manatee County)	January – December	100	See above
Parkinson's Exposition (Palmetto)	March	400	Caregivers of seniors with dementia, in addition to seniors and caregivers with the greatest economic/social needs
Dedicated Senior Medical Center (Oneco)	June	35	Seniors and caregivers with the greatest economic/social needs
Summer Senior Concert (Bradenton)	July	40	See above

Meals on Wheels PLUS of Manatee County – 2027 Anticipated Outreach and Education

Meals on Wheels PLUS of Manatee County is an OAA Title III-B, III-C1, III-C2, and III-E provider in Manatee County. Meals on Wheels PLUS' goal is to complete 700 units of outreach and 46 education events in 2027.

The provider has identified the following locations that will be used to conduct outreach and education in 2027:

- Bradenton, Ellenton, Lakewood Ranch, Palmetto, and Sarasota

Table 39.4: Anticipated 2027 Outreach and Education

Provider: Meals on Wheels PLUS of Manatee			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Leisure Lake (Palmetto)	January	80	Seniors
Dedicated Senior Medical Center (Bradenton)	January – December	25-40	Seniors

University Town Center Mall (Sarasota)	January	150	Caregivers
Palmetto Mobile Home Club (Palmetto)	January	65	Seniors
Tree Lakes RV Resort (Palmetto)	January	125	Seniors
Seabreeze Mobile Estates (Bradenton)	January	75	Seniors
Chateau Village (Bradenton)	January	100	Seniors
Meals on Wheels PLUS Newsletter	January – December	4,000	Caregivers
Village on the Greens (Bradenton)	February	115	Seniors
Horseshoe Cove (Bradenton)	February	65	Seniors
Colony Cove (Ellenton)	February	40	Seniors
Robert Toale & Sons Funeral Home (Bradenton)	March	30	Caregivers
Meals on Wheels PLUS (Bradenton)	March, April, August, November, December	25-500	Seniors and caregivers
Waters Edge of Bradenton (Bradenton)	March	100	Seniors
The Reef at Riviera (Palmetto)	April	75	Seniors
Samoset First Baptist Church (Bradenton)	May, August, October	50-70	Caregivers
Lakewood Ranch YMCA (Bradenton)	May	100	Seniors
Caregiver Support Group (Bradenton)	May	20	Caregivers
Senior Life Publications (Bradenton)	June	6,000	Seniors
First Baptist Church of Ellenton (Palmetto)	June, July	35-100	Seniors and caregivers
Manatee Mobile Home Park (Bradenton)	June	100	Caregivers
Bishop Museum (Bradenton)	July	300	Caregivers
Visible Men Academy (Bradenton)	July	65	Caregivers

Turner Chapel AME Church (Palmetto)	July	100	Caregivers
Business Networking Group (Sarasota)	August	25	Caregivers
Caregiver Support Group (Bradenton)	August	15	Caregivers
Pride Park (Bradenton)	August	100	Caregivers
Stuff the Bus at participating Publix stores (throughout Manatee County)	October	100	Caregivers
Del Webb Catalina (Lakewood Ranch)	November	100	Seniors
Lakewood Ranch Main Street (Lakewood Ranch)	November	350	Caregivers
Lakewood Ranch Elks Club (Lakewood Ranch)	December	100	Seniors

Gulfcoast Legal Services – 2027 Anticipated Outreach and Education

Gulfcoast Legal Services is an OAA Title III-B and III-E legal service provider. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete at least eight units of education. These eight education events will be presentations at targeted locations. Other education will be completed throughout the year through communicating (flyers, emails, etc.) with other agencies on how Gulfcoast Legal Services can assist seniors with legal needs.

The provider has identified the following locations to conduct education in 2027:

- Bradenton and Palmetto

Table 40.4: Anticipated 2027 Outreach and Education

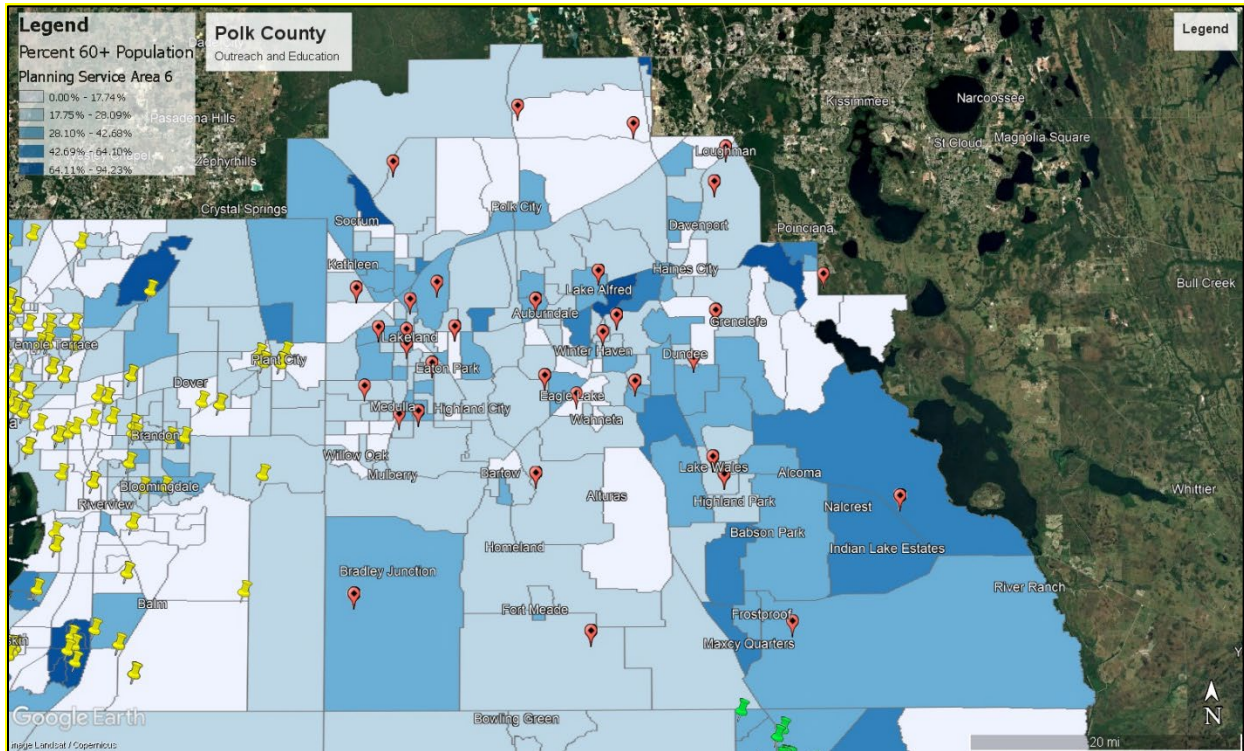
Provider Name: Gulf Coast Legal Services			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Salvation Army (Bradenton)	Quarterly	Up to 25	Seniors and caregivers with the greatest economic/social needs
Palmetto Youth Center Grandparents as Parents Meetings (Palmetto)	Quarterly	5-10	Caregivers

Goodwill (Bradenton)	Quarterly or as needed	5-10	Caregivers
----------------------	---------------------------	------	------------

[Remainder of page left blank]

Polk County Outreach and Education Events

Figure 14.4: Polk County 2025 Outreach and Education



The map titled “Polk County 2025 Outreach and Education” demonstrates the outreach and education contacts and events held in Polk County in 2025, represented by red icons. The map is overlaid with the 60 and older population, and the darker shades of blue indicate higher concentrations of older adults. Multiple Polk County OAA providers, specifically SCC, You Thrive Florida, and Bay Area Legal Services completed 844 outreach and education activities in 2025. (There are fewer pins on the map than outreach and education activities completed because outreach and individual education are counted by individual contact rather than by event or location, which the pins display.)

SCC – 2027 Anticipated Outreach and Education

SCC anticipates achieving 725 units of outreach throughout the PSA in 2027. Of these 725 outreach contacts, it is anticipated 250 will be from Polk County. SCC also anticipates completing eight education units in Polk County.

SCC has identified the following locations to conduct outreach and education:

- Auburndale, Babson Park, Bartow, Davenport, Dundee, Fort Meade, Frostproof, Haines City, Indian Lake Estates, Lake Alfred, Lake Wales, Lakeland, Mulberry, and Winter Haven

Table 42.4: Anticipated 2027 Outreach and Education

Senior Connection Center – Polk County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Health and Resource Fairs (throughout Polk County)	January – December	250	Seniors and caregivers with the greatest economic/social needs, including those living in rural areas
Faith Based Organizations (throughout Polk County)	January – December	100	See above
Nonprofit Exposition (Poinciana)	February	120	See above
Vendor Fair (Haines City)	March	100	See above
A Walk in the Park (Lakeland)	May	15	See above
Senior Summit (Lakeland)	May	80	See above
Health and Harvest Fair (Lakeland)	September	30	See above
Healthcare Market Place (Lakeland)	November	15	See above
Red Bag Holiday Giveaway	December	130	See above

You Thrive Florida – 2027 Anticipated Outreach and Education

You Thrive Florida is an OAA Title III-B, III-C1, III-C2, and III-E provider in Polk County. You Thrive Florida's goal is to complete 68 outreach units in 2027 and 20 education units in 2027.

This provider has identified the following locations to conduct outreach and education:

- Auburndale, Bartow, Davenport, Dundee, Eagle Lake, Eloise, Lakeland, Polk City, and Winter Haven

Table 43.4: Anticipated 2027 Outreach and Education

Provider: You Thrive Florida			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)

Central Florida Health Expo (Auburndale)	January – March, September – December	30-40	Seniors who are/have low income, minorities, low-income minorities, limited English proficiency, living in rural areas, living alone, and/or dementia
Tom Fellows Community Center (Davenport)	February	100-150	See above
First Presbyterian Church Lakeland (Lakeland)	March	100-150	See above
Rath Senior Summit (Lakeland)	May	40-45	See above
Eloise Resource Center (Eloise)	January – December	10-15	See above
Hurricane Preparedness Presentations at Congregate Meal Sites (throughout Polk County)	June – July	200+	See above
Memory Care and Alzheimer's-Related Presentations at Congregate Meal Sites (throughout Polk County)	June – August	200+	See above
Advanced Care Planning, Legacy Writing, and Coping with Grief Presentations at Congregate Meal Sites	June – July	200+	See above

Bay Area Legal Services – 2027 Anticipated Outreach and Education

Bay Area Legal Services is an OAA Title III-B and III-E legal service provider in Hardee, Highlands, Hillsborough, and Polk counties. Legal service providers are exempt from providing outreach activities; however, they do provide community education. This provider anticipates they will complete two units of education in Polk County.

The provider has identified the following locations to conduct education:

- Haines City, Lake Wales, and Lakeland

The following table demonstrates the anticipated Outreach/Education locations, dates, and

target audience sizes. The information is based on historical knowledge and projections. There will be variances based on available events through the year and the actual number of attendees.

Table 44.4: Anticipated 2027 Outreach and Education

Provider Name: Bay Area Legal Services – Polk County			
Outreach/Education Anticipated Locations	Outreach/Education Anticipated Dates	Anticipated Target Audience Size	Targeted Audience(s)
Caregiver Support Group (Lakeland)	January – March	10	Caregivers
Presentation or tabling (Lake Wales or Haines City)	July – September	15	Seniors who are/have low income, minorities, low-income minorities, and/or living alone

[Remainder of page left blank]

Unmet Needs and Service Opportunities

This section defines the significant unmet needs for services and how SCC will address gaps in services.

Annually, SCC administers a needs assessment survey that helps obtain information from the public on what they believe the needs of older adults are in the community. Participants are asked to respond to questions concerning aging issues, general service needs, transportation options, modes of obtaining information about community resources, and volunteering. SCC received approximately 50 responses to the needs assessment survey in 2023, 101 responses in 2024, and 105 responses in 2025. In 2026, SCC received responses from 527 community members—an all-time high. Responders ranged from older adults, their family members, and professionals. In 2023, SCC also hosted two public hearings to assist with the development of the Area Plan.

The responses to the current (2024) SCC Aging Needs Survey have helped SCC determine unmet needs in the community and identify potential service needs. Additionally, during the public hearings held in the summer of 2023, community conversations were held with participants to gain a better understanding of unmet needs and service needs. In addition to public participants, several SCC Advisory Council members attended the public hearings and provided input on unmet needs during the community conversation segment of the hearing. Participant feedback is included in this section of the Area Plan.

The 2025 Aging Needs Survey issued by SCC in the summer of 2024 supports the unmet needs described in the original 2024-2027 Area Plan. The top needs identified by SCC's 2025 Aging Needs Survey were 1) the ability to maintain physical activities (e.g., bathing, dressing), 2) transportation options, 3) affordable housing, 4) affordable/accessible healthcare, and 5) caregiver support. Twenty-five to 34 percent of respondents selected one of these as a top-three need. Other notable needs included 6) meals/nutrition, 7) home repair, 8) dementia care, 9) information about services, 10) ability to maintain social activities, and 11) heavy chores, with 10 to 19 percent of respondents selecting one of these as a top-three need.

Furthermore, when the 2025 Area Plan Update was written, a comprehensive needs assessment was in the process of being finalized. This needs assessment was conducted for SCC by the University of South Florida (USF). Initial analysis indicates some of the most concerning issues for older adults in PSA 6 are housing, transportation, navigating digitized communication systems to access healthcare and service information, and managing health conditions. Key highlights from the USF Community Needs Assessment are incorporated into the 2025 Area Plan Update, and SCC will use additional information from it in future planning work.

Responses to the 2026 Aging Needs Survey (issued in the summer of 2025) are consistent with the needs described in this Area Plan. The top needs identified by SCC's 2026 Aging Needs

Survey were 1) affordable housing, 2) the ability to maintain physical activities (e.g., bathing, dressing), 3) transportation options, 4) the ability to maintain social activities, 5) affordable/accessible healthcare, and 6) home repair. The prevalence of these selections ranged from 40 percent of respondents selecting affordable housing to 21 percent selecting home repair as a top-three need. Other notable needs included 7) meals/nutrition, 8) caregiver support, 9) access to adult day care, 10) health and wellness activities, and 11) paying for medications, with a range of 10 to 19 percent of respondents selecting one of these as a top-three need.

Responses to the 2027 Aging Needs Survey (issued in the summer of 2026) are consistent with the needs described in this Area Plan. The top needs identified by SCC's 2027 Aging Needs Survey were 1) the ability to maintain physical activities (e.g., bathing, dressing), 2) affordable housing, 3) the ability to maintain social activities, 4) transportation options, and 5) meals/nutrition. The prevalence of these selections ranged from 31 percent of respondents selecting the ability to maintain physical activities to 20 percent selecting meals/nutrition as a top-three need. Other notable needs included 6), caregiver support, 7) access to senior centers, 8) home repair, 9) health and wellness activities, and 10) Alzheimer's/dementia care, with a range of 11 to 16 percent of respondents selecting one of these as a top-three need.

Access to Services:

Access to services is a critical component for older adults to remain living with independence. Often, independence is dependent on the resources of a family or individual. Accessing additional resources that can support the family or individual is paramount for individuals to remain independent and continue to live in their homes.

Abuse, Neglect, and Exploitation

Elder abuse is a term that is often used to describe five subtypes of abuse including physical abuse, financial fraud, scams and exploitation, caregiver neglect or self-neglect, psychological abuse, and sexual abuse. An estimated 10 percent or more of all older Americans are affected by elder abuse each year according to the U.S. Department of Justice.

Research indicates most elder abuse, neglect, and exploitation are heavily underreported. It is estimated that only one in twenty-four cases of elder abuse is reported to a state authority. To help educate the public on this topic, SCC administers an internal abuse, neglect, and exploitation prevention program funded by the OAA Title VII. This program focuses on providing community training and education on types, signs, and prevention of elder abuse, neglect, and exploitation.

Additionally, SCC and CCE service providers work with DCF's Adult Protective Services (APS) Department, in coordinating and serving older adults needing home and community-based services. These clients are determined as high, intermediate, or low risk. Clients who are determined to be high-risk are usually in a crisis, and home and community-based services can help relieve the issues at hand.

If the individual is determined to be high-risk, APS makes a referral to the CCE Lead Agency. An assessment and service(s) are required to be completed within 72 hours. If APS determines the risk level to be intermediate or low, they make a referral to SCC's ADRC to complete a screening for wait list placement for home and community-based services.

Data suggests there is an increasing trend in the number of clients referred by APS that need home and community-based services each year. Service needs of these individuals include but are not limited to chore, personal care, home-delivered meals, housing improvement, pest control, homemaking, and case management services.

Information about Services

SCC's 2024 Aging Needs Survey respondents indicated that the most prevalent means of "finding out" what is going on in their community is through the internet. This is closely followed by the newspaper, television, and community newsletters/bulletins.

In SCC's 2025 Aging Needs Survey, respondents indicated they learn of what is occurring in their communities primarily through the internet, social media, and family/friends, followed by community groups, flyers/bulletins, and television.

In SCC's 2026 Aging Needs Survey, respondents shared that they find out what is occurring in their communities through the internet (60 percent), family and friends (46 percent), and social media (42 percent). Other common ways of staying informed included through the television, faith-based organizations, and flyers or bulletins (21-22 percent each). The top three selections have remained rather consistent for the past three years.

Through SCC's 2027 Aging Needs Survey we found the top ways respondents learn about what is occurring in their communities are through family and friends, the internet, and social media (in that order). These methods were followed by learning from community groups, faith-based organizations, and flyers or bulletins.

SCC recognizes the continued need for impactful outreach and community education to ensure older adults and their caregivers know how to access information about services. SCC's ADRC

provided information and access to services to over 121,000 callers in 2022 and is on track to surpass this number in 2023. The top five information/referral resources that the Elder Helpline provided to callers in 2022 included health care, individual and community support, housing, income support/assistance, and government/economic services. It is important to note that not all calls received by the Elder Helpline can be categorized. The number of callers and types of requests for information that could be categorized are detailed as follows:

Table 46: Elder Helpline Types of Information Requests – 01/01/2022 – 12/31/2022

Elder Helpline Types of Information Requests – 01/01/2022 – 12/31/2022		
Referred Services	Number of Calls	Description
Health Care	7,254	Clinics, dental care, hearing aids, health insurance/Medicare, hospitals, medical equipment/supplies, nursing/therapy, nursing homes, prescription assistance, vision care. Includes SHINE Medicare Counseling, Medicaid assistance, and Intake/Screening for all funded programs (SGR, OAA, and SMMC LTC)
Individual, Family, and Community Support	3,431	Home and community-based services including adult day care, bill payment, case management, homemaker/housekeeper, personal care, and respite care
Housing	3,405	ALFs, independent living, foreclosure prevention, home repair, homeless shelters, moving/placement help, and public/subsidized housing
Income Support/Assistance	1,172	Food assistance/SNAP, Low-income Subsidy, Medicaid, and rent/mortgage assistance
Other Government/Economic Services	607	Government information lines, immigration services, professional associations, Social Security/SSI/SSD, tax services, and Veterans Administration
Food/Meals	1,898	Food pantries, grocery delivery, holiday meals, and soup kitchens
Transportation	1,107	Escort transportation, medical transportation, and public transportation
Legal, Consumer, and Public Safety Services	1,207	Adult Protective Services, bankruptcy, credit counseling, consumer complaints, law enforcement, legal services, Ombudsman, and victim advocate

Clothing/Personal/Household Needs	3,320	Grooming supplies, material goods, and thrift store
Utility Assistance	1,098	Electricity and utility payment assistance
Employment	61	Job related training, search, and placement
Arts, Culture, and Recreation	119	Leisure activities and classes, museums, and senior/recreation centers
Mental Health/Addictions	106	Counseling, support groups, and substance abuse
Volunteers/Donations	194	Donation of time or goods
Education	465	GED, literacy, and schools/college classes
Disaster Services	93	Disaster preparation and recovery

Additionally, the USF Community Needs Assessment found that the difficulties of navigating increasingly fragmented and digitized communication systems blocks many older adults from engaging in once simple interactions with medical and other service providers and obtaining information about resources and services, creating further social isolation risks.

Caregiver:

Although improvements are being made to assist caregivers with laborious and time-consuming responsibilities, several gaps remain to be filled. SCC's 2024 Aging Needs Survey respondents indicated that caregiving was the seventh most important need amongst older adults in their community, while it rose to the *fifth* most important need in SCC's 2025 Aging Needs Survey and down to *eighth* in the 2026 survey. **The 2027 Aging Needs Survey, which received the largest number of responses, ranked caregiver support as the *sixth* highest need.** There are approximately 2,061 clients with caregivers waiting for home and community-based services in PSA 6 across all programs. This means that 15 percent of all individuals waiting for services have caregivers. These clients and caregivers are waiting for services such as respite, personal care, adult day care, and financial assistance (basic subsidy).

The most frequently needed service requested by caregivers is respite. Respite services provide an opportunity for the caregiver to take care of their own needs such as medical appointments, employment, socialization, or resting. It is a critical support service for caregivers to help avoid burnout.

Many of these caregivers are caring for a parent or spouse who may have been diagnosed with Alzheimer's disease. As of 2022, there are over 67,680 probable cases of Alzheimer's disease in PSA 6. The majority of persons with Alzheimer's disease reside in Hillsborough (26,149 probable Alzheimer's cases) and Polk counties (18,750 probable Alzheimer's cases). Manatee County has

14,266 probable Alzheimer's cases, Highlands County has 5,269 probable Alzheimer's cases, and Hardee County has 500 probable Alzheimer's cases.

SCC contracts with the Alzheimer's Association to provide caregiver training and support groups. These trainings are specific to caregivers of individuals with Alzheimer's disease and related disorders or other dementias. Services to caregivers in these unique situations are vital to the longevity and quality of life of the caregiver. As stated earlier, the Alzheimer's Association and SCC's contractual relationship is ending on September 30, 2024. SCC plans to continue collaborating with the Alzheimer's Association to support those impacted by dementia. In addition, SCC is fortunate to have a Specialized Alzheimer's Day Care Facility located within Hillsborough County that is a tremendous resource for individuals and their caregivers with diagnosed cognitive impairments.

The USF Health Byrd Alzheimer's Center and Research Institute is also located in Hillsborough County and is a valuable resource for the community that needs assistance dealing with this disease. They provide services such as family caregiver support and clinical trials, in addition to research and professional services.

Number of Elder Caregivers, Including Number of Grandparents Raising Grandchildren

- PSA 6 is currently serving 1,198 clients with caregivers as of August 2023. It should be noted the 1,198 figure only includes clients in the eCIRTS database that are registered for services. Many more caregivers are served through unregistered services such as legal assistance, support groups, and information.
- PSA-wide, SCC has 8,210 grandparents over the age of 60 responsible for raising a child under 18. This represents less than one percent of the 60 and older population within the region. Statewide there are 69,670 grandparents responsible for a child, indicating that 12 percent of the grandparent caregiver population resides in PSA 6.
- Hillsborough County has the highest percentage of grandparents responsible for raising grandchildren within the PSA. Hillsborough County has 4,415 grandparents age 60 and older responsible for grandchildren.

Analysis of Service Implications of Identified Caregiver Unmet Needs

Caregiver supportive services such as respite, personal care, and education about available resources are tremendously needed throughout PSA 6. Continually coping with caregiving responsibilities without enough support can result in deterioration of the health of the caregiver and may lead to the individual's early placement in a nursing home. There is a large gap in

service for this population. SCC will continue to educate caregivers on available support and resources, while serving as many caregivers/clients as possible. SCC funds many programs and services to assist caregivers with respite, financial assistance, support groups, legal assistance, information and referral, housing improvement, and medical supplies/equipment. (Please note support groups will not be a funded service, effective October 1, 2024, as explained above and in the Profile section.)

Communities:

Transportation

SCC's 2024 Aging Needs Survey respondents indicated that transportation options are the number one issue affecting the older adults and caregivers in our community and routinely fall in the top ten reasons for callers contacting the Elder Helpline.

It is generally known that seniors want to remain in their single-family homes and continue to drive their own cars. Although they currently may not make use of the public bus or ride a bicycle or adult tricycle, they expect they will do these things when they cannot drive. For this transition to be successful, it is important that our seniors use and/or learn about these forms of transportation now while they are still healthy.

Each of the five counties has a delegated Community Transportation Coordinator (CTC) that provides door-to-door transportation and bus passes for the elderly, low-income, and disabled persons who do not have or cannot afford transportation on their own. Most trips provided by the paratransit providers are limited to medical, educational, or basic life-sustaining trips. Gaps in services exist throughout PSA 6. These gaps include a lack of rides to social activities and limited service zones. This is especially of concern for rural communities, as transportation is even more limited.

Transportation remained a top need in SCC's 2025, 2026, and 2027 Aging Needs Surveys, receiving the *second, third, and fourth* most responses respectively. Additionally, the USF Community Needs Assessment found that the lack of transportation options continues to be a serious concern, most severely in rural areas, but also in newly suburbanized areas. This issue intersects with others. For instance, older adults who lack needed transportation miss appointments for routine medical visits and procedures, have diminished access to fresh foods, and risk becoming socially isolated.

Housing Conditions and Availability of Affordable Housing

In SCC's 2024, 2025, and 2026 Aging Needs Surveys, affordable housing was the *second, third,*

and then *first* top unmet need identified respectively. It remained among the top three needs in the 2027 Aging Needs Survey, coming in *second*, just under the need to maintain physical activities. The ability of elders to live in a safe, affordable, and comfortable home is an important aspect of remaining in the community. During the community conversations, a part of the public hearings held in preparation for this Area Plan, the topic of affordable housing was discussed as a group. Public hearing attendees expressed concern with the current increased cost of living, especially for housing costs. The attendees discussed how the current housing market is not sustainable for individuals on a fixed income and more affordable housing options need to be available to older adults. Attendees acknowledged affordable housing is an issue that cannot be handled just at the local level. There were several suggestions on how to address the issue including advocating for government regulations that support senior housing, utilizing housing matching programs, and collaborating with community partners with the common goal to increase affordable housing options for seniors. SCC took several suggestions from the community conversation and in return developed action steps that are reflected in the Goals and Objectives section of this plan.

Additionally, the USF Community Needs Assessment found that housing is one of the most prominent issues impacting seniors in PSA 6. It appears to be worsening and creating new difficulties for older adults, such as depleting financial resources used in the past to meet food, medicine, and health care needs. Homelessness came up as a rising threat for older adults.

Currently, 53 percent of residents in the nation who reside in Housing and Urban Development (HUD) assisted households are elders or individuals with disabilities. In many communities around the country, the supply of affordable, suitable housing units for elders is grossly inadequate to meet demand.

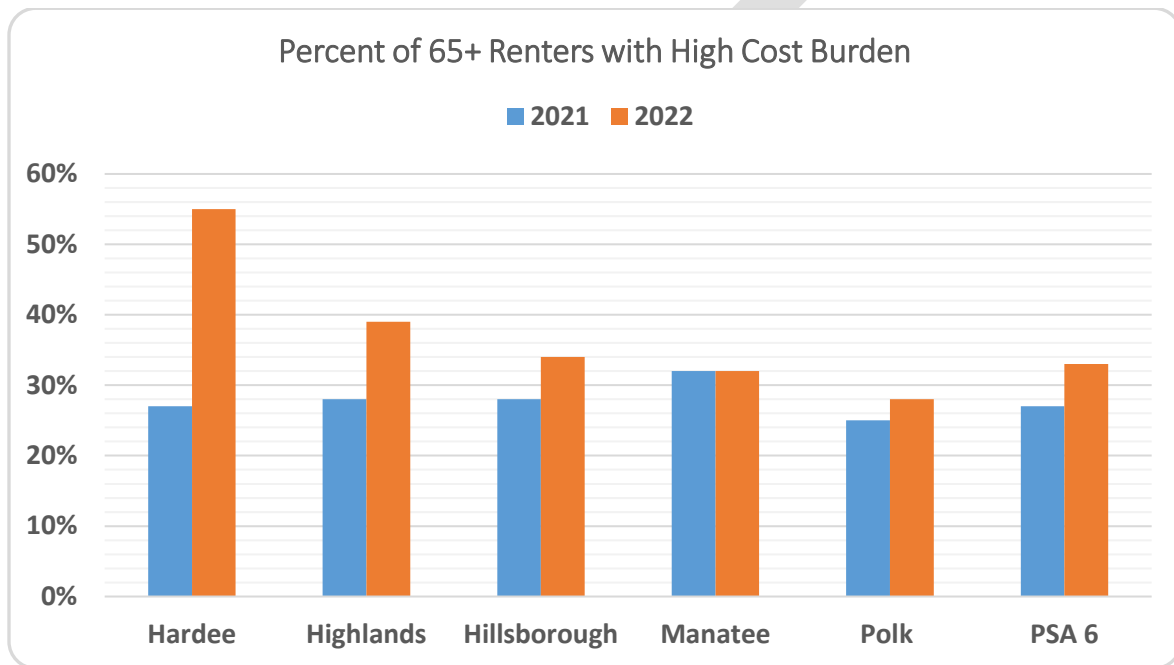
Hillsborough and Highlands counties have the most affordable housing for older adults PSA-wide, with only 10 and 14 percent of 65+ homeowners spending more than 30 percent of their household income on housing, respectively. Polk and Manatee counties are the next two most affordable counties for older adults, with 15 and 16 percent spending more than 30 percent of their household income on housing, respectively. Hardee County has the least affordable housing for 65+ homeowners in the PSA. Hillsborough County has 21 percent of 65+ homeowners spending 30 percent or more of their household income on housing.

Older adults who rent experienced higher cost burdens in 2022 when compared to the previous year (2021). High cost burden is defined as spending more than 30 percent of their household income on housing. Hardee County data reflects a 28 percent increase, for a total of 55 percent of 65+ renters in Hardee County spending more than 30 percent of their income on rent.

Highlands County had the second highest cost burden with 39 percent of 65+ renters spending 30 percent of their income on rent.

The chart below represents the percent of 65+ renters with high cost burdens from 2021 compared to the percent of 65+ renters with high cost burdens from 2022. Within one year, each county's percentage of renters with high cost burdens increased with the exception of Manatee County.

Figure 16: Percent of 65+ Renters with High Cost Burden



Source: DOEA 2022 Florida State Profile Data, Generated 08/2023

In 2022, housing was the third top information request from callers contacting the Elder Helpline. More than 3,400 callers were provided housing information that ranged from needing assistance with ALFs, independent living, public/subsidized housing, foreclosure prevention, home repair, move/placement help, and home modifications. Callers are connected to private and public resources where they can acquire more information to help them navigate the housing issues they face.

In addition to inadequate affordable housing for elders, home maintenance and upkeep can be a challenge for older adults due to cost and physical demands. Home repair was rated as the *third* highest need in the 2024 Aging Needs Survey, *seventh* in the 2025 Aging Needs Survey, *sixth* in the 2026 Aging Needs Survey, and *eighth* in the 2027 Aging Needs Survey.

Both OAA and SGR funds address home maintenance needs through chore and housing

improvement services. In 2023 and early 2024, temporary funding through the Enhanced Home Care for the Elderly Program provided home improvement services to help older adults live safely and independently for longer.

As of August 2023, there were 1,861 older adults on the wait list for chore services. Without the needed home repairs to a senior's house, the safety risks increase dramatically and could result in falls, lack of appropriate heating or cooling, and pest infestations. All of these could affect the health of the senior and could lead to a premature move to an ALF or nursing home. Further, access to providers and funding for chore services is very limited in Manatee, Highlands, and Hardee counties.

To encourage safe and elder-friendly communities, SCC supports and participates with communities designated as "Age-Friendly" through AARP under the auspice of the World Health Organization. In 2019, the State of Florida was declared Age-Friendly by Florida's Governor, Ron DeSantis. The Age-Friendly network of states and communities aims to educate, promote, and recognize improvements that communities could make to be supportive of all ages.

Currently, in PSA 6 the cities of Lakeland, Winter Haven, and Tampa are AARP designated as Age-Friendly. One of the initiative's goals is to help create a community where safety is a priority. Other communities in PSA 6 may wish to take on this initiative and SCC will assist with these efforts.

Volunteerism

Volunteers contribute greatly to PSA 6. They are a vital part of the aging network, helping to make sure that older adult needs are met. Volunteerism also offers an opportunity for individuals to be engaged in their community and serve others. Between January 1, 2022 and December 31, 2022, the Elder Helpline received 194 calls requesting information on volunteering in their community.

As previously described, SCC utilizes volunteers to help fulfill our mission. In addition to our Board of Directors and Advisory Council, our SHINE program had approximately 50 total volunteers in 2022. Additionally, SCC's health and wellness programs utilized 17 volunteers. SCC also assists with tracking volunteers' contributions to the local service providers. PSA-wide, there were 1,567 unduplicated volunteers in 2022 who contributed their talents to the aging network. These volunteers offer critical support to enhance efforts, while at the same time providing opportunities for community engagement.

Analysis of Service Implications of Identified Unmet Community Needs

Employment: Approximately one-third of Florida elders who are unemployed are interested in full-time or part-time work. A smaller percentage is interested in job training. Senior employment programs have found that people who are productive and active throughout their lives will have better health, increased longevity, and a more positive impact on their communities. The ADRC will help provide education on resources available to the community to assist with meeting employment and training access information.

Housing: Without the needed home repairs to a senior's house, the safety risks increase dramatically and could result in falls, lack of appropriate heating or cooling, and pest infestations. All of these could affect the health of the senior and could lead to a premature move to an assisted living facility or nursing home. Helping to provide education on resources available to the community through the ADRC and SCC's community partners is essential to assist with meeting this need. In addition, SCC's service providers will provide home repair and chore services when applicable and available. Housing improvement services are available in Hillsborough and Highlands counties through OAA, CCE, and/or LSP funding. Chore services are also available in Hillsborough, Manatee, and Polk counties through CCE funding.

Education on Housing Options: Within PSA 6, many seniors are interested in living in affordable housing arrangements. SCC can work to ensure seniors are well educated on their housing options and continually add resources to the information and referral Elder Helpline database. SCC will also continue to advocate for affordable housing solutions and participate with local housing entities, such as the Habitat for Humanity of Hillsborough County.

Senior Centers: In PSA 6, senior centers can be an important source of information about community-based support for independent older adults. Seniors frequently indicate that they lack time or awareness regarding senior centers. Seniors who attend senior centers can make positive behavior changes in their lifestyle. Senior centers are excellent sites for community-based health promotion activities as well as a relaxed place to make new friends, strengthen social networks, and prevent premature institutionalization. **Access to senior centers was ranked as a top three need by 15 percent of respondents in SCC's 2027 Aging Needs Survey, ranking higher than the prior survey (from twelfth to seventh).** SCC will continue to provide education about available resources to the public on the availability of senior centers, in addition to promoting community-based health and wellness activities.

Transportation: Having access to reliable transportation for a senior is critical to their ability to obtain medical services, socialize, go shopping, maintain their independence, and attend senior centers. If a senior is physically able but has no means of transportation, their world may be

limited to their home. Services will then have to be delivered to them at a far greater expense than the cost of providing transportation. In a recent study, the Center for Disease Control states that by expanding the availability and access to a variety of transportation options, the transportation system and its policies have the potential to save lives. The study also suggested access to transportation could help prevent chronic disease.

SCC will continue to advocate and support enhanced transportation systems that support individuals who are transportation disadvantaged. Currently, OAA Title III-B, CCE, and ADI provide funding for transportation in each county primarily for accessing congregate dining and adult day care services in each county.

Further, SCC participates in the Transportation Disadvantaged Local Coordinating Boards in PSA 6. Through these local Transportation Disadvantaged Coordinating Boards, we can assist in the development of future planning while representing the needs of the elderly. We are also able to learn about transportation improvements and share this information with clients seeking transportation resources.

Health Care:

Preventative Health and Health Promotion

In recent years, there has been an increased emphasis on wellness and preventative health services. For those covered by private health insurance and Medicare, benefits for screening and prevention services have increased as part of the Affordable Health Care Act. Ensuring access to health care, disease prevention information, and activities for fitness and wellness are key factors in maintaining the vitality and independence of the elderly population. Ten percent of 2026 Aging Needs Survey respondents and 12 percent of 2027 respondents indicated health and wellness activities is a top three need for older adults and caregivers.

Furthermore, between January 1, 2022 and December 31, 2022, the Elder Helpline responded to 7,254 calls inquiring about health care resources. Information on healthcare resources is the number one information request through the Elder Helpline. This information includes resources on clinics, dental care, hearing aids, health insurance/Medicare, hospitals, medical equipment/supplies, nursing/therapy, nursing homes, prescription assistance, and vision care. Resources also include SHINE Medicare counseling, Medicaid assistance, and Intake/Screening for all funded programs (SGR, OAA, and Medicaid).

Medical Care Needs

PSA 6 has ten percent of the total statewide population of medically underserved, having

143,510 such individuals residing within our service area. Lack of money, limited insurance, and health/functional limitations are the main reasons why some elders cannot access medical care. Poor, rural, and minority elders are more likely to delay or go without prescription medications.

Even though nearly all seniors age 65 and older receive Medicare, the population that is from 60 to 64 does not have this coverage and many of them have retired from the workforce. Many are living with a disability that keeps them from normal functioning. Delays in obtaining medical care or prescription drugs among the 60 and older population are likely due to being underinsured or, even with the Medicare Part D plan for those 65 and older, having inadequate prescription drug coverage.

Ancillary Health Care Needs

Access to dental, vision, and hearing care is important for older adults to function at their highest capacity while maintaining their quality of life. Some senior citizens are not receiving the level of medical care that they need. Lack of funds is the primary reason for not obtaining needed medications, eyeglasses, hearing aids, and dental care. While most seniors have some form of insurance, many of these items are not covered or are only partially covered resulting in high out-of-pocket expenses. This is especially true for low-income and minority elders, who are frequently uninsured or underinsured.

Availability of Medical/Health Care, Including Mental Health Counseling

Affordable, accessible healthcare was the fifth most selected need of older adults and caregivers in SCC's 2026 Aging Needs Survey.

In Hillsborough County, a comprehensive managed healthcare program funded by a special sales tax is available for Hillsborough County residents with limited income and assets who do not qualify for other healthcare coverage, including Medicare and Medicaid. The program, enabled by state statute, was funded with a half-cent sales tax approved by the County Commission. Hillsborough Health Care provides primary care at several clinics strategically located in the county.

Polk County Healthcare Plan offers a similar healthcare plan that provides primary and preventive medical care for those not covered by federal or state programs such as Medicare and Medicaid. This program is funded through Polk County's half-cent indigent sales tax. The county's Indigent Health Care Department administers this plan. Utilization of this popular program has resulted in greater restrictions and streamlining to be put into place to ensure that only the indigent receive the service.

The Watson Clinic Foundation operates the Volunteers in Medicine Institute located in Polk County. The concept of Volunteers in Medicine is based on reaching the medically underserved through establishing free clinics emphasizing the use of retired medical and lay volunteers to care for the uninsured.

Throughout PSA 6, there is a network of clinics available to residents who are economically disadvantaged. These clinics range from County Health Departments, Community Health Centers, and free/low-cost clinics. Some of the clinics offer dental and vision care but on a limited basis. Access to dental and vision care remains an unmet need for a portion of older adults in PSA 6.

Mental Health Counseling

The COVID-19 pandemic highlighted the need for mental health counseling services. In response to this need and through COVID-19 relief funding, SCC contracted and partnered with four local mental health providers. Through this, we learned most 65+ adults can access mental health services through their Medicare insurance, but associated co-payments and co-insurance are potential barriers for many older adults on fixed incomes.

There are also unmet needs for older adults aged 60-64, who are not yet eligible for Medicare or who have inadequate insurance.

Within PSA 6, there are over a dozen agencies providing mental health services for older adults with limited resources. When clients call SCC's ADRC seeking mental health resources, we link them to local providers and clinics in their communities.

Nutrition

In 2022, the Elder Helpline provided resources to 1,898 individuals with resources to food pantries. In addition to providing food resources within the community, SCC funds congregate and home-delivered meal programs. There is a high need for the home-delivered meal program and unfortunately, a lengthy wait list exists in counties within PSA 6. On the positive side, most congregate meal dining sites in PSA 6 have adequate funding to be able to serve qualifying older adults with a nutritious meal and socialization opportunities.

[Remainder of page left blank]

Table 47: Number of Consumers on the Assessed Priority Consumer List (APCL) for Home-delivered Meals (HDM) Service by County

County	Number waiting for HDM
Hillsborough	815
Polk	1,040
Manatee	126
Highlands	245
Hardee	9
PSA 6 Total	2,235

Source: Information obtained from eCIRTS as of 08/17/2023

The number of individuals waiting for home-delivered meals has increased by 526 consumers since August 2022. Meals and nutrition was the *seventh* highest need reported in SCC's 2026 Aging Needs Survey and increased to the *fifth* highest need reported in the 2027 survey.

Self-Care Limitations

Limitations in an older adult's ability to perform ADLs and IADLs largely contribute to an individual's need for formal or informal assistance. ADLs usually refer to the tasks of bathing, dressing, eating, using the bathroom, transferring, and walking. IADLs refer to the ability to perform heavy chores, housekeeping, using the phone, managing money, preparing meals, shopping, taking medication, and using transportation.

The respondents of the SCC's Aging Needs Survey indicated the ability to maintain physical activities (e.g., bathing, dressing) was a top ten need for support of older adults in the community, with it being the most-selected need in the 2025 and 2027 surveys and second most in the 2026 survey.

Additionally, the USF Community Needs Assessment found that rates of cognitive difficulty are above the state average in Hardee and Hillsborough counties. This is particularly so in Hillsborough County, which may explain why nearly a fourth of the county's older adults have difficulty shopping or going to a doctor's visit. Ambulatory difficulty is relatively high across the counties and is highest in Hardee, Highlands, and Polk counties. In these counties, more than one in five older adults have serious difficulty walking or climbing stairs. Need for assistance with these and other daily tasks are likely to increase substantially in coming decades as the number of individuals in their 80s and 90s increase.

SCC funds core services that address the ADL and IADL needs of older adults. The following section, titled "Home and Community-Based Services" will detail how many clients are waiting for help with their ADLs and IADLs, in addition to the number of clients served.

Analysis of Service Implications of Identified Unmet Health Care Needs

Medical care: The lack of medical care and prescription assistance results in the lack of attention paid to chronic illness, such as high blood pressure and diabetes, and results in the early deterioration of the client. Clients lacking the funds to pay for prescription drugs frequently go without or cut their pills in half to stretch them further. In either case, they are not receiving the full benefits of the medication, resulting in poor management of their health conditions and eventually leading to their decline.

Ancillary Health Care Needs: Seniors going without dental care or dentures frequently are not able to chew their food well, resulting in poor nutrition, which, over time, can have a significant impact on their health. Without proper vision care, seniors are more likely to experience problems such as glaucoma and cataracts, which can ultimately lead to blindness and the need for much greater services for the client. Lack of eyeglasses and hearing aids reduce the quality of life for the senior and often increase their isolation because they cannot see to do simple tasks such as reading the newspaper or hearing well enough to converse with a neighbor.

Physical Activity: The lack of physical activity can result in increased health risks, with cardiovascular diseases and diabetes mellitus being the most prevalent. Encouraging activity for older adults results in increased health status and quality of life, increased life expectancy, maintained/improved cardiac function, improved bone health, lower risk of osteoporosis, decreased risk of falling, perseveration of cognitive function, and reduced symptoms of depression.

Nutrition: Good nutrition is imperative for the prevention of health disorders, allowing elders to remain in the community longer. As people age, many encounter barriers to maintaining a healthy diet. Some such barriers may be caused by an inability to access food or prepare food. A healthy diet can lower one's chances for multiple health conditions, such as heart disease.

Home and Community-Based Services (HCBS):

Number of People 60+ Who Qualify for the Supplemental Nutrition Assistance Program (SNAP) but are Not Receiving Them

According to the 2022 DOEA Profile Data, PSA 6 has a SNAP program participation rate of 77 percent of those eligible seniors compared to the statewide average of 80 percent. A total of 74,189 seniors are participating in the SNAP program in PSA 6. Census data suggests 95,230 potentially eligible seniors could benefit from SNAP benefits to improve their access to nutritious food. SCC does assist with outreach and education efforts to ensure older adults are aware of how to access SNAP benefits.

People on the Waitlist Not Yet Receiving Services

As of August 2023, there were 23,713 clients waiting for services in all programs within PSA 6. The 23,713 is a duplicated client count, as clients could be waiting for services on multiple waitlists. The unduplicated number of clients waiting for services across all programs is 13,493.

There are 8,680 older adults waiting for CCE services. Of the CCE consumers waiting for services, 1,822 (21 percent) had a priority ranking of four, five, six, or seven indicating the greatest need for supportive services. eCIRTS data reflects that 85 percent of those elders needed homemaker, personal care, or respite services. Hillsborough County, the most populous county within the PSA, comprises the majority of those elders waiting for services.

The following tables provide information on individuals waiting for services by program and the types of services requested by those waiting in each county.

Table 48: Number of Consumers on the SGR Wait List by County as of 08/17/2023

County	Community Care for the Elderly	Alzheimer's Disease Initiative	Home Care for the Elderly
Hillsborough	4,888	1,680	1,550
Polk	2,406	949	817
Manatee	817	279	220
Highlands	509	126	122
Hardee	60	16	9
PSA Total	8,680	3,050	2,718

Source: Information obtained from eCIRTS as of 08/17/2023

The number of consumers on the CCE, ADI, and HCE Assessed Consumer Priority List has increased since August 2022. The PSA has seen an increase in demand for these services and will continue to advocate for increased funding to adequately address those waiting for services.

Table 49: Number of Consumers Wait List for Supportive Services by County as of 08/30/2023

County	Number Waiting for Homemaking	Number Waiting for Personal Care	Number Waiting for Adult Day Care
Hillsborough	1,955	1,298	402
Polk	1,342	655	191
Manatee	600	287	77
Highlands	416	146	33
Hardee	46	27	0
PSA 6 Total	4,359	2,413	703

Source: Information obtained from eCIRTS as of 08/30/2023

SCC data indicates that the number of older adults waiting for homemaking, personal care, and adult day care services continues to grow each year. Contributing factors to the increased wait list include the growth in the 60 plus population and not enough resources to meet the increasing need to access supportive services.

Analysis of Service Implications for Home and Community-Based Services

The top identified unmet needs associated with this goal are listed as follows. Without these needs being met, an older adult can become more vulnerable to significant health risks and may become more vulnerable to elder abuse, premature nursing home placement, isolation, and malnutrition. Additionally, the full range of data in the USF Community Needs Assessment, notably the population projections, strongly suggests that enabling older adults to live with independence and dignity into the next two decades will require substantial increases in preventive health care and home and community-based services across the service area.

Caregiver Supportive Services: Continually coping with caregiving responsibilities without enough support can result in deterioration of the health of the caregiver and may lead to the consumer's early placement in a nursing home. Respite, personal care, and education about available resources is available throughout the PSA to support caregivers.

Homemaker: A client who needs and goes without homemaker services runs the risk of not maintaining a standard of cleanliness that reduces health risks. Having clutter increases the risk of falls. Pest infestations may also occur from a lack of cleanliness.

Personal Care: Without access to needed personal care, a senior's basic hygiene is difficult to maintain and can affect their health as well as their attitude towards life. Lack of hygiene can

also lead to skin breakdown and dental problems, both of which can lead to more significant health issues.

[Remainder of page left blank]

Emergency Preparedness

This section includes information detailing how the AAA will coordinate activities and develop long-range emergency preparedness plans with local and State emergency response agencies, relief organizations, local and State governments, and any other institutions that have responsibility for disaster relief service delivery in accordance with OAA, §306(a)(17).

Coordination:

Describe how the AAA coordinates emergency and disaster response plans and activities with local emergency management authorities, relief organizations, state and local governments, and other organizations responsible for emergency preparedness and response.

SCC, operating as the local AAA and ADRC, considers disaster preparedness an important aspect of its mission of helping older adults and persons with disabilities live with independence and dignity. Annually, the organization develops a Comprehensive Emergency Management Plan (CEMP) and Continuity of Operations Plan (COOP) to ensure Mission Essential Functions (MEF) continue in the event of a disaster. Local service providers are also responsible for submitting an annual COOP/Disaster Plan that is reviewed by SCC staff as part of their Service Provider Application. Disaster response will vary and is driven in large part by direction we receive from the county, state, and other local municipalities, including the direction of the DOEA.

Advanced planning disaster documents (COOP and CEMP) detail actions SCC will undertake to ensure needed county, state, and/or federal support is available in the event of a major or catastrophic disaster or emergency. As a lead organization in the aging network, SCC will make it a priority to respond to the needs of the local service providers and older adult clients when impacted by a disaster or emergency.

The identified Emergency Preparedness Coordinator (EPC) at SCC will initiate and maintain a liaison contact with its local county Emergency Management Directors in order to ensure they understand SCC's coordination role within the aging network during a disaster. SCC also maintains relationships with the local Department of Health in each county in PSA 6.

Service Providers are expected to have established relationships and receive at least annual training from the local emergency management service agencies. Plans for preparedness training are included in the provider service applications submitted to SCC annually. In addition, confirmation that provider staff training has been provided is reviewed during annual monitoring.

In addition, SCC has forged relationships with disaster-related organizations representing government, for profit, nonprofit, and faith-based organizations. For example, we actively participate in the Tampa Bay Health & Medical Preparedness Coalition, which covers Hillsborough, Manatee, Polk, and Hardee counties. Participation in this group fosters relationship building and ensures all of the other organizations within the Coalition are aware of SCC's role in the community.

Furthermore, SCC works with our other AAA partners through the Florida Association of Area Agencies on Aging (F4A) as a member of the Statewide Disaster Workgroup. This workgroup helps members establish and build relationships, as well as helps each AAA prepare and respond to disasters in a coordinated effort, whenever possible.

Contact:

Identify each of the local Emergency Management contact person(s) within the PSA that the AAA will coordinate with in the event of a disaster.

Local Contacts – Emergency Management Staff

County	Contact Person	Email	Phone Number
Hillsborough	Timothy Dudley (Director)	[Redacted]	[Redacted]
Hillsborough	Travenski Lawson (OEM Coordinator)	[Redacted]	[Redacted]
Hillsborough	Jamere Burpee (OEM Coordinator)	[Redacted]	[Redacted]
Polk	Paul Womble (Director)	[Redacted]	[Redacted]
Polk	Jana Nickles (Special Needs)	[Redacted]	[Redacted]
Manatee	Matt Myers (Chief)	[Redacted]	[Redacted]
Manatee	Joel Richmond (Deputy Chief)	[Redacted]	[Redacted]

Highlands	Corey Amundsen (Emergency Management Manager)	[Redacted]	[Redacted]
Highlands	Cody Lang	[Redacted]	[Redacted]
Highlands	Lorie Mitten	[Redacted]	[Redacted]
Highlands	Laura Strickland	[Redacted]	[Redacted]
Highlands	Cristian Sustaita (EM Coordinator - Planning)	[Redacted]	[Redacted]
Hardee	Lane Schneider (Emergency Management Director)	[Redacted]	[Redacted]
Hardee	Casey Dasher (Public Safety Director)	[Redacted]	[Redacted]

Local Contacts – Department of Health Staff

County	Contact Person	Email	Phone Number
Hardee County	Kristin Casey	[Redacted]	[Redacted]
Hardee County	Vivian Hartzell	[Redacted]	[Redacted]
Highlands County	Jennifer Hood	[Redacted]	[Redacted]
Highlands County	Patrick Hickey	[Redacted]	[Redacted]
Highlands County	Tessa Hickey	[Redacted]	[Redacted]
Highlands County	Lorie Jackson	[Redacted]	[Redacted]
Hillsborough County	Ryan Pedigo	[Redacted]	[Redacted]
Hillsborough County	Angela Baird	[Redacted]	[Redacted]

Hillsborough County	Meghan Pritts	[Redacted]	[Redacted]
Manatee County	Maria Paula Ibarcena Woll	[Redacted]	[Redacted]
Polk County	Jennifer Brandow	[Redacted]	[Redacted]

Local Contacts – Service Providers

Agency	Contact	Provider Type	Day Phone	Cell Phone
NU-HOPE Eldercare Services, Inc. (Hardee and Highlands counties)	Joseph Cox, Executive Director	OAA and Lead Agency	[Redacted]	[Redacted]
Hillsborough County Department of Aging Services	Tracy Gogichaishvili, Director	OAA and Lead Agency	[Redacted]	[Redacted]
Manatee County Community & Veteran Services Department	Tracie Adams, Deputy Director Community & Veterans Services Department	Lead Agency	[Redacted]	[Redacted]
Meals on Wheels Plus of Manatee (Manatee County)	Maribeth Phillips, President & CEO	OAA	[Redacted]	[Redacted]
You Thrive Florida (Polk County)	Mat Kline, CEO	OAA	[Redacted]	[Redacted]
Seniors First, Inc. (Polk County)	LaSandra Wright, Program Director	Lead Agency	[Redacted]	[Redacted]

[Remainder of page left blank]

AAA Emergency Coordinating Officer:

Identify the Emergency Coordinating Officer and Alternate Emergency Coordinating Officer designated for the AAA.

Emergency Planning Coordinator for PSA 6:

Katie Parkinson, Chief Operating Officer

[Redacted]

[Redacted]

Work email: katie.parkinson@sccmail.org

Home/Cell: [Redacted]

Work: 813-676-5574

Alternate EPC for Planning and Service Area 6

Lauren Cury, ADRC Director

[Redacted]

[Redacted]

Work email: lauren.cury@sccmail.org

Home/Cell: [Redacted]

Work: 813-676-5613

Continuity of Operations and Critical Services:

List critical services the AAA will continue to provide after a disaster or emergency event and briefly describe how these services will be delivered.

SCC has established mission essential functions (MEF). These duties must be completed during times when normal operations are not possible due to a disaster or emergency event. All unit supervisors shall ensure that their essential functions can continue or resume as rapidly and efficiently as possible during an emergency. Any task not deemed essential will be deferred until additional personnel and resources become available.

Mission Essential Functions and employees associated with these functions are located in chart below.

Priority Order	Organizational Department	Mission Essential Function
1	Fiscal	Financial Support of Local Service Providers
2	Information and Referral (Elder Helpline)	Ensure the Elder Helpline is staffed to provide information and referral to Elders and caregivers in the area
3	Long Term Care Services	Ensure that callers that are needing services are placed on the appropriate wait list for services

Priority Order	Organizational Department	Mission Essential Function
4	Systems Administration (MIS)	Continuation or reinitializing of computer systems to include eCIRTS, MIP Non-Profit Series Accounting System, and I&R Database.
5	SHINE Program	Dissemination of information to the volunteers as deemed necessary.
6	Fiscal	HCE Checks
7	Fiscal	Payroll
8	Human Resource	Coordinate staff communication
9	CQA and EPRT	Support of Local Service Providers as needed

Assessment and Resource Allocation:

Describe how the AAA will identify particularly vulnerable populations and ensure follow-up with these vulnerable populations after a disaster event.

Routinely, SCC receives client roster information from the DOEA and shares it with the local service providers. This information helps identify vulnerable populations being served within PSA 6 and facilitates client calls (pre and post) during times of disaster.

Following either SCC being made aware of an impending disaster/emergency via local community media outlets or the DOEA, SCC will use the Pre and Post Call Down checklists in order to track communication with the local provider network. Highlighted issues and actions to be taken for each lead agency will be provided to the DOEA ECO as requested. These actions are intended to ensure at-risk clients have properly prepared for the impending disaster, determine if there are any unmet needs, and address potential service interruptions. A sample of this communication tool is included below.

At such time that an unmet need is identified, SCC will coordinate with appropriate entities (i.e., DOEA, local county government/emergency management services, providers) and attempt to identify resources to assist.

[Remainder of page left blank]

Local Service Provider Network Call Down Report

Senior Connection Center Staff:

Provider:

Provider Emergency Services Director Contact/Title:

Contact Number:

SCC Report:

1. Level of Activation (1, 2, or 3)
2. Current Status of SCC Organization: (i.e., pending closures, services to stop or continue)

Provider Report:

1. Status of client notification:
 - a. Call Down status:
 - b. Noted client concerns:
 - c. If call down not yet started, when is it planned to begin?
2. Service disruption expected?
 - a. If yes, what service is anticipated to be disrupted and for how long?
3. Have shelf stable meals been distributed?
 - a. If yes, when?
 - b. If no, are there plans to distribute and when?
4. Are you in communication with the Emergency Operations Center?
5. Have shelters been opened in your area?
 - a. If so, do you anticipate any transportation issues for special needs older adults in getting to shelters?

6. Does your agency have any unmet needs in your preparation efforts?

7. Does Agency Require SCC Staff Assistance? Yes/No

a. If yes, what type of assistance:

[Remainder of page left blank]

Goals, Objectives, and Strategies

Goal 1 Strengthen and streamline the aging network's capacity, inspiring innovation, integrating best practices, and building efficiencies to respond to the growing and diversifying aging population.	
Objective 1.1 Expand the availability, integration, and access to assistive technology for older adults.	
Explanation The primary intent of this objective is to increase elder Floridians ability to independently perform daily activities through a promotion of access to assistive technology for older adults.	
Strategies	Progress
1. Action step updated: On a monthly basis, provide older adults in PSA 6 with access to the social engagement platform, Uniper, which will allow them to use their television or tablet as a live, interactive communication tool. This service may also be combined with internet access if the client does not already have internet and is unable to afford internet service. Uniper is designed to target those who live alone or who may be unable to attend social events/activities outside of their home, but want to learn new things and enjoy the company of others. If a client is struggling with independently accessing Uniper services, SCC staff coordinate with the client and Uniper to troubleshoot and provide technical assistance.	Completed and ongoing » Served 46 unduplicated clients from January through May 2026, including 176 units of service and 1 installation
2. Action step updated: Serve 25-50 older adults per month (may vary depending on demand) with a one-time purchase and installation of an Amazon Ring doorbell. The goal of this technology service is to promote safety, security, and independence in the older adult population. This service can also be an important caregiver safety and security tool to assist with monitoring those accessing the older adult's home. Due to current spending levels of American Rescue Plan Act funding, SCC is no longer offering Amazon Ring doorbells effective July 2024.	Completed » Provided 517 Ring doorbells to enhance clients' safety and independence from July 2023 through September 2024

3. Serve approximately 15-25 older adults per month (may vary depending on demand) with a one-time purchase of a robotic companion pet. The robotic companion pet provides older adults with an alternative to traditional pet therapy, with research indicating that the service helps to reduce feelings of depression, isolation, and loneliness.	Completed and ongoing » Provided Ageless Innovations pets to an average of 9 clients from January through May 2026. The monthly numbers varied based on demand. » Additional marketing may be conducted in the second half of 2026 to boost the overall number of robotic companion pets ordered monthly.
4. Action step updated (to be more achievable): On a monthly basis, provide approximately 700 50 educational classes to older adults residing in PSA 6 using the online educational platform, GetSetUp. The classes offered through the GetSetUp platform are provided in real-time by predominantly older adults with a focus on health and wellness, developing computer skills, cooking, and learning a second language. This service allows older adults to acquire knowledge, experience, and skills that promote personal enrichment and wellbeing. This goal was adjusted due to decreased GetSetUp class utilization. Additionally, SCC ARP funding is ending, so SCC will transition this service to OAA funding.	Completed and ongoing » Provided an average of 83 GetSetUp classes to clients each month from January through May 2026 » Included information about GetSetUp in the SCC newsletter in April 2026 to help boost monthly enrollment
5. Coordinate at least one training per year for ADRC staff through the Florida Association for Assistive Services & Technology (FAAST) and/or the Center for Independent Living (CIL).	Completed and ongoing » ADRC staff members received training in March 2026
6. Promote resources such as Florida Alliance for Assistive Services & Technology (FAAST), Self-Reliance, and the Center for Independent Living (CIL) through quarterly newsletter articles and social media posts.	Completed and ongoing » Promoted assistive technology resources on Facebook in March and June 2026
7. Action step updated (to be timed): Identify 10 new organizations for addition to the resource database by 12/31/2027.	To be completed by the end of 2027 » In process: Added 5 of 10 resources since January 2024
8. Action step updated (to be timed and more specific): Use ALT Text in a minimum of 15% of images posted on social media by 12/31/2024 and 25% of images posted on social media by 12/31/2025. Alternative text allows individuals with visual impairments to hear a description of an image.	Completed and ongoing » Approximately 50% of photos posted to SCC's Facebook and Instagram accounts include alternative (alt) text

9. Action step updated (in response to DOEA feedback): At least semiannually, support and share on the availability, integration, and best practices of assistive technologies with the service provider network. This can include sharing best practices with local/county first responders.	Completed and ongoing » Completed 3 of 2 in 2026 as of July 2026
---	---

DRAFT

Objective 1.2 Increase the AAA's functional capacity to serve older adults through strategic and meaningful partnerships and collaborations.	
Explanation The primary intent of this objective is to encourage the development of partnerships between AAAs and local actors in the elder services sector which will directly lead to increases in the services that AAAs are able to provide older adults residing in their areas.	
Strategies	Progress
1. Provide training, at least semi-annually, to professionals in the community on how they can gain access or make referrals to the ADRC with the use of referral forms and SCC's website. This can include ADRC Overview trainings.	To be completed by the end of 2026 and annually thereafter » In process: Provided 1 of 2 ADRC overview trainings as of June 2026
2. Action step updated (in response to DOEA feedback): At least semi-annually, the Long Term Care Services Manager or ADRC Director will attend ADRC/DCF/CARES Partnership meetings to facilitate receiving referrals, communication, and improve coordination when assisting consumers through the Medicaid eligibility process. PSA 5 hosts these meetings, and SCC's Long Term Care Services Manager or ADRC Director attend these meetings once per quarter.	Completed and ongoing » Attended meetings in February and May 2026
3. Action step updated (in response to DOEA feedback): Participate in at least one monthly community partnership meetings and coalitions such as Latino Coalition Workgroup and Transportation Disadvantaged Local Coordinating Boards for the purposes of networking and ADRC outreach.	Completed and ongoing » Participated in a variety of meetings, including Agency Connection Network, Better Living for Seniors Polk, Latino Coalition Workgroup, and Highlands Interagency
4. Participate on a monthly basis in the Florida Association of Area Agencies on Aging (F4A) meetings to further develop relationships with other AAAs as well as ensure streamlined service coordination.	Completed and ongoing » Attended collaborative, monthly F4A meetings and statewide workgroups routinely, as well as a face-to-face leadership meeting in July 2026

5. Action step updated (to be more achievable): Increase capacity by developing and/or maintaining relationships with local colleges and universities, which can include providing ADRC overview training to students in order to and/or hosting a minimum of one an intern per year annually.	Completed and ongoing » Hosted an intern in the Veterans Services Department during spring semester 2026 » Conducted 2 elder abuse prevention trainings for classes at the University of Tampa » Attended the University of South Florida (USF) College of Public Health Internship and Career Fair » Met with a USF professor to discuss future collaboration opportunities » Conducted elder abuse prevention training for a USF College of Public Health class » Met with a Hillsborough College program coordinator to obtain information on hosting student interns in future semesters
6. Provide the ADRC referral form to ten professionals/groups per year, in order to increase ease of referrals.	To be completed by the end of 2026 and annually thereafter » In process: Provided 5 of 10 in 2026 as of June 2026
7. Action step updated (in response to DOEA feedback): Annually, SCC will host a round-table discussion with APS and Lead Agencies to explore ways of improving processes, communication, and best practices among all entities. This is primarily aimed at enhancing collaboration on high-risk referrals that APS sends the Lead Agencies, to better mitigate client crises caused by abuse, neglect, and exploitation.	To be completed by the end of 2026 and annually thereafter » In process: Planned for completion in the fall of 2026

8. Action step updated (to be more achievable): Engage with a minimum of two LTC Medicaid Managed Care entities (allowed per AHCA's ITN) with a goal to facilitate a partnership to expand service delivery (sponsorship of health and wellness programming, agency support through in-kind donations, etc.) by 12/31/2024 12/31/2025.	Completed » Engaged with the managed care organizations Humana, Serenity Life ADC (a part of the corporate structure for Florida Community Care), and Florida Community Care. They were sponsors for SCC's annual Rise & Shine event in May 2026.
9. Engage with a minimum of two Continuing Care Retirement Communities (CCRCs) in PSA 6 to identify residents who may be in need of resources, health and wellness programs, SHINE, etc. by 12/31/2024.	Completed » Attended health fair at the Estates at Carpenters in Polk County » Conducted 2 health and wellness workshops at the Estates at Carpenters » Provided Medicare Open Enrollment Period education presentations and enrollment events at Westminster Lakeland Life Plan Community in Polk County

Objective 1.3 Explore new opportunities to reach previously underserved and emerging communities across all programs and services.	
Explanation The primary intent of this objective is for the AAA to detail how it plans to reach populations, across all programs and services, that have been previously identified as underserved or are emerging communities of elders towards whom outreach and targeting activities may not have been previously directed.	
Strategies	Progress
1. Action step updated (to be more achievable): Develop a flyer/poster for placement on 10 community bulletin boards or in healthcare facilities by 12/31/2024 12/31/2027 with 5 posted by 12/31/2026.	To be completed by the end of 2027 with 50% completed by the end of 2026 » Completed 0 of 10 as of July 2026 » In process: Will complete 5 by the end of 2026
2. Develop collaborations with a minimum of four faith-based organizations by 12/31/2025, in order to increase the disbursement of information through trusted community sources.	Completed » Collaborated with 7 of 4 as of June 2026

3. Develop collaborations with 10 healthcare providers who will provide patients with information about the Elder Helpline by 12/31/2025.	Completed » Collaborated with 10 of 10 as of December 2025
4. At least annually, participate in a minimum of five health fairs/events in areas identified as rural.	To be completed by the end of 2026 and annually thereafter » In process: Participated in 4 of 5 as of June 2026
5. Action step updated (to include Advisory Council): At least quarterly, collaborate with agencies and/or SCC Advisory Council members to provide outreach to consumers through avenues such as local newspapers, social media, medical providers, police departments, and aging forums that address elder hunger, memory disorders, and caregiver support.	Completed and ongoing » Collaborated on outreach in each quarter as of June 2026
6. At least annually, utilize Google Earth Pro and Elder Needs Index Maps to identify hard-to-reach areas to target services to the most at-risk seniors, including individuals in need of HCBS with LEP, low-income individuals living in rural populations, low-income minorities, and disabled individuals.	Completed and ongoing » Utilized by SCC and service providers » Reviewed Google Earth Pro and ENI maps with OAA service providers during Service Provider Application (SPA) office hours in May 2026

Objective 1.4 Help older adults achieve better quality of life by ensuring those who seek assistance are seamlessly connected to supportive programs and services.	
Explanation The primary intent of this objective is to address ways the AAA links elders to information and services and provides referrals to resources.	
Strategies	Progress
1. At least annually, request participation from the ADRC's Local Coordinating Workgroup members to assist with keeping the Agency's database resources up-to-date and referring new resources for inclusion.	To be completed by the end of 2026 and annually thereafter » In process: No Local Coordinating Workgroup meeting has been held in 2026 as of June
2. Action step updated (to reflect title/role change): Ensure that at least quarterly, the ADRC Director or Information and Referral Manager, Volunteer Manager/SHINE Liaison, and/or Outreach and Community Services Manager Outreach Manager and Community Liaison attend community meetings to help identify resources to be included in the Agency resource database.	Completed and ongoing » Attended multiple community meetings per quarter as of June 2026

3. Action step updated (to reflect the expansion of the eCIRTS database): At least quarterly, have a volunteer or administrative assistant review resources obtained at community meetings and determine which ones do not appear in the REFER/eCIRTS databases. Have the Data Resource Specialist add these resources to the REFER/eCIRTS databases.	Completed and ongoing » Added new resources quarterly as of June 2026
4. At least quarterly, leave brochures at clinics and community partners, such as Tampa Family Health Centers and the Center for Independent Living, to promote the ADRC.	Completed and ongoing » Provided SCC rack cards to community partners quarterly as of June 2026
5. By December 31, 2024, complete flow maps and guides for training and onboarding for the Information and Referral Department. This will ensure consistency with the training and onboarding process for all new hires to the Information and Referral Department.	To be completed by the end of 2026 » In process: Final updates and dissemination planned for August 2026
6. For successful referrals to the ADRC, provide training to all SHINE staff and volunteers upon onboarding and annually. This training will cover the process of submitting online referrals and the SCC website.	Completed and ongoing » Provided training and shadowing to new staff and volunteers in 2026
7. SHINE outreach volunteers and staff will receive annual specialized training and mentoring to ensure they accurately share information about all available programs and services during outreach events. Experienced outreach staff or volunteers through a mentoring partnership will conduct this training during scheduled events.	Completed and ongoing » Completed specialized trainings in February and May 2026 » Will conduct annual refresher training in October 2026

Objective 1.5 Bring attention and support to caregivers, enabling them to thrive in this fundamental role.	
Explanation The primary intent of this objective is to strengthen caregiver services to meet individual needs.	
Strategies	Progress
1. Serve approximately 40 caregivers per month through the TCARE program. TCARE provides caregivers with customized resources and support to help reduce caregiver stress and burden while increasing caregiver effectiveness. TCARE also helps to delay nursing home placement of the care recipient.	Completed and ongoing » Served an average of 43 caregivers per month in 2026, as of June 2026 » In process: Creating a guide covering the features of TCARE, along with differences between TCARE and the Florida Alzheimer's Center of Excellence (FACE) Care Navigation Program for ADRC staff to increase awareness of TCARE services and when to send referrals

2. On an ongoing basis and as appropriate, provide older caregivers in PSA 6 with access to the social engagement platform, Uniper, which will allow them to use their television or tablet as a live, interactive communication tool.	Completed and ongoing » Served 46 unduplicated clients from January through May 2026, including 176 units of service and 1 installation
3. On an annual basis, coordinate at least one training with the Alzheimer's Association for ADRC staff. This will ensure awareness of the various services offered by the Alzheimer's Association and how to make referrals.	To be completed by the end of 2026 and annually thereafter » In process: Scheduled for August 2026
4. On an annual basis, coordinate attendance by ADRC staff to attend at least two caregiver support group meetings offered by the Alzheimer's Association, to hear concerns shared by caregivers and determine additional ways the ADRC may be able to assist.	To be completed by the end of 2026 and annually thereafter » In process: Coordinated with USF Byrd Alzheimer's Center and Research Institute for attending support groups later in 2026
5. By December 31, 2025, share via social media programming on having difficult eldercare conversations. The intent of this action step is to empower caregivers and their families to discuss long-term care options and end-of-life care, before the caregiver and older adult are in a crisis.	Completed » Posted to social media in April 2025
6. SCC will fund an array of services to address the needs of caregivers through the OAA Title III-E National Family Caregiver Support Program such as respite, adult day care, legal assistance, support groups, housing improvement, and information.	Completed and ongoing » Provided OAAIII-E respite, adult day care, legal assistance, housing improvement, intake/screening, information/referral, education, and outreach to support caregivers in 2026
7. At least annually, advocate for increased funding for the caregiver programs with multiple entities to include not only state and federally funded grants but also city, county, and private entity resources.	Completed and ongoing » Advocated at legislative meetings in Hardee, Hillsborough, and Manatee counties and with a senate staffer in Washington D.C. since August 2025 » Advocated for Polk County healthcare funding to support an Adult Day Care pilot program. Submitted SCC grant proposal in 2026 and awaiting formal approval.

8. Have access to unrestricted crisis funds when available, to assist with caregiver unmet needs, from the result of fundraising efforts and initiatives through the Board of Directors.	Completed and ongoing » Provided assistance to 10 individuals through the SCC Crisis program in the first quarter of 2026, with 3 specifically used to address urgent caregiver needs » Paid \$1,669.55 for utilities and to address housing needs for these 3 caregivers and their loved ones
--	--

Goal 2 Ensure that Florida is the nation's most dementia and age friendly state by increasing awareness and caregiver support, while enhancing collaboration across the aging network.	
Objective 2.1 Directly support communities in becoming dementia friendly.	
Explanation The primary intent of this objective is for the AAA to engage in activities which help to increase their community's support of people living with dementia and their caregivers. The ultimate aim is for people living with dementia to remain in their community, while engaging and thriving, in day to day living.	
Strategies	Progress
1. Senior Connection Center's President & CEO will continue to serve as co-leader, along with a staff member of the Memory Disorder Clinic, of the Hillsborough County's DCCI Initiative.	Completed and ongoing » Attended meetings in January and April 2026 » Attended the statewide DCCI meeting led by the DOEA in June 2026
2. Recruit a minimum of two new members annually to the Hillsborough County DCCI Initiative.	Completed and ongoing » Recruited 3 new members in 2026 as of June 2026
3. Senior Connection Center's staff will annually support and participate in the local Walk to End Alzheimer's.	Completed and ongoing » Our team will participate in the Tampa Walk to End Alzheimer's on October 17, 2026
4. Senior Connection Center's staff will continue to participate in Manatee and Polk County's DCCI Initiatives by attending routine meetings.	Completed and ongoing » Participated in meetings regularly

Objective 2.2 Increase acceptance across communities by raising concern and building awareness through a commitment to targeted action.	
Explanation The primary intent of this objective is to encourage the AAA to expand education and training opportunities across the spectrum of aging related issues.	
Strategies	Progress
1. Meet with Age-Friendly committee members a minimum of twice per year to collaborate on outreach initiatives.	To be completed by the end of 2026 and annually thereafter » In process: Completed 1 of 2 as of June 2026
2. Add a minimum of 10 links to Senior Connection Center's website by 12/31/2026 for resources for aging-related topics.	To be completed by the end of 2026 » Completed 0 of 10 as of July 2026 » In process: Will complete 10 by the end of 2026
3. Provide a minimum of two trainings per year for outreach staff on age-related topics and resources, such as the Alzheimer's Association and hospice.	To be completed by the end of 2026 and annually thereafter » In process: Completed 1 of 2 as of June 2026
4. Collaborate with local DCCIs to identify a minimum of three organizations/agencies who are interested in receiving dementia sensitivity training by December 31, 2025.	Completed and ongoing » DCCIs in our service area have trained many businesses over the course of this Area Plan
5. On a quarterly basis, post information on social media focusing on aging issues such as dementia, caregiving, and ageism.	Completed and ongoing » Completed through Facebook posts in February and May 2026
6. Action step updated (to be more achievable): On an annual basis, promote Alzheimer's and Brain Awareness Month through means such as social media platforms and electronic newsletter.	Completed and ongoing » Promoted through an SCC newsletter article in June 2026

Objective 2.3 Strengthen and enhance information sharing on dementia and aging issues to promote widespread support.	
Explanation The primary intent of this objective is for the AAA to foster increased collaboration with external organizations and stakeholders in order to identify best practices and effective methodologies.	
Strategies	Progress
1. By December 31, 2024, provide at least one training to the Local Coalition Workgroup covering aging-related issues and/or Alzheimer's disease and other related dementias.	Completed » Provided by the USF Health Byrd Alzheimer's Center and Research Institute in December 2024
2. Through the DCCI partnership in Hillsborough County, identify an easily understood dementia guide for distribution to caregivers by 12/31/2024.	Completed » Identified in 2024
3. Through the DCCI partnership in Hillsborough County, distribute the aforementioned identified dementia resource guide to caregivers by 12/31/2025.	Completed » Distributed guide to caregivers in 2025
4. Continue active participation in the DCCI Initiatives in Polk and Manatee counties by attending meetings, providing agency updates, and contributing to identified projects.	Completed and ongoing » Participated in meetings regularly
5. Conduct joint outreach with the Alzheimer's Association or DCCIs a minimum of twice per year.	To be completed by the end of 2026 and annually thereafter » In process: Scheduled joint presentation with the Alzheimer's Association for October 2026
6. On a quarterly basis, promote DCCI information, training, and programs through Senior Connection Center's social media platforms.	Completed and ongoing » Completed through Facebook posts in March and June 2026

Objective 2.4 Increase access to supportive housing with services and increase supports for older adults at risk of experiencing residential insecurity.	
Explanation The primary intent of this objective is the exploration of policies to specifically address shortages of supportive housing options in the AAA's area and encouraging targeting of elders that have been identified as facing residential insecurity.	
Strategies	Progress

1. During the annual budgeting process, SCC will ensure that funding is allocated to support an array of services for elders and their caregivers facing housing insecurity, such as funding to support housing improvement projects, environmental modification access, rental assistance (SCC crisis funding), and enhanced chore services.	Completed and ongoing » SCC continues to allocate funding that goes toward chore and enhanced chore services. In addition, our SCC Crisis fund has provided rental assistance to seniors in crisis.
2. Action step updated (in response to DOEA feedback): On a monthly basis, SCC staff will participate in at least one local “Continuum of Care” (CoC) program meeting. The CoC is a HUD initiative designed to bring community stakeholders (and their resources) together with a focus of ending homelessness. This includes ongoing participation by SCC staff in at least one CoC subcommittee, with the goal of forging new and existing partnerships with community stakeholders and helping with local CoC homeless initiatives.	Completed and ongoing » Attended monthly Tampa Hillsborough Homeless Initiative CoC meetings
3. Action step updated (in response to DOEA feedback): By December 31, 2025, identify at least one new partner, which specializes in affordable housing options and housing assistance to attend the Local Coordinating Workgroup. This will include reaching out to Florida Housing to see if SCC can attend a Florida Housing coalition meeting and/or if a representative from Florida Housing can attend an upcoming SCC LCWG meeting.	Completed » A new partner joined the Local Coordinating Workgroup in November 2025
4. Action step updated (in response to DOEA feedback): Prior to December 31, 2024, add at least five new housing resources to the information and referral database (REFER and/or eCIRTS). This will include review of ACL, Florida Housing, and AARP websites for more resources and housing information. This may also include utilizing existing relationships, or building new ones, with other agencies or organizations to find the most useful resources.	Completed » Identified 301 housing resources in April 2025 as part of the Housing Inventory Project » In process: Pursuing additional resources
5. Action step updated (in response to DOEA feedback): Annually seek out opportunities to participate in housing forums to advocate, share innovations, and learn how other entities are combating residential insecurity. This will include review of ACL, Florida Housing, and AARP websites for more resources, as well as housing forums and information. This may also include utilizing existing relationships, or building new ones, with other agencies or organizations to find the most useful resources.	To be completed by the end of 2026 and annually thereafter

6. Action step updated (to be more achievable in response to DOE feedback): Research and explore potential non-traditional housing alternatives, such as independent shared living options and home-mate matching programs, and add five two new resources to the database by December 31, 2025 2027. This will include review of ACL, Florida Housing, and AARP websites for more resources and housing information. This may also include utilizing existing relationships, or building new ones, with other agencies or organizations to find the most useful resources.	To be completed by the end of 2027 » Identified 1 of 2 but the company has since gone out of business » In process: Working to identify 2 additional resources that are non-traditional housing alternatives
--	--

DRAFT

Goal 3 Enhance efforts to maintain and support healthy living, active engagement, and a sense of community for all older Floridians.	
Objective 3.1 Advocate with housing service providers, affordable housing developers, homeless programs, and other stakeholders to establish affordable housing options for older adults.	
Explanation The primary intent of this objective is to increase collaboration with other area organizations and stakeholders on the specific subject of elder housing and other associated residential issues.	
Strategies	Progress
1. Action step updated (in response to DOEA feedback): On a monthly basis, SCC staff will participate in at least one local “Continuum of Care” (CoC) program meeting. The CoC is a HUD initiative designed to bring community stakeholders (and their resources) together with a focus of ending homelessness. This includes ongoing participation by SCC staff in at least one CoC subcommittee, with the goal of forging new and existing partnerships with community stakeholders and helping with local CoC homeless initiatives.	Completed and ongoing » Attended monthly Tampa Hillsborough Homeless Initiative CoC meetings
2. At least semi-annually, SCC’s ADRC management staff will communicate with the Local Coordinating Workgroup (LCWG) members who specialize in housing options and assistance, such as Tampa Housing Authority, to explore available, affordable housing options.	To be completed by the end of 2026
3. Action step updated (in response to DOEA feedback): By December 31, 2025, identify at least one new partner that specializes in affordable housing options and housing assistance to attend the LCWG. This will include reaching out to Florida Housing to see if SCC can attend a Florida Housing coalition meeting and/or if a representative from Florida Housing can attend an upcoming SCC LCWG meeting.	Completed » A new partner joined the Local Coordinating Workgroup in November 2025 » Contacted Florida Housing to determine if SCC can attend a coalition meeting
4. Action step updated (in response to DOEA feedback): Prior to December 31, 2024, add at least five new housing resources to the information and referral database (REFER and/or eCIRTS). This will include review of ACL, Florida Housing, and AARP websites for more resources and housing information.	Completed » Identified 301 housing resources in April 2025 as part of the Housing Inventory Project » In process: Pursuing additional resources

Objective 3.2 Promote empowered aging, socialization opportunities, and wellness, including mental health, healthy nutrition, exercise, and prevention activities.	
Explanation The primary intent of this objective is to promote greater integration opportunities for elders in the AAA's service area in an effort to promote increased health, wellness, mental well-being, and satisfaction. Empowered aging is defined as making sure that older persons have the opportunity to learn, discuss, decide, and act on decisions that directly impact their care, concerns, and quality of life.	
Strategies	Progress
1. Action step updated (to be timed): Encourage life-long learning by locating 10 additional resources for addition to the database that provide opportunities for recreational, academic or leisure activities by 12/31/2027.	To be completed by the end of 2027 » In process: Added 1 of 10 new, life-long learning resources as of June 2026
2. Hold two evidence-based workshops that focus on fall prevention or diabetes education in each of ten areas identified as having high rates of falls or individuals with diabetes or pre-diabetes, with 50% completed by 12/31/2025.	To be completed by the end of 2027 » In process: Completed 17 of 20 as of June 2026
3. In order to better serve our population of older adults, utilize connections with community partners to recruit two bilingual (Spanish/English) community volunteers to conduct evidence-based programming, with goal to be completed by 12/31/2025.	To be completed by the end of 2026 » Recruited 1 of 2 bilingual community volunteers/staff as of June 2026 » In process: Identified and contacted interested bilingual volunteers and training is anticipated in 2026
4. Conduct five joint presentations ("Coffee & Conversations") with community partners such as Alzheimer's Association, Social Security Administration, or hospice providers at local libraries or public venues, with 60% completed by 12/31/2025.	To be completed by the end of 2027 with 60% completed by the end of 2026 » Completed 0 of 5 as of June 2026 » In process: Scheduled 2 for the fall of 2026
5. Action step updated (to be more achievable): Conduct a minimum of six video interviews per year one video interview per month for posting on social media, with local resources that can assist with increased health, wellness, mental well-being, and quality of life.	To be completed by the end of 2026 and annually thereafter » In process: Completed 3 of 6 in 2026 as of June 2026
6. Create and or obtain existing information sheets (such as "Age Page") on 10 relevant topics, such as sleep, exercise, immunizations, and falls prevention, for distribution at a minimum of ten health fairs or community events, with 50% completed by 12/31/2025.	To be completed by the end of 2027 » In process: Completed 3 of 10 as of June 2026
7. Action step updated: During the OAA bid process, SCC will ensure funding is allocated to the Gerontological Counseling service available through OAA to support older adults and their caregivers to access mental health services throughout PSA 6.	To be completed as part of the next OAA bid process in 2028 for the 2029 contract

8. Action step updated (in response to DOEA feedback): Utilize social media to provide two stories of Post two videos to Senior Connection Center's YouTube channel about local older adults who live a healthy lifestyle by 12/31/2026.	To be completed by the end of 2026 » In process: Completed 1 of 2 by June 2026
9. Action step added (in response to DOEA feedback): Promote Enhanced Wellness, an evidence-based health and wellness program conducted by telephone, using flyers, electronic newsletter, or social media, in order to assist homebound and isolated older adults annually.	Completed and ongoing » Distributed flyers at several presentations and health fairs in 2026
10. Action step added (in response to DOEA feedback): Promote SCC health and wellness classes during a minimum of ten SHINE outreach events by 12/31/2027.	To be completed by the end of 2027 » In process: Completed 5 of 10 as of June 2026
11. Action step added (in response to DOEA feedback): Coordinate at least one training on Senior Community Service Employment Program (SCSEP) programming with an SCSEP host agency for Elder Helpline staff by 12/31/2027.	To be completed by the end of 2027

Objective 3.3 Strengthen programs that promote uniting seniors and caregivers with community partners, enabling seniors to directly access service providers to meet their immediate needs.

Explanation The primary intent of this objective is to promote seamless access to available services.

Strategies	Progress
1. Action step updated (in response to DOEA feedback): At least semi-annually, the Long Term Care Services Manager or ADRC Director will attend ADRC/DCF/CARES Partnership Meetings to facilitate communication and improve coordination when assisting consumers through the Medicaid eligibility process. PSA 5 hosts these meetings, and SCC's Long Term Care Services Manager or ADRC Director attend these meetings once per quarter.	Completed and ongoing » Attended meetings in May and August 2026
2. Upon hire, require new LTCS Department staff to complete LTC Program Education Training that includes DOEA-approved training materials. This includes review of already created flow maps and guides for the LTCS Department.	Completed and ongoing
3. At least annually, provide staff training to help ensure ADRC staff properly identify and assist consumers who are at imminent risk of nursing home placement. This includes review of already created flow maps and guides for the LTCS Department.	Completed and ongoing » Provided team refresher training in April 2026
4. Adhere to the DOEA Enrollment Management System (EMS) procedures, on a monthly basis, by ensuring that Medicaid Waiver eligible consumers are released as approved by the DOEA when funding is available.	Completed and ongoing

5. At least annually, provide training for ADRC staff to assist consumers with SMMC LTC Medicaid Eligibility and waitlist placement functions. This includes review of already created flow maps and guides for the LTCS Department.	Completed and ongoing » Provided team refresher training in April 2026
6. At least semi-annually, the ADRC Manager will meet with the LCWG members to advise in the planning and evaluation of the ADRC and assist in the development of the ADRC's Annual Program Improvement Plan (APIP). This includes a review of Medicaid compensable activities.	To be completed by the end of 2026 and annually thereafter » In process: Completed 0 of 2 meetings in 2026 as of June 2026
7. At least annually, train and work with agency volunteers or the ADRC Administrative Assistant to review information contained on websites frequently used or visited by older adults or persons with disabilities and their caregivers in the PSA 6 coverage area. Review information on these various websites and contact web administrators about the potential to be included in their database or on their agency's website.	Completed and ongoing » Contacted 6 entities for SCC inclusion on their websites in 2026 and none have been agreeable yet, as of June 2026
8. Prior to December 31, 2024, determine at least one additional way to improve the phone system call tree that consumers access when they call the ADRC. Work with the MIS Department and make appropriate updates to the phone system, if needed.	Completed » Reduced phone tree menu options to reach SCC by phone more quickly
9. At least once annually, complete a secret shopper project with LCWG members. This will include requesting feedback regarding the assistance provided and the call flow process.	To be completed by the end of 2026 and annually thereafter » In process: Completed 0 of 1 in 2026 as of June 2026
10. Action step added (in response to DOEA feedback): Provide specialized, local training on MIPPA procedures for new SHINE volunteers and their mentors, and offer an annual SHINE refresher training for volunteers, conducted by a certified SHINE trainer, to ensure volunteers remain well versed in financial assistance. These trainings equip volunteers with the knowledge to identify clients eligible for MSP and Extra Help benefits and to guide clients to access these valuable services.	Completed and ongoing » Provided group training to volunteers and orientation training to new volunteers » Provided local training in March 2026 » Provided annual SHINE refresher training in August 2026
11. Action step added (in response to DOEA feedback): Refer consumers and caregivers to the Florida Alzheimer's Center of Excellence (FACE) on an ongoing basis to connect them with a Care Navigator, ensure clients gain access to all available local resources, and reduce the waitlist and demands on AAA staff. All referrals made to the FACE program will be tracked in eCIRTS notes.	Completed and ongoing » Provided a refresher training on FACE to ADRC staff members in April 2026 and they continue to refer consumers to the program

Goal 4 Advocate for the safety and the physical and mental health of older adults by raising awareness and responding effectively to incidence of abuse, injury, exploitation, violence, and neglect.	
Objective 4.1 Increase effectiveness in responding to elder abuse and protecting older adults through expanded outreach, enhanced training, innovative practices, and strategic collaborations.	
Explanation The primary intent of this objective is for the AAA to use existing mechanisms to increase public awareness, expand learning opportunities, and work with community stakeholders to both respond to instances of elder abuse and promote increased prevention.	
Strategies	Progress
1. Provide information on elder abuse prevention at a minimum of 10 community events per year, with at least five community events focused on rural areas.	Completed and ongoing » Completed 16 of 10 in 2026 as of June 2026
2. Provide presentations on elder abuse prevention at a minimum of 10 venues in low-income areas.	To be completed by the end of 2027 » In process: Completed 2 of 10 as of June 2026
3. Distribute Senior Legal Helpline information at a minimum of 10 community events per year.	Completed and ongoing » Completed 18 of 10 in 2026 as of June 2026
4. Action step updated (in response to DOEA feedback): Annually, SCC will host a round-table discussion with APS and Lead Agencies to explore ways of improving processes, communication, and best practices among all entities. This is primarily aimed at enhancing collaboration on high-risk referrals that APS sends the Lead Agencies, to better mitigate client crises caused by abuse, neglect, and exploitation.	To be completed by the end of 2026 and annually thereafter » In process: Planning to schedule the next round-table discussion for the fall of 2026
5. Participate in quarterly Interdisciplinary Team (formerly Adult Protection Team) meetings as a joint endeavor to prevent elder abuse, neglect, and exploitation.	While the frequency was not achieved every quarter in 2026, this is to be consistently completed once the Interdisciplinary Team meetings resume » The meeting has new leadership and the individual now in charge has not yet invited community members » In process: Reached out to the new leadership again to ensure SCC is included when the meetings resume

6. Participate as needed with Lead Agencies and APS in the staffing of challenging high-risk APS referrals to increase collaboration amongst entities and lead to better outcomes for the high-risk older adult.	Completed and ongoing » Staffed referrals with Lead Agencies routinely, as needed » Updated and distributed APS reference sheets to APS and Lead Agency staff to facilitate effective collaboration in February 2026
7. Action step added (in response to DOEA feedback): Observe World Elder Abuse Awareness Day annually on or around June 15 through means such as events or social media, in order to raise awareness and educate the public on topics related to elder abuse, neglect, and exploitation.	Completed and ongoing » Participated in statewide, virtual event » Promoted WEAAD on social media and in SCC newsletter
8. Action step added and updated (in response to DOEA feedback): Integrate SMP training into the mentoring curriculum for all new SHINE volunteers and staff to enhance their preparedness for community outreach and education initiatives by December 31, 2025. (Our strategy for beneficiaries relies on a two-pronged approach: deploying targeted educational campaigns for older adults, and expanding a direct-assistance network for hands-on fraud reporting support. Powering this network are volunteers who receive specialized SMP training during mentoring sessions one month before going active and all volunteers receive annual refresher training.)	Completed and ongoing » Provided training to new volunteers in March and June 2026

Objective 4.2 Increase capacity and expertise regarding the Department's ability to lead in efforts to stop abuse, neglect, and exploitation (ANE) of older adults and vulnerable populations.	
Explanation The primary intent of this objective is to expand and improve the efficacy of efforts supporting ANE interventions.	
Strategies	Progress
1. Provide monthly updates to staff and volunteers via email on local and national resources and research on ANE.	Completed and ongoing » Provided through SCC newsletter and emails
2. Utilize social media to provide information on a monthly basis related to ANE.	Completed and ongoing » Provided through Facebook and Instagram posts
3. Ensure that all new ADRC staff complete training with the Outreach and Community Services Manager covering the importance of making referrals, when appropriate, to Department of Children and Families (DCF) Adult Protective Services (APS).	Completed and ongoing

4. On an annual basis, facilitate training for ADRC staff with the DCF covering APS referrals.	Completed and ongoing » Facilitated in February 2026
5. By December 31, 2024, facilitate training for the LCWG with DCF covering APS referrals.	Completed » Facilitated in December 2025
6. By December 31, 2024, review and update ADRC procedures covering how to best assist callers who are actively experiencing abuse, neglect, or exploitation, and those callers who may be an active threat to themselves or others.	Completed » Reviewed and updated in April 2024 » Additional updates are in progress as of June 2026
7. At least annually, invest in staff training to help ensure ADRC staff are following proper procedures for those who are referred to the ADRC as low or moderate risk consumers by DCF's APS.	Completed and ongoing » Facilitated in April and May 2026

Objective 4.3 Equip older adults, their loved ones, advocates, and stakeholders with information needed to identify and prevent abuse, neglect and exploitation, and support them in their ability to exercise their full rights.	
Explanation The primary intent of this objective is for the AAA to expand existing education/outreach/awareness efforts such as websites, newsletters, presentations, and/or other community outreach activities to include prevention of abuse, neglect, and exploitation.	
Strategies	Progress
1. Provide guest interviews for three local podcasts, in order to provide information on elder abuse prevention. This is to be completed by 12/31/2026.	To be completed by the end of 2026 » In process: Completed 1 of 3 as of June 2026
2. Provide interviews on elder abuse prevention for three radio or television outlets. This is to be completed by 12/31/2027.	To be completed by the end of 2027 » In process: Completed 0 of 3 as of June 2026
3. Support the Long-Term Care Ombudsman Program, by promoting residents rights during Residents' Rights Month in October of each year by posting a minimum of two items on social media.	To be completed in October 2026 and each October thereafter » Completed in October 2025
4. Provide quarterly training opportunities to providers, local non-profit organizations, government entities, or college/university students, in order to educate professionals on indicators of abuse and mandatory reporting requirements.	Completed and ongoing » Provided 2-3 times per quarter in 2026 as of June 2026
5. Action step added (in response to DOEA feedback): Enhance the SCC website to prominently feature SMP's role in supporting the community by 12/31/2025.	Completed » Launched updated website in February 2026

6. Action step added (in response to DOEA feedback): Integrate SMP information into the bi-weekly newsletter a minimum of twice per year to increase visibility and engagement.	To be completed by the end of 2026 and annually thereafter » In process: Completed 1 of 2 in 2026 as of June 2026
---	--

Objective 4.4 Continue to improve older Floridian's access to legal services which have a direct positive impact on their ability to stay independent in their homes and communities, and most importantly, exercise their legal rights.	
Explanation The primary intent of this objective is to enable the AAA to detail efforts to make legal services more accessible to seniors, particularly those seniors in greatest economic or social need, as well as to improve the breadth and quality of legal services available.	
Strategies	Progress
1. On an annual basis, SCC will host joint-planning meetings with legal service providers to help identify target groups, priority legal issues, and assist with targeted education efforts to ensure seniors with the most critical needs are reached and served.	To be completed by the end of 2026 and annually thereafter » Completed in November 2025 » In process: Planning to schedule the next meeting for the fall of 2026
2. At least annually, the CQA Department will assist the ADRC Director with developing cross-training opportunities between contracted legal service providers and the ADRC staff. The goal of the cross training is to improve the referral process between these entities.	Completed and ongoing » Completed in April 2026
3. Use data from the uniform statewide reporting system to assist with the annual monitoring efforts of the legal service providers. Data will be used to help identify whether the legal service provider is reaching targeted groups and priority areas.	Completed and ongoing » Reviewed data on legal assistance provided (targeted populations served and priority legal issue areas addressed) and completed follow-up, as needed
4. Action step updated: On an annual basis, attend the Elder Justice Conference, which is a multi-disciplinary conference focusing on legal issues relevant to all aging advocates. This conference is no longer being held annually. Senior Connection Center and provider staff will attend the conference again, if and when it occurs in the future.	Due to the conference not occurring, this item is on hold until the conference is held again.

Goal 5 Increase Disaster Preparation and Resiliency	
Objective 5.1 Strengthen emergency preparedness through comprehensive planning, partnerships, and education.	
Explanation The primary intent of this objective is to highlight the critical importance of the emergency preparedness plan prepared by the AAA.	
Strategies	Progress
1. On an annual basis, review and update as necessary the Continuity of Operations (COOP) and Comprehensive Emergency Management Plan (CEMP) documents. This will help to ensure SCC has addressed any needed policies, community partnerships, and training in advance of any declared disaster.	Completed and ongoing » Submitted COOP/CEMP to DOEA in May 2026
2. On an annual basis, analyze, review, develop, and implement flexible and responsive procedures for continuing services in the event of a disaster.	Completed and ongoing » Submitted COOP/CEMP to DOEA in May 2026
3. On an annual basis, hold at least one training for AAA staff covering the purpose of the COOP and CEMP, the EPRT Team and functions, and ensuring family disaster plans are kept up-to-date.	To be completed by the end of 2026 and annually thereafter » Provided staff with annual training on the importance of disaster planning » Reminded staff about updating their family disaster plans monthly » In process: Management will develop staff training to review our COOP/CEMP and EPRT team functions by the end of 2026
4. Attend at least quarterly meetings through the Tampa Bay Health and Medical Preparedness Coalition. The mission of the Coalition is to build collaboration, preparedness, and resilience in the health and medical community of the greater Tampa Bay region, including Hillsborough, Hardee, Polk, and Manatee Counties.	Completed and ongoing » Attended meetings/trainings monthly in 2026 as of June 2026

Objective 5.2 Ensure communication and collaboration between the Department, emergency partners, and the Aging Network, before, during, and after severe weather, public health, and other emergency events.	
Explanation The primary intent of this objective is to focus attention on the importance of interagency communication and collaboration in disaster preparedness and response activities.	
Strategies	Progress
1. On an annual basis, meet or speak with local Emergency Management Operation staff to ensure disaster preparedness issues that affect elders are recognized and addressed.	Completed and ongoing » Completed in March and June 2026
2. Ensure annually that necessary agreements with community partners are in place to provide disaster relief and recovery when needed and update agreements as necessary.	Completed and ongoing » Working toward updating MOU with DOEA CARES
3. SCC staff will annually review the local service provider disaster preparedness plans submitted as part of their Service Provider Application, and make recommendations as needed.	Completed and ongoing » Reviewed local service providers' disaster preparedness plans through routine, annual Service Provider Application (SPA) reviews » Expanded the disaster preparedness and response information providers must include in their SPA narrative, which they submit in addition to their stand-alone disaster preparedness plans
4. Attend at least quarterly meetings through the Tampa Bay Health and Medical Preparedness Coalition. The mission of the Coalition is to build collaboration, preparedness, and resilience in the health and medical community of the greater Tampa Bay region, including Hillsborough, Hardee, Polk, and Manatee Counties.	Completed and ongoing » Attended meetings/trainings monthly in 2026 as of June 2026

Objective 5.3 Explore and support efforts to make community disaster shelters more responsive to elder needs in general, with specific emphasis on providing appropriate emergency shelter to elders with dementia related concerns.	
Explanation The primary intent of this objective is to explore ways in which the AAA can support and extend emergency shelter options available to older adults residing within the PSA.	
Strategies	Progress

1. During times of disaster, SCC will collaborate with local Department of Health and Emergency Management contacts to assist with addressing older adult needs and providing resources. This may include activities such as SCC staff performing in-person screenings for services at shelters.	SCC has not needed to activate this strategy but is ready to put it in place should it be needed
2. During times of disaster, SCC will work closely with FEMA and DOH staff to identify older adults in which traditional methods of assistance may not be helpful, to come up with solutions to help with their individual needs. This may also include utilizing Hope Heroes Volunteers.	SCC has not needed to activate this strategy but is ready to put it in place should it be needed
3. On an annual basis, SCC's Elder Helpline will provide a public education and awareness campaign in order to assist older adults with pre-storm planning; this will include guidance on how to register for a Special Needs Shelter when necessary.	Completed and ongoing » Implemented in May and June 2026
4. At least annually, promote how to register for a Special Needs Shelter through social media.	To be completed by the end of 2026 and annually thereafter » In process: Planned for August 2026

Objective 5.4 Collaborate with state-wide and local emergency response authorities to increase levels of elder self-determination to evacuate once notices have been issued.	
Explanation The primary intent of this objective is to initiate or bolster AAA efforts towards increasing levels of voluntary elder evacuation during severe weather or other emergency events.	
Strategies	Progress
1. On an annual basis, SCC's Elder Helpline will provide a public education and awareness campaign in order to assist older adults with pre-storm planning; this will include guidance on how to register for a Special Needs Shelter when necessary.	Completed and ongoing » Implemented in May and June 2026
2. On an annual basis, ensure ADRC staff have storm and shelter-specific resources (i.e., transportation, access to nutrition and Special Need Shelter lists) to provide to older adults before and after a storm event.	Completed and ongoing » Done as part of the above public education and awareness campaign » Updated the Hurricane Preparedness Resource spreadsheet to ensure staff have access to the latest resources
3. At least annually, share via social media, information about evacuation zones, preparing for a shelter stay and locations to obtain sand bags.	Completed and ongoing » Posted to social media in June 2026

DRAFT

Direct Services Waiver Request Form

No new direct service waivers are being requested with the 2027 Area Plan Update.

OAA Title: III B III C1 III C2 III D III E

Service:

Section 307(a)(8) of the Older Americans Act provides that services will not be provided directly by the State Agency or an Area Agency on Aging unless, in the judgment of the State agency, it is necessary due to one or more of the three provisions listed below.

I. Please select the basis for which the waiver is requested (more than one may be selected).

- (i) provision of such services by the State agency or the Area Agency on Aging is necessary to assure an **adequate supply** of such services;
- (ii) such services are directly related to such State agency's or Area Agency on Aging's **administrative functions**; or
- (iii) such services can be provided **more economically, and with comparable quality**, by such State agency or Area Agency on Aging.

II. Provide a detailed justification for the waiver request.

III. Provide documentation of the public hearing held to gather public input on the proposal to directly provide service(s).

[Remainder of page left blank]

Assurances & Attestations

Section 306 Older Americans Act

Senior Connection Center, Inc. assures that all provisions of 42 U.S.C. § 3026 and 42 U.S.C. § 3027, including but not limited to the specific provisions detailed below, are adhered by, including:

1. The AAA assures that an adequate proportion, as required under section 307(a)(2) of the OAA and ODA Policy 205.00, Priority Services, of the amount allotted for part B to the planning and service area will be expended for the delivery of each of the following categories of services: services associated with access to services (transportation, health services including behavioral and mental health services, outreach, information and assistance and case management services), in-home services, and legal assistance; and assurances that the AAA will report annually to the State agency in detail the amount of funds expended for each such category during the fiscal year most recently concluded. (§306(a)(2))
2. The AAA assures it will set specific objectives for providing services to older individuals with greatest economic need, greatest social need, or disabilities, with particular attention to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas, and include proposed methods of carrying out the preference in the area plan. (§306(a)(4)(A)(i))
3. The AAA assures that it will include in each agreement made with a provider of any service under this title, a requirement that such provider will:
 - a. Specify how the provider intends to satisfy the service needs of low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas in the area served by the provider.
 - b. To the maximum extent feasible, provide services to low-income minority individuals, older individuals with limited English proficiency, and older individuals residing in rural areas in accordance with their need for such services; and
 - c. Meet specific objectives established by the AAA, for providing services to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas within the planning and service area. (§306(a)(4)(ii))
4. The AAA assures it will use outreach efforts that will identify individuals eligible for assistance under this Act, with special emphasis on:
 - a. Older individuals residing in rural areas;
 - b. Older individuals with greatest economic need (with particular attention to low-income minority older individuals and older individuals residing in rural areas);

- c. Older individuals with greatest social need (with particular attention to low-income minority older individuals and older individuals residing in rural areas);
- d. Older individuals with severe disabilities;
- e. Older individuals with limited English proficiency;
- f. Older individuals with Alzheimer's disease or related disorders with neurological and organic brain dysfunction (and the caretakers of such individuals); and
- g. Older individuals at risk for institutional placement, specifically including survivors of the Holocaust.

5. The AAA further assures that it will inform the older individuals referred to above, and the caretakers of such individuals, of the availability of such assistance. (§306(a)(4)(B))

6. The AAA assures it will ensure that each activity undertaken, including planning, advocacy, and systems development, will include a focus on the needs of low-income minority older individuals and older individuals residing in rural areas. (§306(a)(4)(C))

7. The AAA assures it will coordinate planning, identification, assessment of needs, and provision of services for older individuals with disabilities, with particular attention to individuals with severe disabilities and those at risk for institutional placement, with agencies that develop or provide services for individuals with disabilities. (§306(a)(5))

8. The AAA assures that it will provide a grievance procedure for older individuals who are dissatisfied with or denied services under this title. (§306(a)(10))

9. The AAA assures it will provide information and assurances concerning services to older individuals who are Native Americans (referred to in this paragraph as older Native Americans) including:

- a. Information concerning whether there is a significant population of older Native Americans in the planning and service area and if so, an assurance that the AAA will pursue activities, including outreach, to increase access of those older Native Americans to programs and benefits provided under this title;
- b. An assurance that the AAA will, to the maximum extent practicable, coordinate the services provided under Title VI; and
- c. An assurance that the AAA will make services under the area plan available to the same extent; as such services are available to older individuals within the planning and service area, who are older Native Americans. (§306(a)(11))

10. The AAA assures it will maintain the integrity and public purpose of services provided, and service providers, under 42 USCS §§ 3021 *et seq.* in all contractual and commercial relationships. (§306(a)(13)(A))

11. The AAA assures it will disclose to the Assistant Secretary and the State Agency:
 - a. The identity of each non-governmental entity with which such agency has a contract or commercial relationships relating to providing any service to older individuals; and
 - b. The nature of such contract or such relationship. (§306(a)(13)(B))
12. The AAA assures it will demonstrate that a loss or diminution on the quantity or quality of the services provided, or to be provided, under 42 USCS §§ 3021 *et seq.* by such agency has not resulted and will not result from such non-governmental contracts or such commercial relationships. (§306(a)(13)(C))
13. The AAA assures it will demonstrate that the quantity and quality of the services to be provided under this title by such agency will be enhanced as a result of such non-governmental contracts or commercial relationships. (§306(a)(13)(D))
14. The AAA assures it will, on the request of the Assistant Secretary of State, for the purpose of monitoring compliance with this Act (including conducting an audit), disclose all sources and expenditures of funds such agency receives or expends to provide services to older individuals (§306(a)(13)(E))
15. The AAA assures that funds received under this title will not be used to pay any part of a cost (including an administrative cost) incurred by the AAA to carry out a contract or commercial relationship that is not carried out to implement this title. (§306(a)(14))
16. The AAA assures that preference in receiving services under this title will not be given by the AAA to particular older individuals as a result of a contract or commercial relationship that is not carried out to implement this title. (§306(a)(14))
17. The AAA assures that funds received under this title will be used:
 - a. To provide benefits and services to older individuals, giving priority to older individuals identified in paragraph (4)(A)(i); and
 - b. In compliance with the assurances specified in paragraph (13) and the limitations specified in section 212. (§306(a)(15))
18. The AAA assures that data will be collected to determine that services are needed by older individuals whose needs were the focus of all centers funded under title IV in fiscal year 2019 and to determine the effectiveness of the programs, policies, and services provided by AAAs in assisting such individuals. (§306(a)(18))

19. The AAA assures that outreach efforts will be used to identify individuals eligible for assistance under this Act, with special emphasis on those individuals whose needs were the focus of all centers funded under title IV in fiscal year 2019. (§306(a)(19))

Area Agency on Aging Director

Name: Kim Northup Wright Signature: _____

Date: _____

DRAFT

DEPARTMENT OF HEALTH AND HUMAN SERVICES REGULATIONS TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

Senior Connection Center, Inc. hereinafter called the "recipient,"

HEREBY AGREES THAT it will comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d *et seq*) and all requirements imposed by or pursuant to the Regulation of the Department of Health and Human Services (45 CFR§ 80) issued pursuant to the title, to the end that, in accordance with Title VI of that Act and the Regulation, no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the recipient receives federal financial assistance from the Department; and HEREBY GIVES ASSURANCE THAT it will immediately take any measures necessary to effectuate this agreement.

If any real property or structure thereon is provided or improved with the aid of federal financial assistance extended to the recipient by the Department, this assurance shall obligate the recipient, or in the case of any transfer of such property, any transferee, for the period during which the real property or structure is used for a purpose for which the federal financial assistance is extended or for another purpose involving the provision of similar service or benefits. If any personal property is so provided, this assurance shall obligate the recipient for the period during which it retains ownership or possession of the property. In all other cases, this assurance shall obligate the recipient for the period during which the federal financial assistance is extended to it by the Department.

THIS ASSURANCE is given in consideration of and for the purpose of obtaining any and all federal grants, loans, contracts, property, discounts, or other federal financial assistance extended after the date hereof to the recipient by the Department, including installment payments after such date on account of the applications for federal financial assistance which were approved before such date. The recipient recognizes and agrees that such federal financial assistance will be extended in reliance on the representations and agreements made in this assurance, and that the United States shall have the right to seek judicial enforcement of this assurance. This assurance is binding on the recipient, its successors, transferees, and assignees, and the person or persons whose signatures appear below are authorized to sign this assurance on behalf of the recipient.

Area Agency on Aging Director

Name: Kim Northup Wright Signature: _____

Date: _____

DEPARTMENT OF HEALTH AND HUMAN SERVICES SECTION 504 OF THE REHABILITATION ACT OF 1973

Senior Connection Center, Inc. hereinafter called the "recipient,"

HEREBY AGREES THAT it will comply with Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), all requirements imposed by the applicable HHS regulation (45 C.F.R. § 84), and all guidelines and interpretations issued pursuant thereto.

Pursuant to [45 C.F.R. § 84.5(a)], the recipient gives this Assurance in consideration of and for the purpose of obtaining any and all federal grants, loans, contracts, (except procurement contracts and contracts of insurance or guaranty), property, discounts, or other federal financial assistance extended by the Department of Health and Human Services after the date of the Assurance, including payments or other assistance made after such date on applications for federal financial assistance that were approved before such date. The recipient recognizes and agrees that such federal financial assistance will be extended in reliance on the representations and agreements made in this Assurance and that the United States will have the right to enforce this Assurance through lawful means.

This Assurance is binding on the recipient, its successors, transferees, and assignees, and the person or persons whose signatures appear below are authorized to sign this Assurance on behalf of the recipient.

This Assurance obligates the recipient for the period during which federal financial assistance is extended to it by the Department of Health and Human Services or provided for in [45 C.F.R. § 84.5]. Pursuant to 45 C.F.R. § 84.7(a), if the recipient employs fifteen or more persons, the recipient designates the following person(s) to coordinate its efforts to comply with the regulation.

Name of Designee(s):	Kim Northup Wright
Title:	President and CEO
Recipient's Address:	8928 Brittany Way
	Tampa, FL 33619

Pursuant to 45 C.F.R. § 84.7(b), if the recipient employs fifteen persons or more, the recipient shall adopt grievance procedures that incorporate appropriate due process standards and that provide for the prompt and equitable resolution of complaints alleging any action prohibited by this part. Such procedures need not be established with respect to complaints from applicants for employment or from applicants for admission to postsecondary educational institutions.

IRS Employer I.D. Number: 59-2074063

AAA Board President (or other authorized official)

I certify that the above information is complete and correct to the best of my knowledge.

Name: Kim Borsheim Signature: _____

Date: _____

DRAFT

AVAILABILITY OF DOCUMENTS

Senior Connection Center, Inc. HEREBY GIVES FULL ASSURANCE that the following documents are current and maintained in the administrative office of the AAA and will be filed in such a manner as to ensure ready access for inspection by DOEA or its designee(s) at any time.

The AAA further understands that these documents are subject to review during monitoring by DOEA.

- (1) Current board roster
- (2) Articles of Incorporation
- (3) AAA Corporate By-Laws
- (4) AAA Advisory Council By-Laws and membership composition
- (5) Corporate fee documentation
- (6) Insurance coverage verification
- (7) Bonding verification
- (8) AAA staffing plan
 - (a) Position descriptions
 - (b) Pay plan
 - (c) Organizational chart
 - (d) Executive director's resume and performance evaluation
- (9) AAA personnel policies manual
- (10) Financial procedures manual
- (11) Functional procedures manual
- (12) Interagency agreements
- (13) Affirmative Action Plan
- (14) Civil Rights Checklist
- (15) Conflict of interest policy
- (16) AAA Board of Directors and Advisory Council meeting minutes
- (17) Documentation of public forums conducted in the development of the area plan, including attendance records and feedback from providers, consumers, and caregivers
- (18) Consumer outreach plan
- (19) ADA policies

- (20) Documentation of match commitments for cash, voluntary contributions, and building space, as applicable
- (21) Detailed documentation of AAA administrative budget allocations and expenditures
- (22) Detailed documentation of AAA expenditures to support cost reimbursement contracts
- (23) Subcontractor Background Screening Affidavit of Compliance

Certification by Authorized Agency Official:

I hereby certify that the documents identified above currently exist and are properly maintained in the administrative office of the Area Agency on Aging. Assurance is given that DOEA or its designee(s) will be given immediate access to these documents, upon request.

AAA Board President (or other authorized official)

Name: Kim Borsheim Signature: _____

Date: _____ Title: Board Chair