

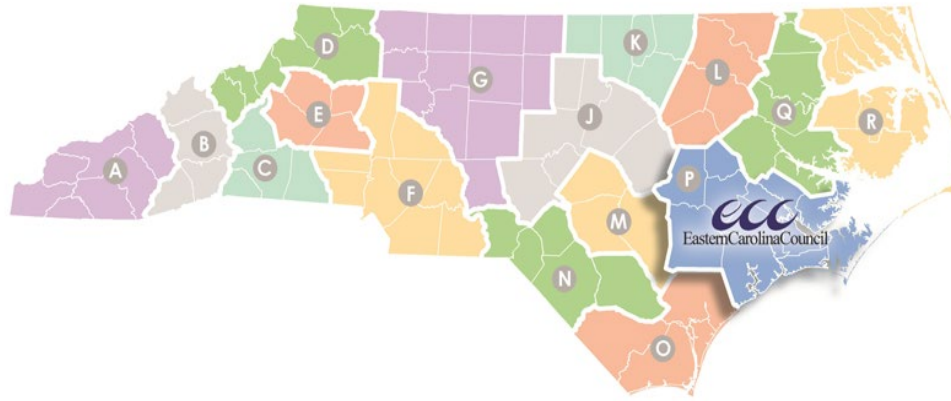
# Regional Aging Services Plan

July 1, 2024 – June 30, 2028

Updated September 3, 2025



**AdvaNCing Equity in Aging**



---

The material in this Plan was prepared by the Eastern Carolina Council of Governments Area Agency on Aging. Any portion of this document may be reproduced and used freely, although the Eastern Carolina Council of Governments Area Agency on Aging should be recognized in published documents.

Questions or comments regarding the contents of this Plan should be directed to:

Eastern Carolina Council of Governments

Area Agency on Aging

January Brown, AAA Director

PO Box 1717

New Bern, NC 28563

(252) 638-3185

[jbrown@eccog.org](mailto:jbrown@eccog.org)

## Table of Contents

### **I. Area Plan Update**

Regional Advisory Council review statement .....	3
--	---

### **II. Goals, Objectives, Strategies, and Measures**

Goals, Objectives, Strategies, and Measures .....	4
---	---

### **III. Attachments**

#### **Administrative Matters**

Exhibit 6: Organization Chart of Single Organizational Unit

Exhibit 7: Organization Chart of the Area Agency on Aging

Exhibit 8: Area Agency on Aging Staffing and Volunteer List

Exhibit 9: Regional Advisory Council Membership and Participation

Exhibit 10: Focal Point Organization

## Area Plan Update

The Area Plan on Aging Update is hereby submitted for the Planning and Service Area for the period of July 2024-June 2025. The Regional Advisory Council had the opportunity to review and comment on the Area Plan Updates. The updates have been developed in accordance with all rules and regulations specified under the Older American Act.

  
Area Agency Director

8/22/25  
Date

## Goals, Objectives, Strategies & Measures

### Safety, Protection, and Advocacy

**Goal 1:** Protect the rights of Older North Carolinians by preventing abuse, neglect, and exploitation using a multi-disciplinary approach.

**Objective 1.1:** Maximize collaboration, outreach, and training to prevent abuse, neglect, and exploitation.

**Strategy:** Provide Elder Abuse prevention education to consumers and professionals.

Measures:

1. Facilitate nine Elder Abuse Prevention events annually to educate older adults, adults with disabilities, caregivers, and other stakeholders.
2. Recognize World Elder Abuse Awareness Day (June 15) annually.
3. ECCAAA will provide four Dementia Live Simulation Trainings to local communities annually.
4. Collaborate with local stakeholders to conduct nine educational presentations annually for older adults, adults with disabilities and caregivers on preventing, identifying, and reporting requirement responsibilities for suspected abuse.
5. Collaborate with local Department of Social Services (DSS) to conduct an annual professional presentation on identifying elder abuse, professional responsibilities in reporting suspected abuse and investigation processes.
6. The Ombudsmen will provide nine training courses for long-term care staff, family council meetings, and resident council participants on elder abuse annually.
7. Disseminate Elder Abuse prevention educational material and resources annually at county health fairs and/or other community engagement events.
8. The Ombudsmen will develop an Elder Abuse Awareness brochure and informational materials to disseminate to local providers, community groups, and stakeholders.

#### Progress/Update, SFY 25:

ECCAAA was successful with meeting Goal 1, Objective 1.1, Strategy 1 in FY 2024-2025. ECCAAA participated in 9 elder abuse prevention events during the months of May and June 2025. ECCAAA provided information on elder abuse on social media platforms, successfully conducted thirty-six Dementia Live simulations, conducted sixteen elder abuse presentations in the community, and provided twelve elder abuse training courses in long-term care. ECCAAA participated in fifteen health fairs in the region and provided elder abuse materials to participants.

ECCAAA Ombudsman developed an Elder Abuse Awareness brochure which is distributed throughout the region at community events and to residents in long-term care facilities. ECCAAA will continue Objective 1.1 through 2028 and will be updating Measures 3, 4, and 8 written below.

Measure 3: ECCAAA will provide two Dementia Live Simulation Trainings in each county

annually.

Measure 4: Collaborate with local stakeholders to conduct eighteen presentations annually for older adults, adults with disabilities, and caregivers on preventing, identifying, and reporting requirement responsibilities for suspected abuse.

Measure 8: The Ombudsmen will develop Elder Abuse Awareness informational materials to disseminate to local providers, community groups, and stakeholders.

### **Objective 1.2: Disseminate information on fraud alerts and publicized scams.**

**Strategy:** Share fraud alerts with professionals, older adults, adults with disabilities and community members.

Measures:

1. Utilize all ECCAAA distribution lists to share information with regional providers, long-term care facilities, and other community stakeholders through 2028.
2. ECCAAA will disseminate material to consumers through one-on-one meetings, support groups, and community engagement events through 2028.
3. ECCAAA will post fraud alerts and scam information to ECC virtual platforms as needed.

#### **Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 1, Objective 1.2, in FY 2024-2025. ECCAAA staff disseminated materials to community members during events and on virtual platforms through FY 2024-2025. ECCAAA staff also disseminated informational materials with consumers through one-on-one meetings, support groups, and community engagements. There are no challenges encountered in FY 2024-2025 in meeting objective 1.2 and ECCAAA will continue Objective 1.2 through 2028.

### **Objective 1.3: Educate long-term care communities to include staff, residents, and families in the region in all settings on types of abuse, reporting requirements, and strategies for abuse prevention.**

**Strategy 1:** The Ombudsmen will educate facility staff, residents of long-term care communities, and their families on identifying abuse, types of abuse, and the state mandates for reporting abuse through 2028.

Measures:

1. The Ombudsmen will regularly disseminate Residents' Rights publications through resident council meetings, one on one visits, and family council meetings.

2. The Ombudsmen will provide nine annual presentations to long-term care community staff on elder abuse awareness, prevention, and reporting suspected abuse annually.
3. The Ombudsmen will continuously work with long term care facilities to include Residents' Bill of Rights, Ombudsman contacts, and how to report abuse, neglect, and exploitation.

#### **Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 1, Objective 1.3, Strategy 1 in FY 2024-2025. ECCAAA staff disseminate Residents' Rights publications through resident council meetings, one-on-one visits, and family council meetings. ECCAAA Ombudsmen conducted twelve presentations to long-term care community staff on elder abuse, prevention, and reporting suspected abuse. ECCAAA will continue Objective 1.3, Strategy 1 through 2028 but will be updating Measure 2 as written below.

Measure 2: The Ombudsmen will provide eighteen annual presentations to long-term care community staff on elder abuse awareness, prevention, and reporting suspected abuse annually.

**Strategy 2:** The Ombudsmen will provide information and resources throughout the region to community members and stakeholders on Elder Abuse and Residents' Rights.

#### Measures:

1. The Ombudsmen will develop Elder Abuse Awareness information packets to disseminate to local providers, community groups, and stakeholders through 2028.
2. The Ombudsmen will annually conduct nine community education events through 2028.
3. The Ombudsmen will conduct Residents' Rights training for long-term care facilities staff and residents in each county quarterly.
4. The Ombudsmen will continuously ensure that Residents' Rights posters are displayed appropriately in long-term care facilities.



#### **Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 1, Objective 1.3, Strategy 2 in FY 2024-2025. ECCAAA Ombudsmen staff developed Elder Abuse Awareness information packets that are disseminated to caregivers, providers, older adults, and stakeholders. Staff continue to research information and provide updated resources. The Ombudsmen conducted twelve presentations to long-term care community staff on elder abuse and ensured that Residents' Rights posters are displayed appropriately in long-term care facilities. After reevaluating Measure 3 during FY 2024-2025 ECCAAA realized this measure could not be obtained due to increased Ombudsmen workloads.

ECCAAA will continue Objective 1.3, Strategy 2 through SFY 28 but will be updating Measure 3 as written below.

Measure 3: The Ombudsmen will conduct eighteen Residents' Rights training for long-term care facilities staff and residents throughout the region through 2028.

**Strategy 3:** ECCAAA will educate professionals, caregivers of older adults, and adults with disabilities on caregiver rights, elder rights, abuse, neglect, and exploitation through 2028.

Measures:

1. ECCAAA will provide nine Dementia Live Simulations annually for professionals and caregivers to educate participants on aging sensitivity to prevent occurrences of abuse, neglect, and exploitation.
2. ECCAAA will continuously provide educational presentations to caregivers and community stakeholders on caregiver burn-out, caregiver resources, abuse, neglect, and exploitation.
3. ECCAAA will host a regional conference on aging in 2025 to educate community providers, caregivers, and older adults on programs, services, as well as provide educational sessions.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 1, Objective 1.3, Strategy 3 in FY 2024-2025. ECCAAA staff conducted thirty-six Dementia Live Simulations and sixty-five presentations to caregivers and community stakeholders. ECCAAA did not conduct a conference on aging in 2025. ECCAAA will continue Objective 1.3, Strategy 3 and will update Measure 3 to the following:

Measure 3: ECCAAA will host two regional conferences on aging to educate community providers, caregivers, and older adults on programs and services, as well as provide educational sessions by 2028.

**Objective 1.4: Strengthen working partnerships with state and local officials for reporting resident mistreatment or abuse.**

**Strategy 1:** The Ombudsmen will collaborate with local Adult Home Specialists to strengthen working relationships and to share concerns as they arise.

Measures:

1. The Ombudsmen will regularly invite Adult Home Specialists to CAC meetings.
2. The Ombudsmen will collaborate continuously with Adult Home Specialists to ensure the rights of residents in long-term care facilities are being met.
3. The Ombudsmen will submit reports on behalf of residents when facilities are reluctant to make changes or report mistreatment as required.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 1, Objective 1.4, Strategy 1 in FY 2024-2025. ECCAAA Ombudsmen continuously invite Adult Home Specialists to CAC meetings and collaborates to ensure the rights of residents in long-term care facilities are being met. The Ombudsmen submit reports on behalf of residents to the Department of Social Services. ECCAAA will continue Objective 1.4, Strategy 1 through 2028 and will be updating Measure 3 to the following:

Measure 3: The Ombudsmen will submit complaints on behalf of residents when facilities are reluctant to make changes or report mistreatment as required.

**Strategy 2:** The Ombudsmen will participate in DHSR and DSS annual surveys and complaint surveys across the region.

Measures:

1. The Ombudsmen will broker their services by submitting reports on behalf of residents when facilities are reluctant to make changes or report mistreatment as required.
2. The Ombudsmen will participate in regulatory surveys conducted by DHSR and DSS.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 1, Objective 1.4, Strategy 2 in FY 2024-2025. ECCAAA Ombudsmen submit reports on behalf of residents when facilities are reluctant to make changes or report mistreatment as required. The Ombudsmen participate in regulatory surveys conducted by DHHSR and DSS. ECCAAA will continue Objective 1.4, Strategy 2 through 2028.

**Goal 2:** Support programs and partnerships that improve the health and well-being of older North Carolinians.

**Objective 2.1:** Collaborate with community partners to address food and nutritional insecurities of older adults, increase their access to nutritional foods, and promote healthy eating habits.

**Strategy 1:** Help the community service providers rebuild post-pandemic and strengthen their ability to provide a range of nutrition services using innovative strategies and diverse funding sources.

Measures:

1. Collaborate with nutrition providers to seek alternative methods for meal delivery to decrease waiting lists as needed.
2. ECCAAA will annually host two provider meetings to educate providers on nutrition programs and innovative nutrition delivery programs.
3. ECCAAA will continuously disseminate nutrition information and resources from DOA.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 2, Objective 2.1, Strategy 1 in FY 2024-2025. ECCAAA hosts regional service provider meetings quarterly and ECCAAA conducted two presentations to service providers in 2024-2025 on new alternative methods for meal delivery. ECCAAA continues to research meal delivery options and will continue to provide information to regional service providers. ECCAAA attend fifteen health fairs in FY 2024-2025 and disseminated nutrition informational materials to regional senior centers to provide resources for clients. ECCAAA will continue Objective 2.1, Strategy 1 through 2028.

**Strategy 2:** Educate at-risk older adults about food benefit programs by conducting outreach.

Measures:

1. ECCAAA will regularly educate older adults and caregivers of Senior Farmer's Market Nutrition Programs in their communities.
2. ECCAAA will regularly educate and refer older adults and caregivers to county SNAP and community programs.
3. ECCAAA will disseminate nutritional information at health fairs and events throughout the region annually.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 2, Objective 2.1, Strategy 2 in FY 2024-2025. ECCAAA staff conducted information and referrals for older adults and caregivers across the region on the Senior Farmer's Market Nutrition Programs, SNAP, and local nutrition programs. For each county, ECCAAA has compiled local resources that are disseminated throughout the region. ECCAAA attend fifteen health fairs in FY 2024-2025 and disseminated nutrition informational materials to regional senior centers to provide resources for clients. ECCAAA will continue Objective 2.1, Strategy 1 through 2028.

**Objective 2.2: Continue to improve transportation for older adults by supporting a more responsive, coordinated, diverse, and inclusive transportation system.**

**Strategy 1:** Provide education about general and medical transportation options to older adults and people with disabilities by providing information, assistance, and options counseling services.

Measures:

1. Staff will provide education about transportation services available throughout the region.
2. ECCAAA Certified Options Counselors will provide information about transportation services.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 2, Objective 2.2, Strategy 1 in FY 2024-2025. ECCAAA staff conducted information and referrals for older adults and caregivers across the region on the Senior Farmer's Market Nutrition Programs, SNAP, and local nutrition programs. For each county, ECCAAA has compiled local resources that are disseminated throughout the region and provided to clients during one-on-one counseling's. ECCAAA attend fifteen health fairs in FY 2024-2025 and disseminated nutrition informational materials to regional senior centers to provide resources for clients. ECCAAA will continue Objective 2.2, Strategy 1 through 2028.

**Strategy 2:** ECCAAA staff will seek alternative transportation methods for older adults and persons with disabilities.

Measures:

1. ECCAAA staff will explore transportation alternatives that complement existing transit providers who offer services when traditional transit systems are not available through 2028.
2. ECCAAA staff will disseminate information and resources to providers on alternative transportation programs through 2028.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 2, Objective 2.2, Strategy 2 in FY 2024-2025. ECCAAA

staff conducted information and referrals for older adults and caregivers across the region on transportation options and programs. For each county, ECCAAA has compiled local resources that are disseminated throughout the region and provided to clients during one-on-one counseling's. ECCAAA attend fifteen health fairs in FY 2024-2025 and disseminated nutrition informational materials to regional senior centers to provide resources for clients. ECCAAA will continue Objective 2.2, Strategy 2 through 2028.

**Objective 2.3: Older adults will have access to evidence-based health promotion, wellness, and disease prevention programs.**

**Strategy 1:** ECCAAA will educate regional providers and stakeholders to expand partnerships and Evidence Based Health Promotion (EBHP) programs across the region through 2028.

Measures:

1. ECCAAA will conduct an annual provider training to educate providers on meeting the needs of rural, low-income, minority populations through 2028.
2. ECCAAA will educate regional providers on the availability of EBHP programs through 2028.
3. ECCAAA will collaborate and assist providers throughout the region in facilitating "Powerful Tools for Caregivers" classes through 2028.



**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 2, Objective 2.3, Strategy 2 in FY 2024-2025. ECCAAA will continue Objective 2.1, Strategy 1 through 2028. ECCAAA hosts regional service provider meetings and ECCAAA staff provide information to regional senior center staff on the availability of EBHP programs and how to meet the needs of rural, low-income, minority populations. ECCAAA staff assisted two regional providers in facilitating "Powerful Tools for Caregivers" EBHP classes and will continue to support providers. ECCAAA will continue Objective 2.3, Strategy 1 through 2028.

**Strategy 2:** Increase the number of those who participate in evidence-based health promotion (EBHP) programs.

Measures:

1. ECCAAA will be trained to teach EBHP programs by 2026.
2. ECCAAA will conduct two annual Powerful Tools for Caregivers class series within the region.
3. ECCAAA will ensure regional providers conduct minimal annual program requirements in delivering EBHP classes such as: Living Healthy, Living Healthy

- with Diabetes, Living Healthy with Chronic Pain, A Matter of Balance, Tai Chi for Arthritis for Fall Prevention, Walk with Ease, and Powerful Tools for Caregivers.
4. ECCAAA will continue to recruit leaders and coaches in all programs.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 2, Objective 2.3, Strategy 2 in FY 2024-2025. ECCAAA staff are in the process of completing the PEARLS EBHP program and will complete the certification in the fall of 2025. ECCAAA staff continue to work and encourage local providers to explore new EBHP certification programs to expand the availability of programming that they provide to clients. ECCAAA staff assisted two regional providers in facilitating “Powerful Tools for Caregivers” EBHP classes and will continue to support providers. ECCAAA will continue Objective 2.3, Strategy 1 through 2028 and ECCAAA will be deleting Measure 2.

**Strategy 3:** Offer health and well-being events in the community that promote healthy aging of older adults.

Measures:

1. ECCAAA will host at least one annual event in minority communities focusing on health issues affecting minority older adults and caregivers in each county.
2. ECCAAA will provide at least one annual community educational event that focuses on Dementia in each county.
3. ECCAAA will participate in community health fairs throughout the region.
4. ECCAAA will regularly participate in regional Senior Games committees and participate in local Games annually.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 2, Objective 2.3, Strategy 3 in FY 2024-2025. ECCAAA attend 15 health fairs and conducted thirty-six educational events that focuses on Dementia. ECCAAA staff actively participated in local Senior Games committee meetings, participated in local Senior Games events, and promoted local sanctioned senior games on ECCAAA virtual platforms. ECCAAA will continue Objective 2.3, Strategy 3 through 2028.

**Objective 2.4: Increase public awareness of mental health challenges and disorders and strengthen social connection systems to mitigate the effects of social isolation, loneliness, and elevated suicide risk.**

**Strategy 1:** Advocate for increased awareness of mental health needs of older adults within the community.

Measures:

1. ECCAAA will make community presentations on various challenges facing older adults, including mental health annually in each county.
2. ECCAAA will continuously promote Applied Suicide Intervention Skills Training (ASIST) opportunities to regional providers.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 2, Objective 2.4, Strategy 1 in FY 2024-2025. ECCAAA conducted 36 educational events that focused on Dementia, seventeen Crisis Intervention Training officer presentations on various challenges facing older adults and mental health. ECCAAA provides information and resources through virtual platforms and disseminates information to community members on mental health resources. ECCAAA distributed information to regional service providers in FY 2024-2025 on ASIST training opportunities. ECCAAA will continue Objective 2.4, Strategy 1 through 2028.

## Housing and Homelessness

**Goal 3:** Adopt an equity-centered housing lens approach to enable older adults to age in their place of choice with the appropriate services, support, and housing opportunities.

**Objective 3.1: Promote the availability and expansion of home and community-based services to support older adults aging in the least restrictive setting and provide aging in place housing improvements.**

**Strategy 1:** Increase awareness of housing and home improvement services and promote mobility and accessibility services as a means of keeping people safe in their home as long as possible.

Measure: ECCAAA will disseminate information to the community about services available through the HCCBG and other community partners that serve older adults.

### Progress/Update, SFY 25:

ECCAAA was successful with meeting Goal 3, Objective 3.1, Strategy 1 in FY 2024-2025. ECCAAA has developed county resource information materials that include services available to older adults and their caregivers. Information is available on the ECC website, distributed through health fairs, email distribution lists, and throughout the community for members. ECCAAA staff review documents annually to ensure accuracy and update documents as needed. ECCAAA will continue Objective 3.1, Strategy 1 through 2028

**Strategy 2:** Seek other funding opportunities and advocate for increased funding for HCCBG programs.

### Measures:

1. ECCAAA will continue to work with and support the efforts of Senior Tar Heel Legislator (STHL) priorities, advocate elected officials for increased funding and seek grant opportunities.
2. ECCAAA will collaborate with existing community programs serving older adults that provide Housing and Home Improvement (HHI) services and assist in removing barriers to home modifications.

### Progress/Update, SFY 25:

ECCAAA was successful with meeting Goal 3, Objective 3.1, Strategy 2 in FY 2024-2025. ECCAAA conducted regional STHL quarterly meetings in July, October, January, April. ECCAAA staff provided STHL members with information on regional demographics, regional service area analysis, waitlists, advocacy updates, and programs to assist members with advocating for increased funding opportunities. ECCAAA collaborates with existing community programs serving older adults that provide HHI services and distribute HHI resources to community members. ECCAAA will continue Objective 3.1, Strategy 2 through 2028.

**Strategy 3:** ECCAAA will educate community members, professionals, and residents in long-term care facilities on transitioning back into the community.

Measures:

1. ECCAAA will provide information to individuals on options when transitioning from long-term care placement into the community.
2. ECCAAA will educate residents and family members in long-term care facilities on Transitions to Community Living (TCL) programs.
3. ECCAAA will assist residents in long-term care with applications for Money Follows the Person (MFP) program.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 3, Objective 3.1, Strategy 3 in FY 2024-2025. ECCAAA Ombudsmen assist individuals in long-term care facilities with transitional information, referrals, and resources during one-on-one counseling sessions. The Ombudsmen assist eligible residents in completing TCL and MFP applications for residents who want to transition back into the community. ECCAAA will continue Objective 3.1, Strategy 3 through 2028 and will add the below measure for 2025-2028.

Measure 4: ECCAAA will educate and provide information to local homeless shelter staff on inappropriate discharges from a long-term care facility to the shelter and how to report it.

**Objective 3.2: Increase affordable housing opportunities, provide permanent supportive housing (PSH), and support a coordinated, comprehensive system of services to address, prevent, and end chronic homelessness among older adults.**

**Strategy 1:** ECCAAA will annually connect with the existing housing programs to seek housing options and other resources for older adults.

Measure: ECCAAA will provide resources at annual health fairs for older adults and provide referrals to housing programs that offer older adults housing options.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 3, Objective 3.2, Strategy 1 in FY 2024-2025. ECCAAA staff provide referral information and resources to older adults throughout the region. ECCAAA has developed county resource information materials that include services available to older adults and their caregivers. Information is available during one-on-one informational sessions. ECCAAA resource materials are posted on the ECC website, distributed through health fairs, email distribution lists, and throughout the community for members. ECCAAA staff review documents annually to ensure accuracy and update documents as needed. ECCAAA will continue Objective 3.1, Strategy 1 through 2028.

**Strategy 2:** Collaborate with local community leaders to express the needs of older adults and advocate for increased housing options.

Measure: ECCAAA will continually look for opportunities to advocate for the increased need for affordable housing options in the region to help reduce waitlists.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 3, Objective 3.2, Strategy 2 in FY 2024-2025. ECCAAA continuously look for opportunities to advocated for increased affordable housing options in the region by attending partnership meetings, county Aging Planning Board meetings, and various older adult program informational sessions. ECCAAA will continue Objective 3.1, Strategy 2 through 2028.

**Objective 3.3: Increase awareness of community-based services and support.**

**Strategy 1:** Utilize options to increase the awareness of the availability of programs and services available in the community to age in place.

Measures:

1. ECCAAA will utilize social media platforms, email distribution lists, newsletters, and ECCs' website to promote programs and services.
2. ECCAAA will convene quarterly RAAC and STHL meetings to keep volunteers updated and informed on programs and services.
3. ECCAAA will organize quarterly service providers meetings to keep them updated and informed on programs and services.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 3, Objective 3.3, Strategy 1 in FY 2024-2025. ECCAAA has developed county resource information materials that include services available to older adults and their caregivers. ECCAAA staff review documents annually to ensure accuracy and update documents as needed. ECCAAA conducted regional service provider, RAAC and STHL quarterly meetings. ECCAAA staff provided members with information on the availability of programs and services available in their communities. ECCAAA disseminates resources and information through the ECC newsletter, ECC website, and social media platforms. ECCAAA will continue Objective 3.3, Strategy 1 through 2028.

## Caregiving and Workforce Development

**Goal 4:** Advance equity, accessibility, and inclusion through informal and formal caregiving support.

**Objective 4.1** ECCAAA will educate community members, stakeholders, and caregivers on community resources.

**Strategy 1:** Offer opportunities and events to educate the community and caregivers.

Measures:

1. ECCAAA will provide two annual caregiver workshops in the region through 2028.
2. ECCAAA will attend, or present at, annual county provider caregiver events in the region and will disseminate information for caregiver support.
3. ECCAAA will continuously inform the community on caregiver events and topics through social media, podcasts and local television, newspapers, and radio outlets through 2028.
4. ECCAAA annually provide presentations to the community and emergency management personnel to raise awareness about dementia in each county.
5. ECCAAA will provide Dementia Live simulation, Crisis Intervention Training (CIT), and dementia education to first responders at least annually in each county.



**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 4, Objective 4.1, Strategy 1 in FY 2024-2025. ECCAAA staff collaborated with local service providers to conduct three caregiver workshops, seventy caregiver presentations, sixty-four emergency management presentations, seventeen CIT and first responder trainings. ECCAAA staff disseminate information to the community on caregiver events, resources, and events through virtual platforms. ECCAAA will continue Objective 4.1, Strategy 1 through 2028.

**Strategy 2:** Offer support and resources to caregivers to strengthen their capacity to provide care.

Measures:

1. ECCAAA will publicize the availability of FCSP services throughout the region through 2028.
2. ECCAAA will provide one-on-one assistance and community presentations on caregiver resources and information through 2028.
3. ECCAAA will support regional providers with developing and implementing caregiver support groups through 2028.

4. ECCAAA will educate local employers to provide information and presentations to support working caregivers through 2028.
5. ECCAAA will promote NCDHHS North Carolina Caregiver Portal to caregivers through 2028.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 4, Objective 4.1, Strategy 2 in FY 2024-2025. ECCAAA staff provide referral information and resources to caregivers throughout the region. ECCAAA has developed county resource information materials that include services available to older adults and their caregivers. ECCAAA resource sheets and the NCDHHS North Carolina Caregiver Portal information are available during one-on-one informational sessions, presentations, health fairs, aging provider meetings, Aging Planning Boards, Civitan groups, churches, and professions on social media platforms, ECC newsletters, and on the ECC website. ECCAAA will continue Objective 4.1, Strategy 2 through 2028.

**Objective 4.2: Advance equity, accessibility, and inclusion through education and supporting underserved and/or underrepresented populations.**

**Strategy 1:** Provide outreach to caregivers and families in communities with limited English proficiency.

Measures:

1. Participate in multi-cultural events in the region when offered through 2028.
2. Reach out to organizations and businesses that offer services and resources to the non-English speaking community through 2028.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 4, Objective 4.2, Strategy 1 in FY 2024-2025. ECCAAA participated in 17 health fairs, seventy community caregiver presentations, and conducted sixty-four emergency management presentations to provide individuals with resources for caregivers in the region. ECCAAA Ombudsmen provide long-term care residents' rights in Spanish upon requests. ECCAAA staff continuously seeks partnerships with non-English speaking communities and stakeholders across the region to provide information on services. ECCAAA will continue Objective 4.2, Strategy 1 through 2028.

**Strategy 2:** Provide outreach at events targeting minority populations.

Measure: Partner with local businesses and organizations to offer events in the communities to educate caregivers and older adults about caregiver services through 2028.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 4, Objective 4.2, Strategy 1 in FY 2024-2025. ECCAAA participated in fifty-three events with local businesses and organizations to offer events in the community to educate caregivers and older adults on the availability of services in their area. Events included caregiver support groups, Civitan groups, the NC Pine Knolls Shore Aquarium, first responder agencies, and senior centers. Services included the NCDHHS North Carolina Caregiver Portal, Family Caregiver Support Program, HCCBG services, and other local resources. ECCAAA will continue Objective 4.2, Strategy 2 through 2028.

**Strategy 3:** Offer resources on home and community-based services to caregivers who care for individuals with dementia.

**Measures:**

1. ECCAAA will educate caregivers on HCCBG and FCSP services through 2028.
2. ECCAAA will offer support to caregivers to assist with information, resources, and referrals for community services through 2028.

**Progress/Update, SFY 25:**

ECCAAA was successful with meeting Goal 4, Objective 4.2, Strategy 3 in FY 2024-2025. ECCAAA staff provide referral information and resources to caregivers throughout the region. ECCAAA has developed county resource information materials that include services available to older adults and their caregivers. ECCAAA resource sheets and the NCDHHS North Carolina Caregiver Portal information are available during one-on-one informational sessions, presentations, health fairs, aging provider meetings, Aging Planning Boards, Civitan groups, churches, and professions on social media platforms, ECC newsletters, and on the ECC website. ECCAAA will continue Objective 4.2, Strategy 3 through 2028.

**Objective 4.3: Honor and recognize caregivers in the community.**

**Strategy 1:** Recognize National Family Caregiver Month annually in November.

**Measures:**

1. ECCAAA will disseminate National Family Caregiver Month information on virtual platforms to include the ECC website and Facebook.
2. ECCAAA will support regional FCSP providers in conducting National Family Caregiver Month events.
3. ECCAAA will publicize proclamations through social media, TV, websites, etc. to increase awareness of the importance and value of family caregivers during the month of November.
4. ECCAAA will provide radio and TV interviews along with public service announcements to highlight and promote National Caregiver Month each November.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 4, Objective 4.3, Strategy 1 in FY 2024-2025. ECCAAA promoted information, resources, and recognized National Family Caregiver Month in November 2024. ECCAAA staff supported five regional providers in conducting National Family Caregiver Month events, provided presentations, one radio interview, completed support group presentations, and educational classes. ECCAAA assembled 400 caregiver informational gifts that were distributed throughout the region to providers for the caregivers they serve. Caregivers received information that included caregiver resources, programs, and appreciation items. ECCAAA will continue Objective 4.3, Strategy 1 through 2028.

## Long-term Preparedness Planning

**Goal 5:** Incorporate innovative practices learned through COVID and create reliable systems and infrastructures that will have the capacity to serve the growing aging population, all while recognizing the need for equity to foster the involvement from all stakeholders.

**Objective 5.1:** Expand efforts to assist older adults, people with disabilities, and their caregivers with emergency management and disaster preparedness planning, response, and recovery with communication equity.

**Strategy 1:** Educate caregivers about the need for emergency planning.

Measure: ECCAAA will conduct community presentations about the importance of emergency planning for caregivers.

### Progress/Update, SFY 25:

ECCAAA was successful in meeting Goal 5, Objective 5.1, Strategy 1 in FY 2024-2025. ECCAAA staff conducted sixteen caregiver emergency preparedness presentations across the region. Caregivers received education and information that included caregiver resources, programs, preparedness checklists, special needs registry sign-up contacts, and disaster planning tools. ECCAAA assembled five hundred caregiver emergency “To Go Bags,” distributed them to Family Caregiver Support Program providers throughout the region to deliver to caregivers. Bags included emergency contact information sheets, caregiver preparedness documents, and multiple items to assist during an emergency. ECCAAA will continue Objective 5.1, Strategy 1 through 2028.

**Strategy 2:** Coordinate and participate in regional efforts for Emergency Preparedness for older adults, caregivers, aging service providers. deaf, blind, and hard of hearing populations.

### Measures:

1. ECCAAA will annually promote special needs registry in ECCs’ newsletter, digital platforms, and community meetings.
2. ECCAAA will collaborate with Emergency Services and Departments of Social Services regarding emergency preparedness for long-term care facilities annually.
3. The Ombudsmen will collaborate with local facilities and state agencies to ensure strong communication during emergencies.
4. The Ombudsmen will provide emergency preparedness information to long-term care facility staff, residents, and their families through 2028.
5. ECCAAA will provide information on emergency preparedness for individuals and family plans at regional annual health fairs.
6. ECCAAA will annually partner with Emergency Services to offer educational events for older adults on Emergency Preparedness at county senior center through 2028.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 5, Objective 5.1, Strategy 2 in FY 2024-2025. ECCAAA staff attended seventeen health fairs, conducted sixteen caregiver emergency preparedness presentations, and sixteen community emergency preparedness presentations across the region. ECCAAA provided education and information that included community resources, programs, preparedness checklists, special needs registry sign-up contacts, and disaster planning tools. ECCAAA Ombudsmen collaborate and provide information to Emergency Services, Departments of Social Services, and long-term care facilities about emergency preparedness. ECCAAA promotes special needs registries during in person interactions with community members, presentations, social media, ECC newsletter, and on the ECC Emergency Preparedness website. ECCAAA will continue Objective 5.1, Strategy 2 through 2028.

**Objective 5.2: Evaluate current systems and infrastructures in response to the evolving needs, services, and communication access for our aging population's well-being.**

**Strategy 1:** Participate, inform, and represent the evolving needs of older adults in planning opportunities.

Measures:

1. ECCAAA will collaborate with service providers to assess continuation of programs and services created with ARPA Covid relief funds.
2. ECCAAA will attend local aging planning board meetings and advisory committee meetings to disseminate information.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 5, Objective 5.2, Strategy 1 in FY 2024-2025. ECCAAA has contracted with local service providers across the region to provide services to clients through ARPA Covid III-B, III-C, and III-E relief funding through September 2025. ECCAAA staff will continue to work with providers through September 2026 to utilize ARPA Choosing Home funding to promote available services throughout the region. ECCAAA staff attended local aging planning board meetings and advisory committee meetings to disseminate information on available services. ECCAAA will continue Objective 5.2, Strategy 1, through 2026.

**Strategy 2:** Promote the expansion of home and community-based services to support older adults aging in the least-restrictive setting through increasing services.

Measures:

1. ECCAAA will encourage STHL to advocate more HCCBG funding to allow for expansion of current services through 2028.
2. ECCAAA will educate, assist, and support regional providers in exploring new services to meet increased needs in their communities through 2028.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 5, Objective 5.2, Strategy 2 in FY 2024-2025. ECCAAA conducted regional service provider and STHL quarterly meetings. ECCAAA staff provided STHL members with information on programs, local service data to include waiting lists, and allocation spending to encourage members to advocate for more HCCBG funding to allow for the expansion of current services. ECCAAA staff educated, assisted, and supported their regional providers in exploring new services to meet the increase in needs. Staff provided information on funding grant opportunities and encouraged providers to increase HCCBG funding. ECCAAA will continue Objective 5.2, Strategy 2 through 2028.

**Objective 5.3: Strengthen planning efforts by encouraging local communities to incorporate the needs of older adults and caregivers.**

**Strategy 1:** Advocate for the recognition of older adults as important stakeholders in their communities.

Measures:

1. ECCAAA will encourage STHL to advocate for the needs of older adults and caregivers in their communities through 2028.
2. ECCAAA will conduct two annual professional presentations on population changes, voting rights, and the changing needs of older adults.
3. Educate community members and professionals on the ECCAAA Regional Aging Advisory Committee.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 5, Objective 5.3, Strategy 1 in FY 2024-2025. ECCAAA conducted regional service provider and STHL quarterly meetings. ECCAAA staff provided members with information on regional demographics, regional service area analysis, changing needs, waitlists, and programs to assist members with advocating for their communities. ECCAAA provided community educational presentations on the Regional Aging Advisory Committee (RAAC) to include ECC COG meetings, provider meetings, county aging planning board meetings, senior center presentations, Civitan groups, and one-on-one interactions with individuals. ECCAAA will continue to provide information on vacant positions, recruit new members, and educate individuals on the purpose of the RAAC. ECCAAA will continue Objective 5.3, Strategy 1 through 2028.

## Advancing Equity

**Goal 6:** Advance equity by supporting and encouraging older adults of all backgrounds and their support systems to access information that helps them make informed choices about support services at home or in the community.

**Objective 6.1:** Continue to expand equity-centered communications to older adults, people with disabilities, caregivers, and families of all backgrounds to recognize their importance and value.

**Strategy 1:** Offer training opportunities to aging service providers, long-term care staff, and the community that focus on equity and inclusion.

Measure: ECCAAA will share information and provide outreach focusing on equality and inclusion in the ECC newsletter, social media platforms, and website.

### Progress/Update, SFY 25:

ECCAAA was successful in meeting Goal 6, Objective 6.1, Strategy 1 in FY 2024-2025. ECCAAA disseminated equality and inclusion materials on virtual platforms to include email distribution lists, social media, the ECC website, and the ECC newsletter. ECCAAA will continue Objective 6.1 Strategy 1 through 2028.

**Strategy 2:** Educate aging networks to use inclusive terms, phrases, and language that do not presume sexual orientation, gender, identity, or relationship status to create a welcoming and inclusive environment for all older adults.

### Measures:

1. ECCAAA will host an annual provider training on using person centered thinking and inclusive language.
2. The Ombudsmen will annually offer training focusing on equality and inclusion in long-term care facilities to residents and staff.

### Progress/Update, SFY 25:

ECCAAA was successful in meeting Goal 6, Objective 6.1, Strategy 1 in FY 2024-2025. ECCAAA staff provided person-centered thinking and inclusive language training in FY 2024-2025 to regional service providers. ECCAAA Ombudsmen staff provide presentations that focus on equality and inclusion in long-term care facility staff and residents. ECCAAA Ombudsmen utilize person centered thinking as their foundation in education when presenting on residents' rights in long-term care facilities. ECCAAA will continue Objective 6.1 Strategy 1 through 2028.

**Strategy 3:** Increase opportunities for multigenerational community activities and partnerships.

Measures:

1. ECCAAA will educate regional providers on intergenerational programing through 2028.
2. ECCAAA will promote and attend regional intergenerational activities through 2028 with organizations such as Partnership for Children, YMCAs, and Boys Club/Girls Club.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 6, Objective 6.1, Strategy 3 in FY 2024-2025. ECCAAA staff educated local providers on partnerships with organizations throughout the region to include local schools, YMCA's, Boys and Girls Clubs, HeadStart, and youth ROTC programs during regional quarterly provider meetings. ECCAAA staff have educated providers on types of intergenerational programs that are available to include digital device education, Dementia training, holiday event volunteers, senior center volunteerism, and adopt a senior program. ECCAAA continues to explore resources to provide information to providers on intergenerational programing and partnerships. ECCAAA will continue Objective 6.1 Strategy 1 through 2028.

**Strategy 4:** Educate older adults and caregivers about services through person-centered approaches.

Measures:

1. ECCAAA Lead Ombudsman, Lead Aging Consultant, and Aging Consultants will be Option Counselor certified by 2025.
2. ECCAAA will review, evaluate, and create outreach materials using person-centered language by 2025.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 6, Objective 6.1, Strategy 4 in FY 2024-2025. ECCAAA Lead Ombudsman, Regional Ombudsman, and Aging Consultant were certified as Option Counselors. ECCAAA will be deleting Measure 4 in FY 2025-2026. ECCAAA has reviewed and updated outreach materials using person-center language that is disseminated throughout the region. ECCAAA will continue to include person-centered language in marketing materials and informational packets. ECCAAA will continue Objective 6.1 Strategy 4, Measure 2 through 2028.

**Strategy 5:** Annually recognize the Presidents Proclamation Older Americans Month.

Measure: Participate in regional events annually during the month of May and emphasize the importance of older adults through media promotion with newspaper articles, radio interviews, and social media outlets.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 6, Objective 6.1, Strategy 5 in FY 2024-2025. ECCAAA recognized Older Americans Month Annually by promoting information on social media, ECC newsletter, email distribution lists, the ECC website, and through personal interactions with individuals. ECCAAA disseminated Older Americans Month social media toolkits, event toolkits, and resources for distribution of information through the region. ECCAAA will continue Objective 6.1 Strategy 5 through 2028.

**Objective 6.2: Advance digital equity and connectivity literacy by supporting a comprehensive person-centered, community-involved approach.**

**Strategy 1:** Improve digital literacy for older adults and caregivers.

Measures:

1. ECCAAA will provide and disseminate digital equity resources regionally they become available through 2028.
2. ECCAAA will regularly promote the NC DOA North Carolina Caregiver Portal through ECC website, ECC Facebook, and marketing material throughout the region.
3. ECCAAA will support STHL members on digital equity priorities through 2028.
4. ECCAAA will partner with NCDAAS and the Center for Digital Equity (CDE) from Queens University in Charlotte to educate older adults with digital devices utilizing a Digital Navigator to serve our region in 2024 and 2025.

**Progress/Update, SFY 25:**

ECCAAA was successful in meeting Goal 6, Objective 6.2, Strategy 1 in FY 2024-2025 ECCAAA employed one staff member to serve as the regional Digital Navigator. The individual received training through CDE from Queens University in Charlotte and is employed by ECCAAA through December 2025. The Digital Navigator disseminated resources across the region through email distribution lists, community presentations, one-on-one community member interactions, meeting presentations, and virtual platforms. ECC developed an informational site on the ECC website for digital navigator resources and to promote information through virtual platforms. The Digital Navigator provided community training presentations and one-on-one device assistance to older adults. ECCAAA will continue Objective 6.2, Strategy1, Measures 1-3 through 2028 and Measure 4 through December 2025.

## **Administrative Matters**

Exhibit 6: Organizational Chart of Single Organizational Unit

Eastern Carolina Council  
2025 Organizational Chart

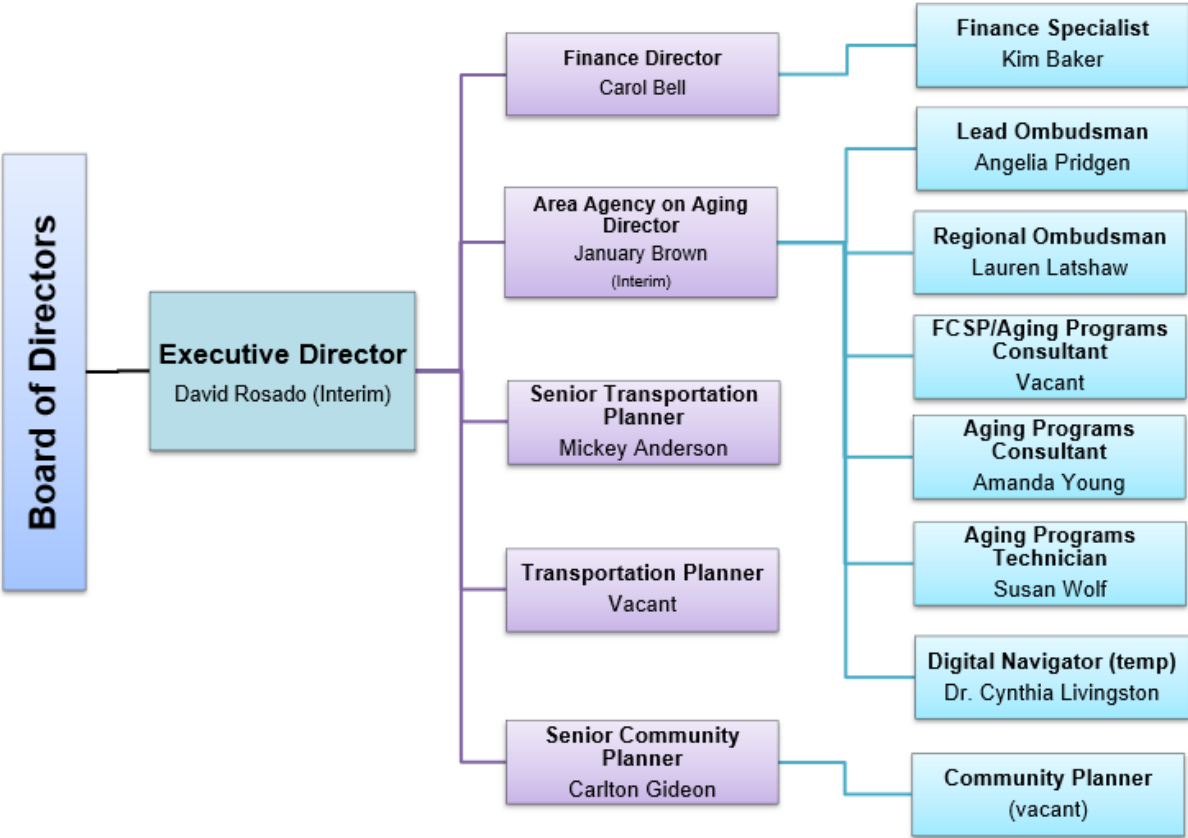
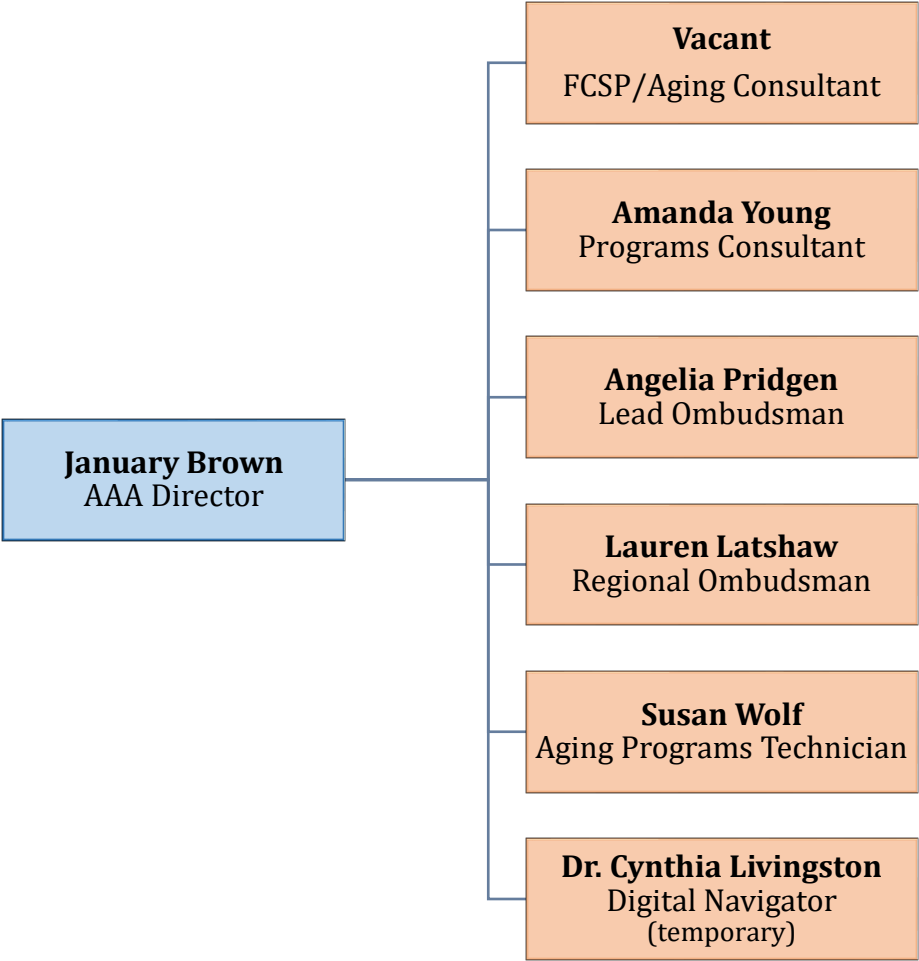


Exhibit 7: Organizational Chart of Human Services Area Agency on Aging

Eastern Carolina Council  
Area Agency on Aging



## Exhibit 8: Area Agency on Aging Staffing and Volunteer List

Staff	Race/Ethnicity	FTE	Fund	% of +A1+A1+A1:E19
January Brown	5	1	500 - P&A	25%
			530 - SB 1559 (AAA Admin)	35%
			811 - FCSP	40%
Amanda Young	5	1	500 - P&A	50%
			811 - FCSP	20%
			516 - IIID	30%
Vacant		1	500-P&A	10%
			811-FCSP	90%
Angelia Pridgen	5	1	420 - Ombudsman	100%
Lauren Latshaw	5	1	420 - Ombudsman	90%
			500 - P&A	10%
Susan Wolf	5	1	500 - P&A	100%
David Rosado	6		500 - P&A	30%
			811 - FCSP	10%
Carol Bell	3		500 - P&A	20%
			811 - FCSP	10%
Kim Baker	5		500 - P&A	20%
			811 - FCSP	10%

### Race/Ethnicity Categories

1. American Indian or Alaskan Native
2. Asian
3. Black/African American
4. Native Hawaiian or Pacific Islander
5. White
6. Hispanic
7. Some Other Race
8. Two or More Races

<b>Number of Volunteers</b>	51
<b>Number of Volunteer Hours Provided</b>	1,288

## Exhibit 9: Regional Advisory Council Membership and Participation

Regional Advisory Council current members as indicated below.

Name		Gender	County	Position Code(s)	Organizational Affiliation(s)
Last	First				
Lewis	Clint	M	Carteret	2	
Vacant			Carteret		
Vacant			Carteret		
Gaskins	Clay	M	Craven	1,6,9	Craven County Hospice
Vacant			Craven		
Vacant			Craven		
Grubbs	Darrell	M	Duplin	2,6	
Grubbs	Donna	F	Duplin	2,6	
Brinson	Woody	M	Duplin	2, 6	
Moore	Dwight	M	Greene	2,6	
Vacant			Greene	2,6	
Vacant			Greene	2,6	
Brinkley	Matthew	F	Jones	2,3,6	
Oliver	Elywanda	F	Jones	2,3,6	
Vacant		M	Jones		
LaRoque	Walter	M	Lenoir	2,5,6	
Howell	Martha Lavaron	F	Lenoir		
Patterson	Elaine	F	Lenoir	1,2,3,6	
Mitchell	Errika Denise	F	Onslow	2,6	
Farrior	Lauretta	F	Onslow	2,6	
Crane	Sandra	F	Onslow	2,6	
Ollison	Violet	F	Pamlico	2,3,6,8	Pamlico Senior Services
Holton	Ann	F	Pamlico	2,6	
Vacant			Pamlico		
Harper	Linda	F	Wayne	2,6	
Ford	Jimmie	M	Wayne	2,6	
Byran	Martha	F	Wayne	2,6	

<u>Position Code#</u>	<u>Description</u>
#1	Recipient of Older Americans Act Services
#2	Person age 60 or older
#3	Non-white person
#4	Person representing Veteran's Affairs
#5	Chairperson of the Council
#6	Resident of rural area
#7	Family caregiver of older person
#8	Service provider
#9	Representative of business community

How many times did the Regional Advisory Council meet during the past full state fiscal year? 4

## Exhibit 10: Focal Point Organization

Designated Focal Point Agency		Place an X in the appropriate column:		
Name/Address	County	Multipurpose Senior Center	Community Action Program	Other
Carteret County Department of Aging Services	Carteret	X		
Craven County Department of Social Services	Craven	X		
Duplin Services for the Aged	Duplin	X		
Greene County Senior Center	Greene	X		
Jones County Department of Social Services	Jones	X		
Lenoir County Council on Aging, Inc	Lenoir	X		
Onslow County Senior Services	Onslow	X		
Pamlico County Senior Services	Pamlico	X		
Wayne County Services on Aging	Wayne	X		