

mission **Options Counseling** provides information and resources that allows people to weigh their options to solve problems that promote independence and the ability to live safely in the place of their choice.

mission-driven strategies To meet this mission we will implement ...

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| <p>A call center to receive questions from the community to assess needs and connect people with the information and resources that allows the caller to meet a self-identified need.</p> <p style="text-align: center;">Options Counseling</p> | <p>Networking and outreach to build connections and knowledge about the Options Counseling and other JABA services.</p> <p style="text-align: center;">Networking & Client Outreach</p> |
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programs & activities To implement these strategies we will provide ...

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| <ul style="list-style-type: none"> • Information and Assistance call center • Options Counseling • Companion Support Services • Wills for Seniors • Cool Care • Emergency Services | <ul style="list-style-type: none"> • Networking with community partners • Presentations at partner events • Community presentations and information sessions • General awareness campaigns |
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resources To provide these programs and activities we will need ...

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| Expert Customer Service Staff | Support from JABA Board, staff, and volunteers | Network of Community Partners |
| Office space and supplies | Presentation supplies | Website and Social Media Presence |
| Values | Reputation | |

productivity Our efforts and reach will be shown by efficiency in generating ...

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| <ul style="list-style-type: none"> # of calls answered # of issues more deeply assessed in Options Counseling # referrals to other JABA and partner services # referrals to companion support services, wills for seniors, and cool care # emergency services provided | <ul style="list-style-type: none"> # networking meetings and events # presentations made at partner events # presentations and information sessions # mass mailings # social media posts |
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immediate impact Our success and value will be measured by ...

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| <ul style="list-style-type: none"> ✓ Information and Assistance callers received actionable information ✓ Options Counseling callers are connected to needed resources ✓ Options Counseling callers are satisfied with connections made ✓ needed legal documents are developed ✓ clients are living more comfortably at home ✓ clients have a critical need met ✓ satisfaction with service provided | <ul style="list-style-type: none"> ✓ Options Counselors are aware of partner services, and vice versa ✓ number of people reached in presentations ✓ number of people reached in mailings ✓ number of social media engagements |
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longer-term change In the future, we expect the people we worked with to be able to ...

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| <ul style="list-style-type: none"> ➤ People live independently and safely in the place of their choice | <ul style="list-style-type: none"> ➤ People readily access JABA and Options Counseling |
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community-level impact Ultimately, and collectively with other efforts, this will contribute to improving ...

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| Healthy and vibrant aging in place. |
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agency vision **Live Better. Longer.**