



ODP's Initial Goals & Objectives

(This document is the compilation of notes from the different table discussions held during the 12-10-07 ODP Kickoff Meeting regarding ODP's immediate and long-term goals).

1st Year ODP Goal: What Would You Like To See From This Planning Effort By the End of the 1st Year?

Shift our lens towards growing older as an opportunity, not something that creates problems.

Identify needs, opportunities and solutions from the perspective that boomers will be positive force, not a drain.

Create a vision of *Eschatological Planning* – what that is in 10 years and work our way back.

Create a workable model for us (the ODP) to follow.

Create a framework for local planning.

Find consensus among stakeholders and partners.

Generate a better understanding of the related issues - the challenges of the national trends and issues (*i.e.*, *Social Security*).

Identify information gaps for ODP planning purposes. For example: there are all sorts of informal “under the radar” forms of care being given: at what level is it happening and what support is needed to sustain this? How will this increase over time?

Generate widespread education in community like we have done today with the ODP leadership team.

This is a very complex set of issues that can't be tackled all at one time. Formulate ODP's scope and prioritization of key issues and opportunities we can thoughtfully address. For example: prioritize areas such as healthcare impact and planning for age wave.

Involve the public in the ODP planning process.

Educate legislators now about needs - government funding is so slow.

Identify best practices and lessons learned (i.e.: JABA in Charlottesville). Create an inventory of best practices we can all access.

Have more business involvement in ODP - get the attention of business community – invite involvement.

Showcase employers' and employees' (residents') needs - both older and younger employees:

- What employment benefits are important now and in the future – where does family care fit in?
- Understand what is important in attracting and
- How does long-term care, flextime, adult daycare fit in?
- Family care benefits / education... expectation of employees and role of employers in addressing related issues
- Appropriateness / comfort of employers addressing these issues.

Understand the tradeoffs and cost of additional / different benefits.

Create master evaluation metrics/ overall scorecard performance system:

- Design a comprehensive evaluation plan/system.
- Make it comprehensive. For example: awareness of and access to aging-related services, level of eldercare in the workforce, what people want and value in a community at different ages?
- Include all aspects of living: across all regions of Virginia; all types of areas: rural, suburban and urban; different living arrangements – home based and retirement communities; the workplace; and daily living services – e.g., grocery stores, etc.

(Note: some discussion groups called for this master evaluation metrics/ scorecard by year 5 - see next section).

Conduct initial benchmark survey to track performance.

Identify the key variables and drivers of this cause across all areas of engagement / living.

Make it personal – identify "real" stories to help inspire others.

5 Year ODP Goal: What Would You Like To See From This Planning Effort B In 5 Years?

Have a long-term vision in place and accepted of what Virginia should look like.

Create a master model for planning – at local levels and statewide.

Have a concrete plan in place – a strategic plan (roadmap) that stays on the desk, not on a shelf. The plan should include:

- Sustainable and funded plans (i.e. - *Practical Tool Kit about Aging*).
- Identified macro issues and their interdependence (i.e., medical schools and healthcare needs).
- Generate specific suggestions / plans (i.e., suggestions on how to make workplaces more age-friendly).
- Acknowledge who is addressing each issue.
- Comprehensive community dashboard to track work and report success on each macro issues.

Have enough information and buy-in to advance our plan.

Identify tangible crisis points, ways to measure them, and ways to deal with them.

Link the ODP initiative to effective land use and transportation planning to sustain the mobility of our aging population.

Include and work with numerous and diverse groups.

Develop more positive view on aging issues.

Make aging population one of the key issues within 5 years - part of our political landscape.

10 Year ODP Goal: What Would You Like To See From This Planning Effort In 10 Years?

Be a laboratory for national initiatives – make Virginia THE model.

Within 10 years, have the issue/cause positioned positively - not just doom and gloom - here's what we can do ... what we are doing.

Have this cause integrated with other related issues/causes.

Have measurable, positive outcomes.

Have an ongoing cost-benefit analysis to reinforce business' ongoing involvement – *their ROI*.

Have all communities involved across Central VA / the entire Commonwealth - have this cause aligned with their local community-based needs.

Have fully engaged ODP community partners in innovative partnerships – have many ODP stakeholders actively working together.

Ensure that all family members have consistent easy access to help - "no wrong door" (NWD). Enhance the awareness and level of connectivity of existing aging services so residents/families know where to go ... widely publicized & trained agency staffs:

- Senior navigator w/ NWD

- One place

- Work across all walks of life ... all \$ levels (& age)

- Not just Internet

- Available still w/ libraries

Understand real dollars / funding needed and identified potential sources (more than government solution).

Make aging a greater part of our culture – attributes that defines us!

Make the community a better place to live for everyone.

Make Virginia THE place to grow up and grow old.

Ride the wave, not be knocked over.