

Council on Aging of Central Oregon 2022-2023 Service Equity Plan

Executive Summary/Purpose:

The Council on Aging of Central Oregon (COA) represents Deschutes, Crook, Jefferson, and N. Klamath counties, which are among some of the fastest-growing counties in the state.

Council on Aging of Central Oregon GetCare and Regional Census Data - (provided by CSSU)

Council on Aging of Central Oregon	GetCare 2021	Region Census Estimates for 2020			
		All Ages	18+	55+	65+
Total Population	2,461	239,530	190,838	85,396	48,686
Race/Ethnicity					
White	2179	215,272	173,920	78,902	46,858
Black or African American	4	1,312	866	136	55
American Indian and Alaska Native	24	5,088	3,782	1,022	355
Asian	10	2,226	1,899	509	285
Asian Indian	-	136	-	-	-
Chinese	-	512	-	-	-
Filipino	-	485	-	-	-
Japanese	-	136	-	-	-
Korean	-	289	-	-	-
Vietnamese	-	111	-	-	-
Other Asian	-	557	-	-	-
Native Hawaiian and Other Pacific Islander	3	311	257	83	0
Native Hawaiian	-	1	-	-	-
Chamorro	-	31	-	-	-
Samoan	-	0	-	-	-
Other Pacific Islander	-	279	-	-	-
Some other race	7	5,056	3,627	706	427
Two or more races	1	10,265	6,487	1,469	706
Hispanic or Latino (of any race)	35	22,255	14,247	2,569	1,139
Unknown or Declined to State	233	-	-	-	-
Disability	367	-	30,027	-	15,234

Of those 65 years of age or older throughout the Central Oregon region, the Council on Aging has served 5.1% which helps to indicate the need for ongoing outreach to all communities. Specifically, outreach to underserved communities of color must be a priority. Below is a breakdown of the

current percentage of those identified as 65 years of age and older by Race/Ethnicity who were served by the Council on Aging in 2021:

White	4.7%
Black or African American	7.3%
American Indian and Alaska Native	6.8%
Asian	3.5%
Some other race	1.6%
Two or more races	0.1%
Hispanic or Latino (of any race)	3.1%

This type of analysis will need to be ongoing to help identify who is currently being served and where the gaps are in service and outreach efforts. While this is only an initial review, more robust and frequent analysis will be needed.

Census Data (provided by CSSU) – 2020

Crook County

Total Population	23,733	
Ages 18+	19,036	80.2%
Ages 65+	5,905	24.9%
Ages 18-64 with a Disability	4,293	18.1%
Ages 65+ with a Disability	2,181	9.2%
White	22,083	93.0%
Hispanic/Latinx	1,828	7.7%
Black/African American	33	0.1%
American Indian/Alaskan Native	219	0.9%
Asian	70	0.3%
Native Hawaiian/Pacific Islander	68	0.3%
Some other race	286	1.2%
Two or more races	974	4.1%

Deschutes County

Total Population	191,749	
Ages 18+	153,374	80.0%
Ages 65+	38,139	19.9%

Ages 18-64 with a Disability	21,951	11.4%
Ages 65+ with a Disability	11,305	5.9%
White	176,515	92.1%
Hispanic/Latinx	15,520	8.1%
Black/African American	1,100	0.6%
American Indian/Alaskan Native	1,332	0.7%
Asian	2,039	1.1%
Native Hawaiian/Pacific Islander	224	0.1%
Some other race	3,250	1.7%
Two or more races	7,289	3.8%

Jefferson County

Total Population	24,048	
Ages 18+	18,428	76.6%
Ages 65+	4,642	19.3%
Ages 18-64 with a Disability	3,783	15.7%
Ages 65+ with a Disability	1,748	7.3%
White	16,674	69.3%
Hispanic/Latinx	4,907	20.4%
Black/African American	179	0.7%
American Indian/Alaskan Native	3,537	14.7%
Asian	117	0.5%
Native Hawaiian/Pacific Islander	19	0.1%
Some other race	1,520	6.3%
Two or more races	2,002	8.3%

As the local Area Agency on Aging, COA serves a rural and diverse community which includes the Confederated Tribes of Warm Springs. By incorporating the Oregon Department of Human Services Equity North Star, as well as the framework laid out in the 2021-2025 Area Plan, our Service Equity Plan will:

- Be used as a framework and guide to impact hiring efforts and recruitment, educate staff and volunteers on how to improve community engagement across all consumers
- Be used as a starting point to develop strategies to identify and analyze gaps in service delivery, as well as develop and implement strategies to reach populations that are underserved

- Inform and guide staff in developing structures that expand DEI initiatives
- Inform the Board of Directors and Advisory Council as they develop the strategic plan as well as inform and support the development of the Area Plan
- Help COA identify and strengthen partnerships with community organizations serving diverse populations throughout Central Oregon

Mission:

COA's mission is to connect all consumers and their loved ones to information and services that support their changing needs around aging in place and/or managing disabilities in their own home. COA envisions an inclusive community that values older adults and those with disabilities and strives to assist them in growing older better, together.

Accordingly, COA advocates for, empowers and guides all consumers and their loved ones to live with independence and well-being in age-friendly communities.

Everything COA does is guided by compassion, collaboration, reliability, integrity, and respect. COA seeks input from stakeholders, works collaboratively with partners, and enters into agreements with service providers to operationalize its vision and values. Stakeholders include older adults, family members, caregivers, and specific communities (rural, urban, low-income, Latino/a/x, Spanish-speaking, and Native American); partners include DHS, APD, APS, county offices, the Latino Community Association, the Older Adult Behavioral Health Initiative, the Gero Leadership Alliance, and all agencies represented in the ADRC database; service providers include senior centers, hospice providers, and in-home health care and respite providers. COA intends to move to a more transformational relationship with stakeholders and providers, ensuring that those involved are at the table. COA will embrace and implement the principles of diversity, equity and inclusion so that all stakeholders and constituents understand our goals and values while moving into a space where COA's workforce directly reflects the diversity of the population being served.

Goal:

- Increase staff and volunteer readiness by providing **ongoing, quarterly** training/education opportunities around diversity, equity,

inclusion, and anti-racism, which incorporates up-to-date best practices and knowledge

- Provide resource and capacity building strategies for the Board and leadership team to ensure the inclusion of recommendations for equity work
- Create additional capacity to identify and reach diverse consumer populations and their caregivers to provide information, resources, and services
- Develop and implement a plan to identify and reach underserved populations throughout the PSA
- Include bi/multilingual hiring practices, materials in other languages, outreach to target populations
- Guide hiring practices to ensure that the Council on Aging's workforce represents those communities being served

Scope:

COA's scope primarily lies with the staff, Board, and volunteers; as well as consumers both currently being served and those who have yet to be identified/reached. We will provide a safe space, model positive behaviors, and include as many stakeholders as possible in developing our DEI policies and reinforcing our organizational values and expectations. Our values include respecting staff/volunteers' perspectives on one another and those they serve. We will also develop opportunities to influence our organizational culture and create initiatives for growing DEI awareness. We also plan to invite partners and contracted meal sites to participate by sharing ideas and tools. We will also work towards implementing DEI language as part of policy and in contract language with contracted partners.

Out of Scope:

COA leadership and staff may collaborate with, but will not influence the operations of other AAA offices or program areas within the APD office. COA understands that there will be no influence over government entities, societal and systemic institutions and other community partners aside from sharing and modeling the behaviors and expectations of COA staff and volunteers.

COA's Service Equity Workgroup: Roles and Responsibilities

<u>Name</u>	<u>Position</u>	<u>Role/Responsibility</u>
Cassie Regimbal	Associate Executive Director	Oversight, reporting, and overall accountability of the plan. Outreach and relationship building with community partners and organizations serving target populations, Board responsibilities, facilitating workgroup meetings
Steven Remington	Director of Development	Outreach and relationship building with community partners, donors, and organizations serving target populations. Board development and strategic planning assistance around DEI initiatives
Laurie Weber	Director of Creative Services	Development and review of marketing collateral, manage meeting minutes
Tia Linschied	Accounting Assistant-Nutrition	Identify online training opportunities in conjunction with the HR dept. Tracking of: training, outreach efforts, events, and community meetings with partners
Marianne McClure	Volunteer Manager	Outreach and relationship building with community partners and organizations serving target populations
TBD (to be posted in FY23)	Bilingual Outreach Case Manager	Outreach and relationship building with community partners and organizations serving target populations

COA’s Workgroup Development:

COA is committed to the ensuring that the makeup of the Service Equity Workgroup is culturally diverse, which has proven difficult given the current workforce makeup. We simply did not have any BIPOC staff members at

the time of this committee's inception, therefore we relied upon our experiences and relationships with non-staff community members to inform our progress as the plan came together. Consequently we did not explore 'non-staff' steering committee members. We are eager to fill the open position for a Latino Outreach Case Manager and will continue to enlist the BIPOC community as advisors and recruitment ambassadors.

COA's Staff Data:

Staff data was provided through the survey link, and the information is listed below:

Of the 25 current employees, 2 identify as American Indian and Alaska Native. 23 identify as White.

5 current employees identify as having a disability.

Ongoing review of this information as well as the consumer data will support efforts to develop a workforce which is representative of the communities being served by COA.

Internal Stakeholders:

- Board of Directors
- Advisory Council
- Volunteers
- All staff members
- Current consumers

External Stakeholders:

- D10 Dept. of Human Services, Aging, and People with Disabilities
- Latino Community Association
- Let's Talk Diversity Coalition
- OUT Central Oregon
- Abilitree
- The Confederated Tribes of Warm Springs
- APD Tribal Navigator Program
- Contracted Nutrition Sites
- Unserved/potential consumers
- Donors and funders

The goal(s) are most closely aligned with the APD Service Equity Goal of (Circle all that apply)

- Increasing outreach efforts targeted to culturally specific populations. (See definition of culture on pages 3 and 4 of Service Equity Toolkit).
- Increasing utilization of policy impact statements related to underserved communities in new or revised policies, OARs, and other APD rules.
- Engaging and increasing staff engaged in service equity efforts to foster empathy and strive for social justice in all their work.

Below, please include a milestone chart.

Action	Assigned to	Accountability	Outcome	Progress
Identify online training opportunities/vendors to share with staff (to be required) and volunteers (to be encouraged and potentially required) quarterly, as well as allocate a budget to bring in trainers/subject experts/advocates to meet with all staff quarterly (professional development) to expand DEI knowledge and awareness	Tia L. Laurie W.	Cassie R.		

--	--	--	--	--

Please indicate what category this action falls under:

- Staff Preparedness
 Provider Engagement and Preparedness
 Awareness
 Policies
 Access
 Service

Action	Assigned to	Accountability	Outcome	Progress
Identify and promote biannual in-person training and class opportunities for staff (required), volunteers, community partners and consumers to support transparency	Cassie R. Steven R. Marianne M.	Cassie R. Steven R.		

Please indicate what category this action falls under:

- Staff Preparedness
 Provider Engagement and Preparedness
 Awareness
 Policies
 Access
 Service

Action	Assigned to	Accountability	Outcome	Progress
Present SEP plan docs w/ recommendations to COA Board Planning Committee and Advisory Council.	Cassie R. Steven R.	Cassie R. Steven R.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Service

Action	Assigned to	Accountability	Outcome	Progress
Present to the Board an opportunity to revisit the Mission Statement to be more inclusive of all consumers served by COA.	Cassie R. Steven R.	Cassie R. Steven R.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Services

Action	Assigned to	Accountability	Outcome	Progress
Meet with Title VI Coordinator in Warm Springs to implement contract needed to support non-Tribal members in Warm Springs	Cassie R.	Steven R. Tia L.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Service

Action	Assigned to	Accountability	Outcome	Progress
Work with Tribal Navigator in conjunction with Senior Wellness Manager to identify, list and prioritize outreach opportunities to Elders in Warm Springs, including co-created marketing materials in key locations.	Cassie R. Laurie W.	Steven R. Marianne M.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Service

Action	Assigned to	Accountability	Outcome	Progress
Track the number of training sessions provided to staff and volunteers and the number of outreach efforts to community partners, including names of the organizations	Tia L.	Cassie R.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Services

Action	Assigned to	Accountability	Outcome	Progress
<p>In partnership with Latino organizations, develop and implement a media/outreach plan to identify places and ways to conduct outreach to target populations, build awareness of programs available and outreach to local communities. This includes translating materials not available through the state, radio/television outreach, and printed media. (Target translations will be based on demographics of PSA reach and frequency).</p>	<p>Laurie W. Marianne M. TBD</p>	<p>Cassie R.</p>		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Services

Action	Assigned to	Accountability	Outcome	Progress
Review of current marketing materials for cultural appropriateness	Laurie W. TBD	Cassie R.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Service

Action	Assigned to	Accountability	Outcome	Progress
Partner with Latino organization to assist in identifying and recruiting a bilingual Outreach/Case Manager	Cassie R. Steven R. TBD	Cassie R. Steven R.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Service

Action	Assigned to	Accountability	Outcome	Progress
Designate identified staff as a point of contact for outreach plan development (including tracking of outreach efforts) and relationship building, as well as oversight of OAA programs for Spanish speaking consumers and local organizations	Steven R. TBD	Cassie R.		

Please indicate what category this action falls under:

- Staff Preparedness
 Provider Engagement and Preparedness
 Awareness
 Policies
 Access
 Services

Action	Assigned to	Accountability	Outcome	Progress
Perform ongoing gaps analysis/review of consumers served by COA to assist in identifying and reaching underserved populations, including those who are at the	Steven R. TBD	Cassie R.		

highest level of economic and social need				
---	--	--	--	--

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Services

Action	Assigned to	Accountability	Outcome	Progress
Review all job descriptions and hiring practices as positions become available to ensure COA's workforce represents the communities being served. Explore workforce recruitment opportunities/avenues to support these efforts	Steven R. Marianne M. TBD	Cassie R.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Services

Action	Assigned to	Accountability	Outcome	Progress
Review Service Equity Workgroup membership with all staff, Advisory Council and community partners to assist in the diversification of the workgroup, as well as track efforts made	Steven R. Marianne M. Tia L. Laurie W. TBD	Cassie R.		

Please indicate what category this action falls under:

- Staff Preparedness Provider Engagement and Preparedness
 Awareness Policies Access Services

Trackable Measures:

- Number of equity and cultural learning opportunities provided to staff and volunteers, including number of participants
- Number of outreach efforts to underserved populations/communities
- Percentage of internal materials translated for non-English speakers that are provided to community partners and consumers
- Number of engagement opportunities with identified communities and partner organizations
- Number of dollars budgeted for and explicitly utilized for equity work
- Number of BIPOC staff, consumers, donors, Board and Advisory Council members

Risks, Assumptions, and Issues:

Risks:

- Staff and volunteers may be resistant to equity and anti-racism education and work
- Capacity constraints due to staffing
- Community partners may not be receptive to outreach efforts
- Work could be completed, materials provided, and consumers still do not connect with COA due to a lack of trust
- Timeline of goals and objectives may be difficult to maintain given staff, volunteer, and partner response
- Resistance from contracted sites to implement service equity work

Assumptions:

- All employees and volunteers will be receptive and open to DEI work/training.
- If we do this work, consumers will feel comfortable coming to COA for information and services.
- Competency training is readily available.
- Changes in hiring practices and implementation of training will increase the number of applicants from marginalized communities.
- Contracted sites will be open to embracing this work and the data collection required through REALD.

Issues:

- Connecting with community organizations for outreach to identified populations
- Implementation of hiring practices that are receptive/equitable to increase diverse staff, such as bilingual individuals
- Identifying a DEI training for volunteers
- Remaining consistent in what we state we as an organization are going to do
- The creation and effective distribution of materials in languages other than English (budgeting-translation services, printing of materials)
- Due to lack of access to the ONE system, COA will not have access to demographic information maintained within that system.
- Meal sites (both managed and contracted) resist requesting consumers to complete the REALD information.
- Building a diverse steering committee will take time. Our Director of Development (DoD) is one of the five members of our Service Equity Steering Committee that has been working with BIPOC community members, including staff members at the Latino Community Association (LCA). He is an intermediate Spanish-language student, a former board member of a BIPOC youth empowerment organization in Portland, and has relationships with several influential Latino community members in Central Oregon. These relationships have yet to yield any direct hires for the Council on Aging of Central Oregon, but have informed our approach to the current posting for a Bilingual Case Manager, whose job description includes mandatory participation on this Steering Committee. Our DoD was also responsible for writing two successful grants (Roundhouse Foundation and Oregon Community Association) that are funding the Latino Nutrition Program and Bilingual Case Manager position. He has been instrumental in enlisting the recruiting support and assistance from the Latino Community Association.

Departmental Approval _____

District Manager Approval _____

Responsible Parties _____
