

Performance and Targeted Outreach

This section demonstrates the effectiveness of the AAA's efforts at the county level in reaching the specified populations and details the strategic plan that the AAA will employ in conducting outreach to the targeted populations.

Performance Analysis:

The chart below for 2014 – 2016, provides an update to the analysis of the 2014-15 information that follows. As in the previous years, the county-level performance data shows that PSA 7 meets or super exceeds in all indicator categories in each of the four counties with the exception of rural areas in the counties of Brevard, Osceola, and Seminole. These are relatively small, outlying areas that are rapidly losing their rural nature due to growth in Central Florida. In fact, the Florida State Plan on Aging 2017-2020 shows that Brevard County is 1% rural; Orange County is 0% rural; Osceola County is 2% rural; and, Seminole County is 1% rural. SRA meets with their prime contractors every year to review targeting goals. They submit annual reports to show outreach activities which include rural areas. SRA staff also conducts outreach activities in target areas through participation in local health fairs, special presentations, evidence-based workshops, and local meetings. The challenge seems to be socially driven. Rural residents are more likely to “keep to themselves” and not have an interest in “outside” intervention. Successful outreach is often achieved when a community leader agrees to assist. The Health and Wellness workshops may prove to be a way to open doors. As medical professionals increase promotion of prevention strategies, more seniors see the value. SRA promotes these free programs, along with other resources, in the target areas.

2016 COUNTY LEVEL PERFORMANCE DATA – PSA 7

Year	PSA	County	Indicator	60+ Total Population	Population for Indicator	Population of Indicator as Percent of Total Population	Number Served and Screened	Number Served and Screened in Category/Indicator	Performance	Meets or Exceeds Standard?	Super Exceeds
2014	7	Brevard	Below Poverty Level*	156,494	11,966	8%	2,728	726	27%	Meets or Exceeds	SUPER Exceeds
2014	7	Orange	Below Poverty Level*	185,865	19,985	11%	2,895	1,261	44%	Meets or Exceeds	SUPER Exceeds
2014	7	Osceola	Below Poverty Level*	49,853	5,339	11%	760	341	45%	Meets or Exceeds	SUPER Exceeds
2014	7	PSA 7	Below Poverty Level*	476,442	44,081	9%	7,719	2,806	36%	Meets or Exceeds	SUPER Exceeds
2014	7	Seminole	Below Poverty Level*	84,230	6,791	8%	1,336	478	36%	Meets or Exceeds	SUPER Exceeds
2015	7	Brevard	Below Poverty Level*	164,087	13,151	8%	3,265	844	26%	Meets or Exceeds	SUPER Exceeds
2015	7	Orange	Below Poverty Level*	195,977	20,540	10%	3,794	1,761	46%	Meets or Exceeds	SUPER Exceeds
2015	7	Osceola	Below Poverty Level*	53,720	6,060	11%	1,074	531	49%	Meets or Exceeds	SUPER Exceeds
2015	7	PSA 7	Below Poverty Level*	502,662	46,597	9%	9,670	3,666	38%	Meets or Exceeds	SUPER Exceeds
2015	7	Seminole	Below Poverty Level*	88,878	6,846	8%	1,537	530	34%	Meets or Exceeds	SUPER Exceeds
2016	7	Brevard	Below Poverty Level*	170,559	14,175	8%	3,375	822	24%	Meets or Exceeds	SUPER Exceeds
2016	7	Orange	Below Poverty Level*	207,329	22,419	11%	3,723	1,544	41%	Meets or Exceeds	SUPER Exceeds
2016	7	Osceola	Below Poverty Level*	58,087	6,854	12%	1,060	507	48%	Meets or Exceeds	SUPER Exceeds
2016	7	PSA 7	Below Poverty Level*	527,154	51,038	10%	9,632	3,406	35%	Meets or Exceeds	SUPER Exceeds
2016	7	Seminole	Below Poverty Level*	91,178	7,590	8%	1,474	533	36%	Meets or Exceeds	SUPER Exceeds
2014	7	Brevard	Limited English Proficiency	156,494	2,562	2%	2,728	113	4%	Meets or Exceeds	SUPER Exceeds
2014	7	Orange	Limited English Proficiency	185,865	19,851	11%	2,895	681	24%	Meets or Exceeds	SUPER Exceeds
2014	7	Osceola	Limited English Proficiency	49,853	8,216	16%	760	254	33%	Meets or Exceeds	SUPER Exceeds
2014	7	PSA 7	Limited English Proficiency	476,442	34,137	7%	7,719	1,166	15%	Meets or Exceeds	SUPER Exceeds
2014	7	Seminole	Limited English Proficiency	84,230	3,508	4%	1,336	118	9%	Meets or Exceeds	SUPER Exceeds
2015	7	Brevard	Limited English Proficiency	164,087	2,584	2%	3,265	153	5%	Meets or Exceeds	SUPER Exceeds
2015	7	Orange	Limited English Proficiency	195,977	21,152	11%	3,794	1,004	26%	Meets or Exceeds	SUPER Exceeds
2015	7	Osceola	Limited English Proficiency	53,720	9,316	17%	1,074	448	42%	Meets or Exceeds	SUPER Exceeds
2015	7	PSA 7	Limited English Proficiency	502,662	36,895	7%	9,670	1,790	19%	Meets or Exceeds	SUPER Exceeds
2015	7	Seminole	Limited English Proficiency	88,878	3,843	4%	1,537	185	12%	Meets or Exceeds	SUPER Exceeds
2016	7	Brevard	Limited English Proficiency	170,559	2,836	2%	3,375	121	4%	Meets or Exceeds	SUPER Exceeds
2016	7	Orange	Limited English Proficiency	207,329	23,251	11%	3,723	958	26%	Meets or Exceeds	SUPER Exceeds
2016	7	Osceola	Limited English Proficiency	58,087	9,904	17%	1,060	372	35%	Meets or Exceeds	SUPER Exceeds
2016	7	PSA 7	Limited English Proficiency	527,154	40,516	8%	9,632	1,621	17%	Meets or Exceeds	SUPER Exceeds
2016	7	Seminole	Limited English Proficiency	91,178	4,525	5%	1,474	170	12%	Meets or Exceeds	SUPER Exceeds
2014	7	Brevard	Living Alone	156,494	38,121	24%	2,728	1,180	43%	Meets or Exceeds	-
2014	7	Orange	Living Alone	185,865	39,074	21%	2,895	974	34%	Meets or Exceeds	-
2014	7	Osceola	Living Alone	49,853	8,864	18%	760	204	27%	Meets or Exceeds	-
2014	7	PSA 7	Living Alone	476,442	103,482	22%	7,719	2,880	37%	Meets or Exceeds	-
2014	7	Seminole	Living Alone	84,230	17,423	21%	1,336	522	39%	Meets or Exceeds	-
2015	7	Brevard	Living Alone	164,087	40,040	24%	3,265	1,387	42%	Meets or Exceeds	-
2015	7	Orange	Living Alone	195,977	42,024	21%	3,794	1,270	33%	Meets or Exceeds	-
2015	7	Osceola	Living Alone	53,720	9,411	18%	1,074	296	28%	Meets or Exceeds	-
2015	7	PSA 7	Living Alone	502,662	110,231	22%	9,670	3,526	36%	Meets or Exceeds	-
2015	7	Seminole	Living Alone	88,878	18,756	21%	1,537	573	37%	Meets or Exceeds	-
2016	7	Brevard	Living Alone	170,559	41,724	24%	3,375	1,454	43%	Meets or Exceeds	-
2016	7	Orange	Living Alone	207,329	44,106	21%	3,723	1,216	33%	Meets or Exceeds	-
2016	7	Osceola	Living Alone	58,087	9,887	17%	1,060	301	28%	Meets or Exceeds	-
2016	7	PSA 7	Living Alone	527,154	114,997	22%	9,632	3,528	37%	Meets or Exceeds	-
2016	7	Seminole	Living Alone	91,178	19,280	21%	1,474	557	38%	Meets or Exceeds	-

2016 COUNTY LEVEL PERFORMANCE DATA – PSA 7

Year	PSA	County	Indicator	60+ Total Population	Population for Indicator	Population of Indicator as Percent of Total Population	Number Served and Screened	Number Served and Screened in Category/Indicator	Performance	Meets or Exceeds Standard?	Super Exceeds
2014	7	Brevard	Low Income Minority*	156,494	2,653	2%	2,728	257	9%	Meets or Exceeds	SUPER Exceeds
2014	7	Orange	Low Income Minority*	185,865	13,246	7%	2,895	1,018	35%	Meets or Exceeds	SUPER Exceeds
2014	7	Osceola	Low Income Minority*	49,853	3,593	7%	760	297	39%	Meets or Exceeds	SUPER Exceeds
2014	7	PSA 7	Low Income Minority*	476,442	22,360	5%	7,719	1,860	24%	Meets or Exceeds	SUPER Exceeds
2014	7	Seminole	Low Income Minority*	84,230	2,868	3%	1,336	288	22%	Meets or Exceeds	SUPER Exceeds
2015	7	Brevard	Low Income Minority*	164,087	3,193	2%	3,265	291	9%	Meets or Exceeds	SUPER Exceeds
2015	7	Orange	Low Income Minority*	195,977	14,011	7%	3,794	1,392	37%	Meets or Exceeds	SUPER Exceeds
2015	7	Osceola	Low Income Minority*	53,720	4,311	8%	1,074	439	41%	Meets or Exceeds	SUPER Exceeds
2015	7	PSA 7	Low Income Minority*	502,662	24,304	5%	9,670	2,444	25%	Meets or Exceeds	SUPER Exceeds
2015	7	Seminole	Low Income Minority*	88,878	2,789	3%	1,537	322	21%	Meets or Exceeds	SUPER Exceeds
2016	7	Brevard	Low Income Minority*	170,559	2,920	2%	3,375	267	8%	Meets or Exceeds	SUPER Exceeds
2016	7	Orange	Low Income Minority*	207,329	15,695	8%	3,723	1,212	33%	Meets or Exceeds	SUPER Exceeds
2016	7	Osceola	Low Income Minority*	58,087	4,678	8%	1,060	410	39%	Meets or Exceeds	SUPER Exceeds
2016	7	PSA 7	Low Income Minority*	527,154	26,362	5%	9,632	2,212	23%	Meets or Exceeds	SUPER Exceeds
2016	7	Seminole	Low Income Minority*	91,178	3,070	3%	1,474	323	22%	Meets or Exceeds	SUPER Exceeds
2014	7	Brevard	Minority	156,494	20,305	13%	2,728	684	25%	Meets or Exceeds	-
2014	7	Orange	Minority	185,865	78,399	42%	2,895	2,021	70%	Meets or Exceeds	-
2014	7	Osceola	Minority	49,853	23,019	46%	760	520	68%	Meets or Exceeds	-
2014	7	PSA 7	Minority	476,442	140,783	30%	7,719	3,796	49%	Meets or Exceeds	-
2014	7	Seminole	Minority	84,230	19,060	23%	1,336	571	43%	Meets or Exceeds	-
2015	7	Brevard	Minority	164,087	23,015	14%	3,265	805	25%	Meets or Exceeds	-
2015	7	Orange	Minority	195,977	84,281	43%	3,794	2,622	69%	Meets or Exceeds	-
2015	7	Osceola	Minority	53,720	25,594	48%	1,074	772	72%	Meets or Exceeds	-
2015	7	PSA 7	Minority	502,662	153,104	30%	9,670	4,873	50%	Meets or Exceeds	-
2015	7	Seminole	Minority	88,878	20,214	23%	1,537	674	44%	Meets or Exceeds	-
2016	7	Brevard	Minority	170,559	22,868	13%	3,375	712	21%	Meets or Exceeds	-
2016	7	Orange	Minority	207,329	91,530	44%	3,723	2,468	66%	Meets or Exceeds	-
2016	7	Osceola	Minority	58,087	28,824	50%	1,060	706	67%	Meets or Exceeds	-
2016	7	PSA 7	Minority	527,154	164,576	31%	9,632	4,524	47%	Meets or Exceeds	-
2016	7	Seminole	Minority	91,178	21,353	23%	1,474	638	43%	Meets or Exceeds	-
2014	7	Brevard	Probable Alzheimer's Cases	156,494	16,352	10%	2,728	968	35%	Meets or Exceeds	SUPER Exceeds
2014	7	Orange	Probable Alzheimer's Cases	185,865	16,183	9%	2,895	826	29%	Meets or Exceeds	SUPER Exceeds
2014	7	Osceola	Probable Alzheimer's Cases	49,853	4,057	8%	760	422	56%	Meets or Exceeds	SUPER Exceeds
2014	7	PSA 7	Probable Alzheimer's Cases	476,442	44,299	9%	7,719	2,665	35%	Meets or Exceeds	SUPER Exceeds
2014	7	Seminole	Probable Alzheimer's Cases	84,230	7,707	9%	1,336	448	34%	Meets or Exceeds	SUPER Exceeds
2015	7	Brevard	Probable Alzheimer's Cases	164,087	16,681	10%	3,265	1,532	47%	Meets or Exceeds	SUPER Exceeds
2015	7	Orange	Probable Alzheimer's Cases	195,977	16,508	8%	3,794	1,527	40%	Meets or Exceeds	SUPER Exceeds
2015	7	Osceola	Probable Alzheimer's Cases	53,720	4,259	8%	1,074	458	43%	Meets or Exceeds	SUPER Exceeds
2015	7	PSA 7	Probable Alzheimer's Cases	502,662	45,286	9%	9,670	4,183	43%	Meets or Exceeds	SUPER Exceeds
2015	7	Seminole	Probable Alzheimer's Cases	88,878	7,838	9%	1,537	666	43%	Meets or Exceeds	SUPER Exceeds
2016	7	Brevard	Probable Alzheimer's Cases	170,559	17,579	10%	3,375	764	23%	Meets or Exceeds	SUPER Exceeds
2016	7	Orange	Probable Alzheimer's Cases	207,329	17,711	9%	3,723	723	19%	Meets or Exceeds	SUPER Exceeds
2016	7	Osceola	Probable Alzheimer's Cases	58,087	4,822	8%	1,060	215	20%	Meets or Exceeds	SUPER Exceeds
2016	7	PSA 7	Probable Alzheimer's Cases	527,154	48,492	9%	9,632	2017	21%	Meets or Exceeds	SUPER Exceeds
2016	7	Seminole	Probable Alzheimer's Cases	91,178	8,381	9%	1,474	316	21%	Meets or Exceeds	SUPER Exceeds

2016 COUNTY LEVEL PERFORMANCE DATA – PSA 7 - RURAL

Year	PSA	County	Indicator	60+ Total Population	Population for Indicator	Population of Indicator as Percent of Total Population	Number Served and Screened	Number Served and Screened in Category/Indicator	Performance	Meets or Exceeds Standard?	Super Exceeds
2014	7	Brevard	Rural	156,494	8,841	6%	2,728	112	4%	Does Not Meet	-
2015	7	Brevard	Rural	164,087	9,115	6%	3,265	96	3%	Does Not Meet	-
2016	7	Brevard	Rural	170,559	9,292	5%	3,375	117	3%	Does Not Meet	-
2014	7	Orange	Rural	185,865	1,649	1%	2,895	13	0%	Meets or Exceeds	-
2015	7	Orange	Rural	195,977	1,730	1%	3,794	18	0%	Meets or Exceeds	-
2016	7	Orange	Rural	207,329	1,927	1%	3,723	21	1%	Meets or Exceeds	-
2014	7	Osceola	Rural	49,853	3,775	8%	760	23	3%	Does Not Meet	-
2015	7	Osceola	Rural	53,720	4,022	7%	1,074	34	3%	Does Not Meet	-
2016	7	Osceola	Rural	58,087	4,086	7%	1,060	30	3%	Does Not Meet	-
2016	7	PSA 7	Rural	527,154	17,746	3%	9,632	191	2%	Does Not Meet	-
2014	7	PSA 7	Rural	476,442	16,695	4%	7,719	166	2%	Does Not Meet	-
2015	7	PSA 7	Rural	502,662	17,252	3%	9,670	164	2%	Does Not Meet	-
2016	7	Seminole	Rural	91,178	2,441	3%	1,474	23	2%	Does Not Meet	-
2014	7	Seminole	Rural	84,230	2,430	3%	1,336	18	1%	Does Not Meet	-
2015	7	Seminole	Rural	88,878	2,385	3%	1,537	16	1%	Does Not Meet	-

The 2014 County-Level Performance data shows that PSA 7 meets or super exceeds in all indicator categories in each of the four counties; however, this data does provide an excellent guide for future targeting activities. The top priorities are highlighted in yellow and the next level is highlighted in orange.

2014 County-Level Performance PSA 7

PSA	County	Indicator	2014 60+ Total Population	2014 Population for Indicator	Population of Indicator as Percent of Total Population	Number Screened and Served	Number Screened and Served in Indicator	Performance	Meets or Exceeds Standard	Super Exceeds ¹	Super Exceeds ²
7	Brevard	Below Poverty Level*	156,494	11,966	8%	2,498	646	26%	Yes	Yes	Yes
7	Brevard	Limited English	156,494	2,562	2%	2,498	91	4%	Yes	Yes	-
7	Brevard	Living Alone	156,494	38,121	24%	2,498	949	38%	Yes	-	Yes
7	Brevard	Low Income Minority [^]	156,494	3,878	2%	2,498	224	9%	Yes	Yes	-
7	Brevard	Minority	156,494	20,305	13%	2,498	638	26%	Yes	-	Yes
7	Brevard	Probable Alzheimer's Cases	156,494	16,352	10%	2,498	522	21%	Yes	Yes	Yes
7	Brevard	Rural	156,494	2,167	1%	2,498	40	2%	Yes	-	-
7	Orange	Below Poverty Level*	185,865	19,985	11%	2,503	1,075	43%	Yes	Yes	Yes
7	Orange	Limited English	185,865	19,851	11%	2,503	545	22%	Yes	Yes	Yes
7	Orange	Living Alone	185,865	39,074	21%	2,503	742	30%	Yes	-	-
7	Orange	Low Income Minority [^]	185,865	18,884	10%	2,503	850	34%	Yes	Yes	Yes
7	Orange	Minority	185,865	78,399	42%	2,503	1,761	70%	Yes	-	Yes
7	Orange	Probable Alzheimer's Cases	185,865	16,183	9%	2,503	426	17%	Yes	-	-
7	Orange	Rural	185,865	147	0%	2,503	20	1%	Yes	Yes	-
7	Osceola	Below Poverty Level*	49,853	5,339	11%	648	277	43%	Yes	Yes	Yes
7	Osceola	Limited English	49,853	8,216	16%	648	210	32%	Yes	-	Yes
7	Osceola	Living Alone	49,853	8,864	18%	648	160	25%	Yes	-	-
7	Osceola	Low Income Minority [^]	49,853	5,707	11%	648	230	35%	Yes	Yes	Yes
7	Osceola	Minority	49,853	23,019	46%	648	443	68%	Yes	-	Yes
7	Osceola	Probable Alzheimer's Cases	49,853	4,057	8%	648	119	18%	Yes	Yes	Yes
7	Osceola	Rural	49,853	949	2%	648	15	2%	Yes	-	-
7	Seminole	Below Poverty Level*	84,230	6,791	8%	1,236	447	36%	Yes	Yes	Yes
7	Seminole	Limited English	84,230	3,508	4%	1,236	110	9%	Yes	Yes	-
7	Seminole	Living Alone	84,230	17,423	21%	1,236	445	36%	Yes	-	Yes
7	Seminole	Low Income Minority [^]	84,230	3,813	5%	956	204	21%	Yes	Yes	Yes
7	Seminole	Minority	84,230	19,060	23%	1,236	526	43%	Yes	-	Yes
7	Seminole	Probable Alzheimer's Cases	84,230	7,707	9%	1,236	237	19%	Yes	Yes	Yes
7	Seminole	Rural	84,230	1,036	1%	1,236	30	2%	Yes	-	-

*Below 100% of poverty level

[^]Minorities below 125% of poverty level

¹ Super exceeds (indicator times two)

² Super exceeds (indicator plus 10 percent)

SRA utilized the CIRTS data reports for the calendar year 2015 to check the most recent County-Level Performance data. The chart below shows that PSA 7 meets or super exceeds in all indicator categories in each of the four counties. This data provides an excellent guide for future targeting activities. The top priorities are highlighted in yellow and the next level is highlighted in orange.

2015 County-Level Performance PSA 7

PSA	County	Indicator	2015 60+ Total Population	2015 Population for Indicator	Population of Indicator as Percent of Total Population	Number Screened and Served	Number Screened and Served in Indicator	Performance	Meets or Exceeds Standard	Super Exceeds ¹	Super Exceeds ²
7	Brevard	Below Poverty Level*	160,576	12,279	8%	5,721	1,754	31%	Yes	Yes	Yes
7	Brevard	Limited English	160,576	2,629	2%	5,721	895	16%	Yes	Yes	Yes
7	Brevard	Living Alone	160,576	39,115	24%	5,721	3,725	65%	Yes	Yes	Yes
7	Brevard	Low Income Minority^	160,576	4,076	3%	5,721		0%	-	-	-
7	Brevard	Minority	160,576	14,628	9%	5,721	1,218	21%	Yes	Yes	Yes
7	Brevard	Probable Alzheimer's Cases	160,576	16,754	10%	5,721	1,201	21%	Yes	Yes	Yes
7	Brevard	Rural	160,576	1,605	1%	5,721	114	2%	Yes	-	-
7	Orange	Below Poverty Level*	192,960	20,744	11%	7,244	2,935	41%	Yes	Yes	Yes
7	Orange	Limited English	192,960	20,608	11%	7,244	2,070	29%	Yes	Yes	Yes
7	Orange	Living Alone	192,960	40,566	21%	7,244	4,533	63%	Yes	Yes	Yes
7	Orange	Low Income Minority^	192,960	19,973	10%	7,244		0%	-	-	-
7	Orange	Minority	192,960	46,078	24%	7,244	3,874	53%	Yes	Yes	Yes
7	Orange	Probable Alzheimer's Cases	192,960	16,654	9%	7,244	1,231	17%	Yes	-	-
7	Orange	Rural	192,960	152	0%	7,244	57	1%	Yes	Yes	-
7	Osceola	Below Poverty Level*	52,537	5,628	11%	1,867	822	44%	Yes	Yes	Yes
7	Osceola	Limited English	52,537	8,659	16%	1,867	646	35%	Yes	Yes	Yes
7	Osceola	Living Alone	52,537	9,341	18%	1,867	1,068	57%	Yes	Yes	Yes
7	Osceola	Low Income Minority^	52,537	6,148	12%	1,867		0%	-	-	-
7	Osceola	Minority	52,537	8,093	15%	1,867	726	39%	Yes	Yes	Yes
7	Osceola	Probable Alzheimer's Cases	52,537	4,245	8%	1,867	336	18%	Yes	Yes	-
7	Osceola	Rural	52,537	1,050	2%	1,867	37	2%	Yes	-	-
7	Seminole	Below Poverty Level*	86,822	6,995	8%	2,507	900	36%	Yes	Yes	Yes
7	Seminole	Limited English	86,822	3,616	4%	2,507	556	22%	Yes	Yes	Yes
7	Seminole	Living Alone	86,822	17,959	21%	2,507	1,572	63%	Yes	Yes	Yes
7	Seminole	Low Income Minority^	86,822	3,903	4%	2,507		0%	-	-	-
7	Seminole	Minority	86,822	10,650	12%	2,507	967	39%	Yes	Yes	Yes
7	Seminole	Probable Alzheimer's Cases	86,822	7,888	9%	2,507	476	19%	Yes	Yes	-
7	Seminole	Rural	86,822	868	1%	2,507	50	2%	Yes	-	-

*Below 100% of poverty level

^Minorities below 125% of poverty level (Data not available for 2015)

¹ Super exceeds (indicator times two)

² Super exceeds (indicator plus 10 percent)



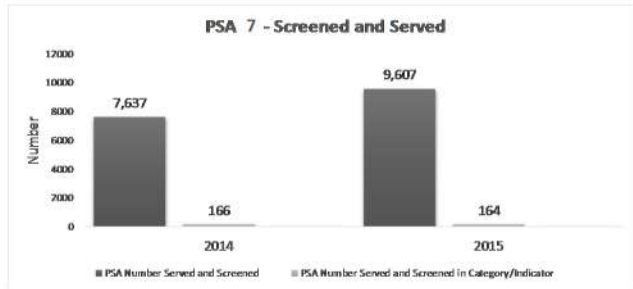
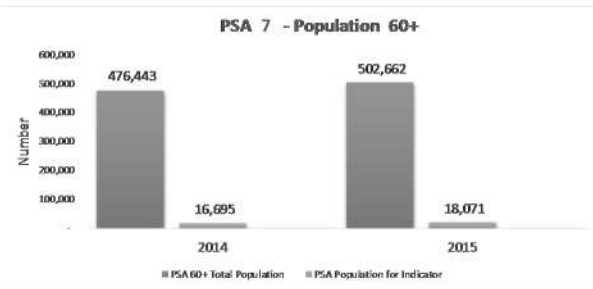
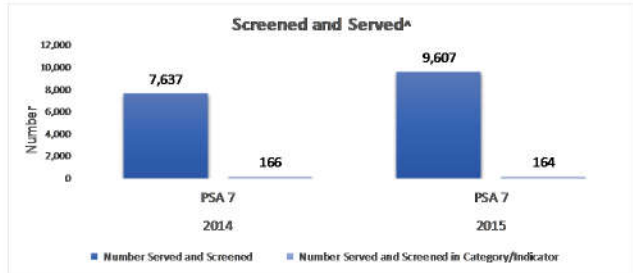
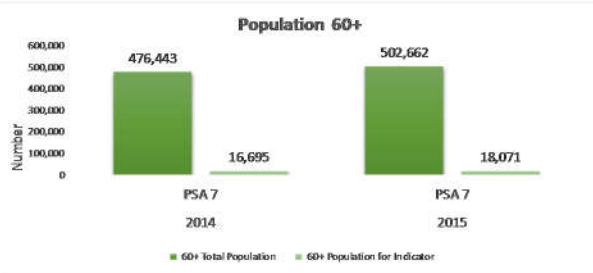
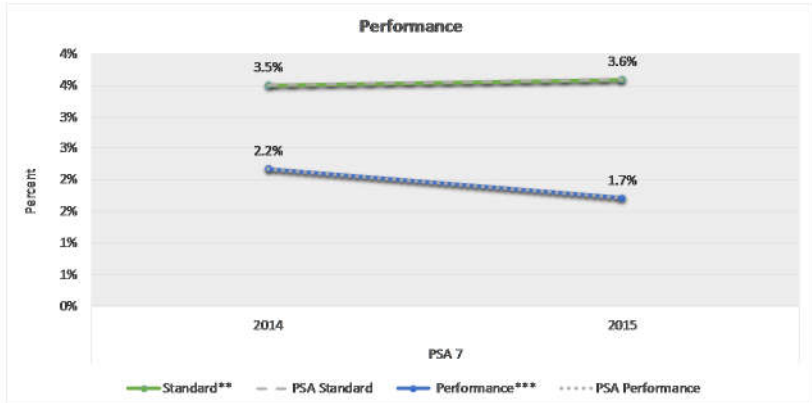
Targeting Report

PSA 7

Indicator: Rural

County	Indicator
Brevard	Below Poverty Level*
Orange	Limited English
Osceola	Living Alone
PSA 7	Low Income Minority*
Seminole	Minority
	Probable Alzheimer's Cases
	Rural
	Year
	2014
	2015

For accurate results, select one county and one indicator at a time.



Year

2014

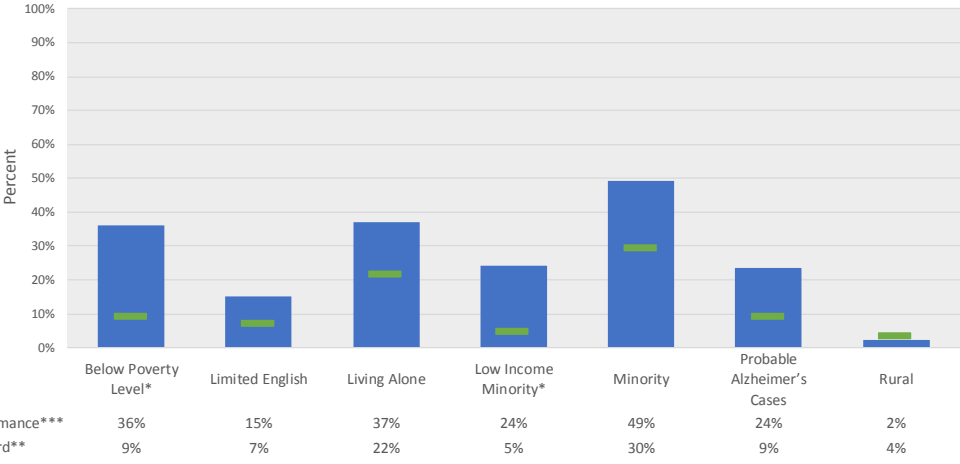
2015

For accurate results, select one year at a time.

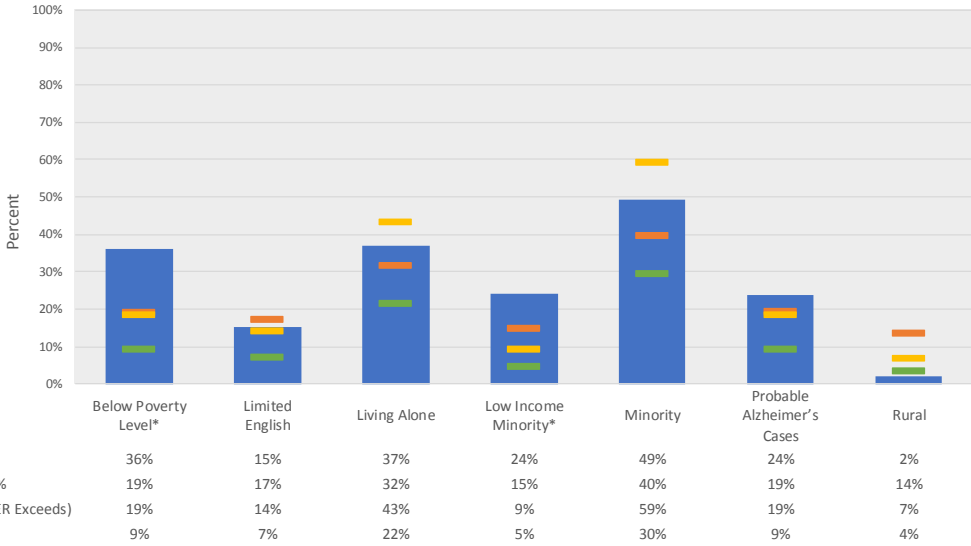
Comparison of All Indicators

2014 Performance: PSA 7

Meets or Exceeds



SUPER Exceeds & Indicator Plus 10%



* Below 100% of Poverty Level

** The "Standard" is the population of the Indicator as a percent of total population.

*** "Performance" is the proportion of those "Screened and Served." See definition of "Screened" and "Served" below.

^ "Screened" individuals include individuals on the waitlist or going through the eligibility process (i.e., APCL, APPL, or codes beginning with TA or TP in CIRTS) for OAA services during a given calendar year. "Served" individuals include those served in a given calendar year by the Department's OAA and/or General Revenue programs.

SRA also analyzed the number of clients served within the DOEA Elder Needs Index areas with the highest percentages of target populations, as shown in the following charts:

Brevard County Targeting Summary						
Census Tract	# 60+	# 65+	# 85+	# clients	# clients with 0 factors	% Elder Needs Index
626	467	342	77	39	2	48.31%
623.01	678	453	108	19	2	36.97%
623.02	640	527	168	96	29	35.17%
607	611	478	38	57	1	34.97%
649.02	1045	824	145	48	3	32.33%
671	34	17	3	0	0	31.06%
				259	37	
Orange County Targeting Summary						
Census Tract	# 60+	# 65+	# 85+	# clients	# clients with 0 factors	% Elder Needs Index
105	219	169	0	16	0	54.66%
104	222	123	9	21	0	54.62%
165.10	153	136	79	0	0	49.80%
117.02	709	473	57	29	0	48.68%
146.01	716	399	36	32	0	47.25%
183	477	353	69	32	0	46.45%
170.01	547	328	52	32	0	45.28%
117.01	877	680	73	49	0	44.07%
146.08	680	477	12	39	0	43.28%
176	608	436	48	7	0	42.45%
146.05	980	774	35	60	0	42.31%
165.11	266	97	33	6	0	41.95%
135.08	99	61	0	2	0	41.78%
120	883	490	33	20	0	41.55%
135.10	132	43	0	0	0	41.28%
169.04	684	484	114	8	1	41.22%
121	646	478	81	26	2	40.84%
				379	3	

Osceola County Targeting Summary						
Census Tract	# 60+	# 65+	# 85+	# clients	# clients with 0 factors	% Elder Needs Index
427.02	1030	801	151	28	3	48.16%
426.01	319	250	7	6	0	45.62%
408.01	262	123	84	0	0	38.87%
427.01	1330	774	26	25	2	38.65%
411	2693	1705	173	22	2	37.34%
413	1695	1240	56	23	1	36.45%
420	711	412	39	7	0	35.90%
419	388	323	8	4	0	35.39%
418	510	310	18	11	1	34.91%
426.02	1583	1070	117	32	0	33.92%
416	745	422	30	8	1	33.85%
409.01	604	380	69	6	0	33.35%
425	1497	1066	144	32	1	32.14%
421	989	659	12	12	1	31.54%
422	1665	1351	142	40	2	30.85%
423	1305	942	60	12	1	30.30%
410.01	2632	1922	354	19	2	29.52%
				287	17	
Seminole County Targeting Summary						
Census Tract	# 60+	# 65+	# 85+	# clients	# clients with 0 factors	% Elder Needs Index
205	488	346	51	26	2	45.97%
211	460	349	74	29	2	40.56%
209.01	304	292	57	13	2	37.08%
204.01	208	155	14	17	1	36.26%
220.01	406	329	52	21	4	32.59%
204.02	672	442	56	9	0	31.73%
201.01	373	317	74	98	39	31.33%
215.02	605	470	113	21	6	31.14%
217.08	770	606	132	11	1	30.40%
217.05	518	422	40	10	1	30.20%
215.03	447	366	144	4	1	30.05%
				259	59	

PSA 7 TREND ANALYSIS FOR THE OUTREACH PLAN – BREVARD

Brevard County							
	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Probable Alzheimer's Cases	Rural
2013 60+ Total Population	154,120	154,120	154,120	154,120	154,120	154,120	154,120
2014 60+ Total Population	156,494	156,494	156,494	156,494	156,494	156,494	156,494
2015 60+ Total Population	160,576	160,576	160,576	160,576	160,576	160,576	160,576
% Change 2013-2014	2%	2%	2%	2%	2%	2%	2%
% Change 2014-2015	3%	3%	3%	3%	3%	3%	3%
Average % Change 2013-2015	2%	2%	2%	2%	2%	2%	2%
2013 Population for Indicator	11,206	2,539	36,874	2,521	13,562	14,446	2,134
2014 Population for Indicator	11,966	2,562	38,121	3,878	14,020	16,352	2,167
2015 Population for Indicator	12,279	2,629	39,115	4,076	14,628	16,754	1,605
% Change 2013-2014	7%	1%	3%	54%	3%	13%	2%
% Change 2014-2015	3%	3%	3%	5%	4%	2%	-26%
Average % Change 2013-2015	5%	2%	3%	29%	4%	8%	-12%
2013 Number Screened and Served	5,093	5,093	5,093	5,093	5,093	5,093	5,093
2014 Number Screened and Served	5,459	5,459	5,459	5,459	5,459	5,459	5,459
2015 Number Screened and Served	5,721	5,721	5,721	5,721	5,721	5,721	5,721
% Change 2013-2014	7%	7%	7%	7%	7%	7%	7%
% Change 2014-2015	5%	5%	5%	5%	5%	5%	5%
Average % Change 2013-2015	6%	6%	6%	6%	6%	6%	6%
2013 Number Screened and Served in Indicator	1,689	550	3,337		1,018	1,070	102
2014 Number Screened and Served in Indicator	1,785	785	3,610		1,149	1,146	109
2015 Number Screened and Served in Indicator	1,754	895	3,725		1,218	1,201	114
% Change 2013-2014	6%	43%	8%		13%	7%	7%
% Change 2014-2015	-2%	14%	3%		6%	5%	5%
Average % Change 2013-2015	2%	28%	6%	0%	9%	6%	6%

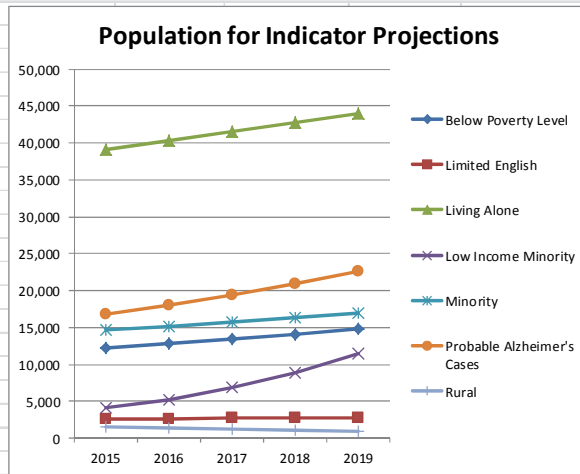
60+							
	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Probable Alzheimer's Cases	Rural
2015	160,576						
2016	163,907						
2017	167,307						
2018	170,778						
2019	174,320						

60+ Population Projection

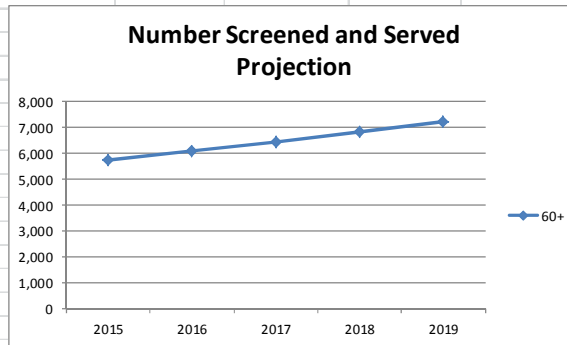
The graph shows a steady increase in the 60+ population from 2015 to 2019. The y-axis ranges from 150,000 to 180,000. The x-axis shows years from 2015 to 2019. A blue line with diamond markers represents the 60+ population, starting at approximately 160,576 in 2015 and reaching 174,320 in 2019.

2015	12,279	2,629	39,115	4,076	14,628	16,754	1,605
2016	12,856	2,675	40,286	5,277	15,192	18,065	1,409
2017	13,460	2,722	41,493	6,832	15,778	19,479	1,237
2018	14,093	2,770	42,735	8,845	16,387	21,003	1,087
2019	14,755	2,819	44,015	11,452	17,019	22,647	954

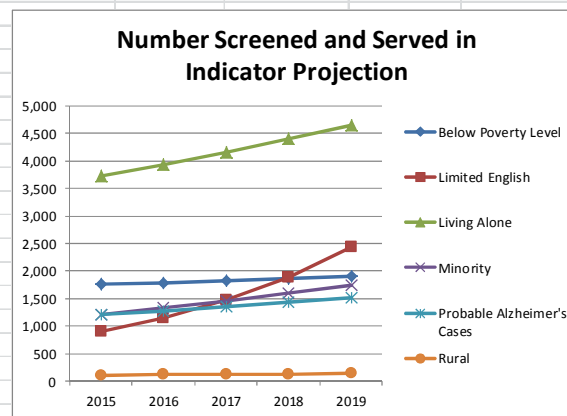
PSA 7 TREND ANALYSIS FOR THE OUTREACH PLAN – BREVARD



60+	
2015	5,721
2016	6,064
2017	6,427
2018	6,812
2019	7,221



	Below Poverty Level	Limited English	Living Alone	Minority	Probable Alzheimer's Cases	Rural
2015	1,754	895	3,725	1,218	1,201	114
2016	1,789	1,149	3,937	1,333	1,272	121
2017	1,824	1,475	4,160	1,459	1,348	127
2018	1,860	1,893	4,397	1,596	1,428	135
2019	1,897	2,430	4,647	1,747	1,513	142

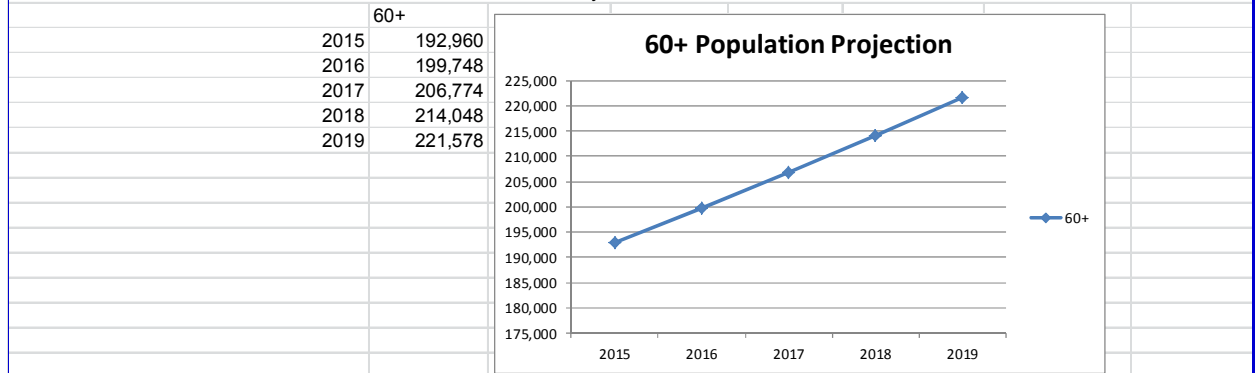


*Projections based on assumption that average percent change remains constant

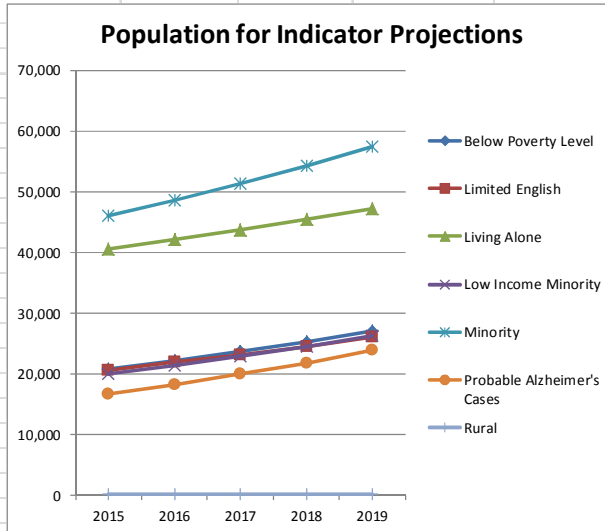
PSA 7 TREND ANALYSIS FOR THE OUTREACH PLAN – ORANGE

Orange County							
	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Probable Alzheimer's Cases	Rural
2013 60+ Total Population	180,070	180,070	180,070	180,070	180,070	180,070	180,070
2014 60+ Total Population	185,865	185,865	185,865	185,865	185,865	185,865	185,865
2015 60+ Total Population	192,960	192,960	192,960	192,960	192,960	192,960	192,960
% Change 2013-2014	3%	3%	3%	3%	3%	3%	3%
% Change 2014-2015	4%	4%	4%	4%	4%	4%	4%
Average % Change 2013-2015	4%	4%	4%	4%	4%	4%	4%
2013 Population for Indicator	18,203	18,330	37,591	17,391	41,299	13,953	142
2014 Population for Indicator	19,985	19,851	39,074	18,884	43,460	16,183	147
2015 Population for Indicator	20,744	20,608	40,566	19,973	46,078	16,654	152
% Change 2013-2014	10%	8%	4%	9%	5%	16%	4%
% Change 2014-2015	4%	4%	4%	6%	6%	3%	3%
Average % Change 2013-2015	7%	6%	4%	7%	6%	9%	3%
2013 Number Screened and Served	6,813	6,813	6,813	6,813	6,813	6,813	6,813
2014 Number Screened and Served	7,174	7,174	7,174	7,174	7,174	7,174	7,174
2015 Number Screened and Served	7,244	7,244	7,244	7,244	7,244	7,244	7,244
% Change 2013-2014	5%	5%	5%	5%	5%	5%	5%
% Change 2014-2015	1%	1%	1%	1%	1%	1%	1%
Average % Change 2013-2015	3%	3%	3%	3%	3%	3%	3%
2013 Number Screened and Served in Indicator	2,880	1,085	3,984		3,615	1,158	68
2014 Number Screened and Served in Indicator	2,940	1,614	4,368		3,860	1,219	71
2015 Number Screened and Served in Indicator	2,935	2,070	4,533		3,874	1,231	57
% Change 2013-2014	2%	49%	10%		7%	5%	4%
% Change 2014-2015	0%	28%	4%		0%	1%	-20%
Average % Change 2013-2015	1%	39%	7%		4%	3%	-8%

Projection Data*

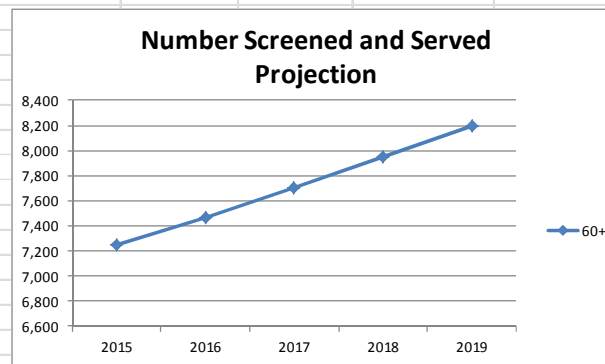


ORANGE COUNTY TRENDS	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Probable Alzheimer's Cases	Rural
2015	20,744	20,608	40,566	19,973	46,078	16,654	152
2016	22,153	21,856	42,141	21,406	48,671	18,227	157
2017	23,658	23,179	43,776	22,942	51,411	19,949	163
2018	25,266	24,583	45,476	24,589	54,304	21,833	168
2019	26,982	26,072	47,241	26,353	57,361	23,896	174

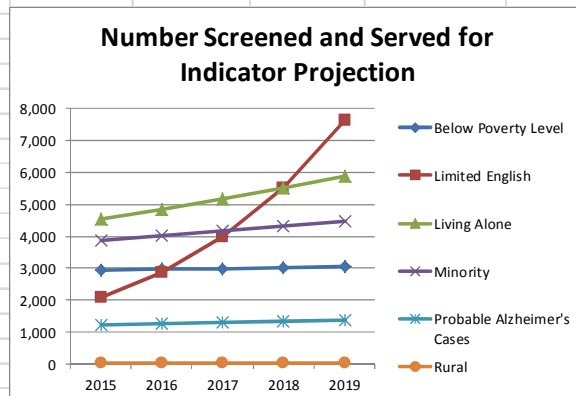


60+

2015	7,244
2016	7,471
2017	7,706
2018	7,947
2019	8,197



	Below Poverty Level	Limited English	Living Alone	Minority	Probable Alzheimer's Cases	Rural
2015	2,935	2,070	4,533	3,874	1,231	57
2016	2,963	2,867	4,837	4,012	1,269	53
2017	2,991	3,971	5,162	4,156	1,309	49
2018	3,020	5,500	5,508	4,304	1,350	45
2019	3,049	7,618	5,877	4,458	1,392	41

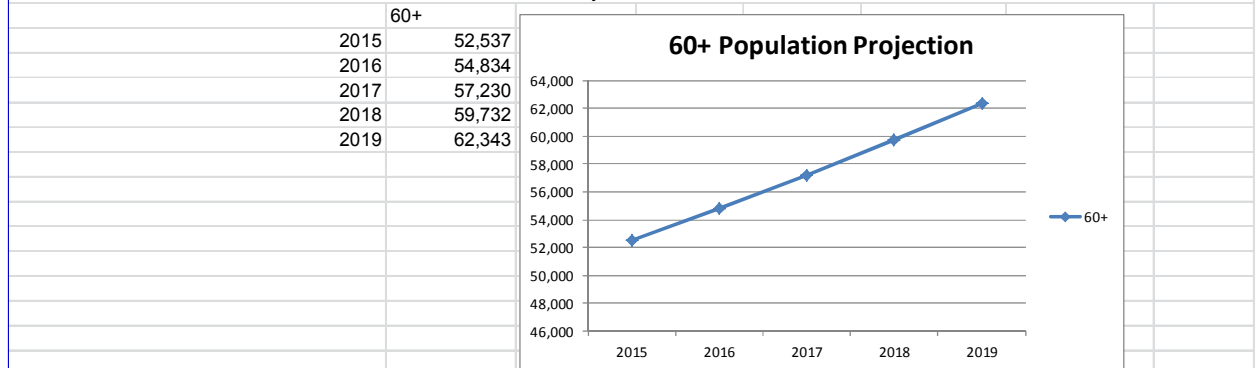


*Projections based on assumption that average percent change remains constant

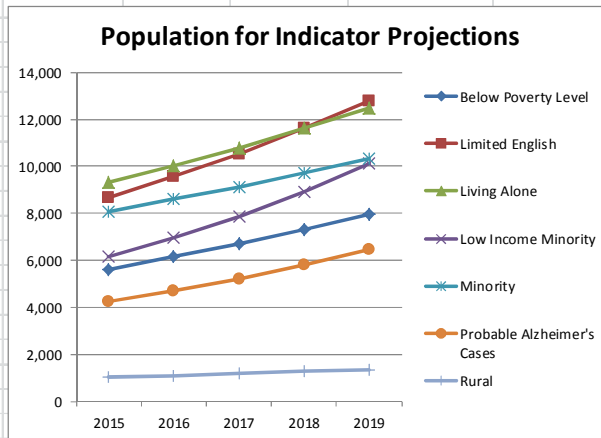
PSA 7 TREND ANALYSIS FOR THE OUTREACH PLAN – OSCEOLA

Osceola County								
	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Probable Alzheimer's Cases	Rural	
2013 60+ Total Population	48,233	48,233	48,233	48,233	48,233	48,233	48,233	48,233
2014 60+ Total Population	49,853	49,853	49,853	49,853	49,853	49,853	49,853	49,853
2015 60+ Total Population	52,537	52,537	52,537	52,537	52,537	52,537	52,537	52,537
% Change 2013-2014	3%	3%	3%	3%	3%	3%	3%	3%
% Change 2014-2015	5%	5%	5%	5%	5%	5%	5%	5%
Average % Change 2013-2015	4%	4%	4%	4%	4%	4%	4%	4%
2013 Population for Indicator	4,730	7,136	8,085	4,800	7,171	3,455	918	
2014 Population for Indicator	5,339	8,216	8,864	5,707	7,559	4,057	949	
2015 Population for Indicator	5,628	8,659	9,341	6,148	8,093	4,245	1,050	
% Change 2013-2014	13%	15%	10%	19%	5%	17%	3%	
% Change 2014-2015	5%	5%	5%	8%	7%	5%	11%	
Average % Change 2013-2015	9%	10%	8%	13%	6%	11%	7%	
2013 Number Screened and Served	1,782	1,782	1,782	1,782	1,782	1,782	1,782	
2014 Number Screened and Served	1,864	1,864	1,864	1,864	1,864	1,864	1,864	
2015 Number Screened and Served	1,867	1,867	1,867	1,867	1,867	1,867	1,867	
% Change 2013-2014	5%	5%	5%	5%	5%	5%	5%	
% Change 2014-2015	0%	0%	0%	0%	0%	0%	0%	
Average % Change 2013-2015	2%	2%	2%	2%	2%	2%	2%	
2013 Number Screened and Served in Indicat	807	346	1,035		664	321	36	
2014 Number Screened and Served in Indicat	818	492	1,097		688	335	37	
2015 Number Screened and Served in Indicat	822	646	1,068		726	336	37	
% Change 2013-2014	1%	42%	6%		4%	4%	3%	
% Change 2014-2015	0%	31%	-3%		6%	0%	0%	
Average % Change 2013-2015	1%	37%	2%		5%	2%	1%	

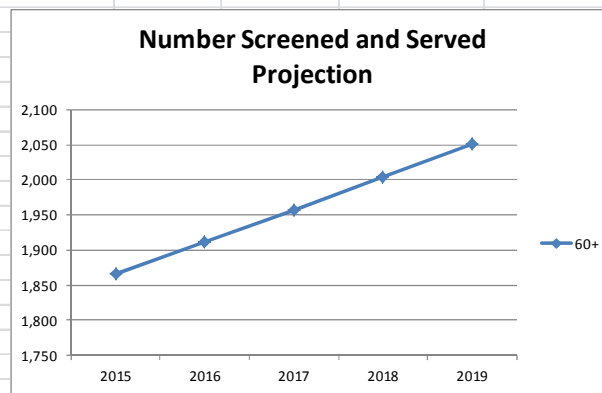
Projection Data*



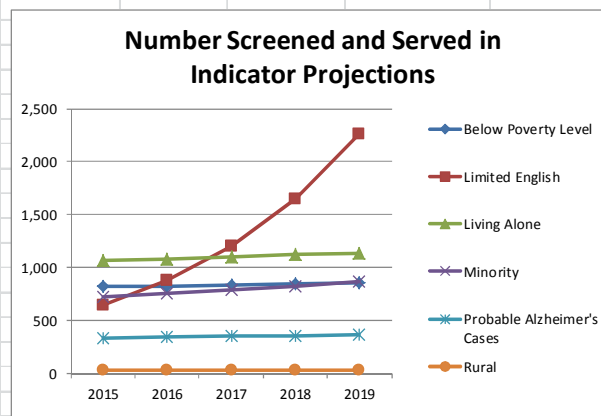
OSCEOLA TRENDS	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Probable Alzheimer's Cases	Rural
2015	5,628	8,659	9,341	6,148	8,093	4,245	1,050
2016	6,143	9,548	10,042	6,966	8,598	4,713	1,124
2017	6,704	10,528	10,796	7,894	9,134	5,233	1,202
2018	7,317	11,608	11,607	8,945	9,704	5,810	1,287
2019	7,986	12,799	12,478	10,135	10,309	6,451	1,377



60+	2015	2016	2017	2018	2019
	1,867	1,911	1,957	2,004	2,051



	Below Poverty Level	Limited English	Living Alone	Minority	Probable Alzheimer's Cases	Rural
2015	822	646	1,068	726	336	37
2016	830	883	1,086	759	344	38
2017	837	1,208	1,104	794	352	38
2018	845	1,652	1,123	830	360	39
2019	853	2,259	1,141	868	368	39

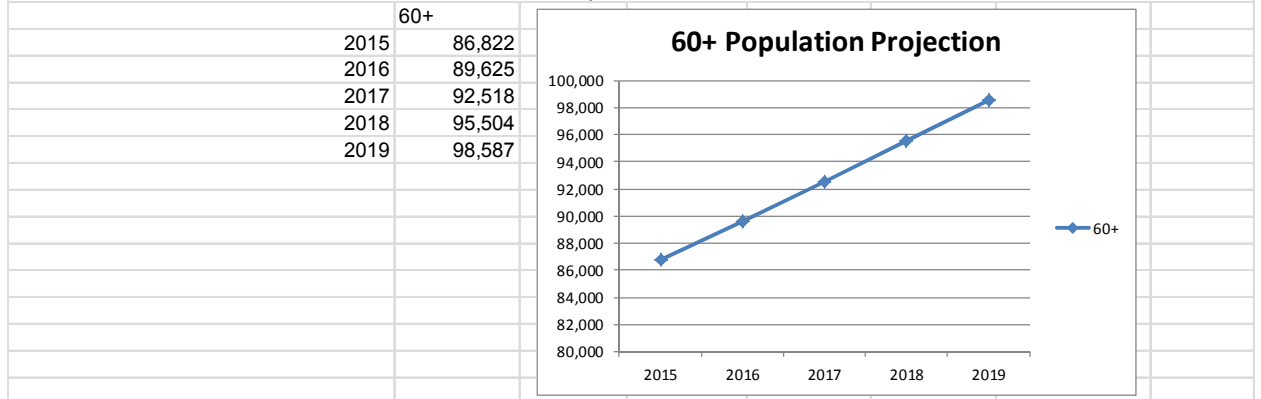


*Projections based on assumption that average percent change remains constant

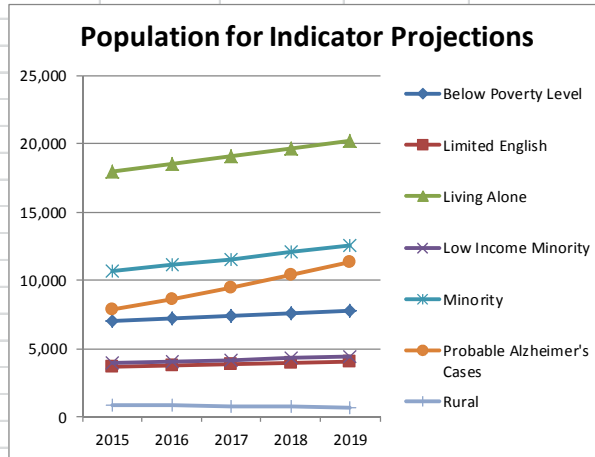
PSA 7 TREND ANALYSIS FOR THE OUTREACH PLAN – SEMINOLE

Seminole County	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Probable Alzheimer's Cases	Rural
2013 60+ Total Population	81,477	81,477	81,477	81,477	81,477	81,477	81,477
2014 60+ Total Population	84,230	84,230	84,230	84,230	84,230	84,230	84,230
2015 60+ Total Population	86,822	86,822	86,822	86,822	86,822	86,822	86,822
% Change 2013-2014	3%	3%	3%	3%	3%	3%	3%
% Change 2014-2015	3%	3%	3%	3%	3%	3%	3%
Average % Change 2013-2015	3%	3%	3%	3%	3%	3%	3%
2013 Population for Indicator	6,621	3,410	16,921	3,680	9,823	6,614	1,002
2014 Population for Indicator	6,791	3,508	17,423	3,813	10,129	7,707	1,036
2015 Population for Indicator	6,995	3,616	17,959	3,903	10,650	7,888	868
% Change 2013-2014	3%	3%	3%	4%	3%	17%	3%
% Change 2014-2015	3%	3%	3%	2%	5%	2%	-16%
Average % Change 2013-2015	3%	3%	3%	3%	4%	9%	-6%
2013 Number Screened and Served	2,494	2,494	2,494	2,494	2,494	2,494	2,494
2014 Number Screened and Served	2,540	2,540	2,540	2,540	2,540	2,540	2,540
2015 Number Screened and Served	2,507	2,507	2,507	2,507	2,507	2,507	2,507
% Change 2013-2014	2%	2%	2%	2%	2%	2%	2%
% Change 2014-2015	-1%	-1%	-1%	-1%	-1%	-1%	-1%
Average % Change 2013-2015	0%	0%	0%	0%	0%	0%	0%
2013 Number Screened and Served in Indicator	1,009	336	1,585		910	474	50
2014 Number Screened and Served in Indicator	1,003	466	1,641		943	482	50
2015 Number Screened and Served in Indicator	900	556	1,572		967	476	50
% Change 2013-2014	-1%	39%	4%		4%	2%	0%
% Change 2014-2015	-10%	19%	-4%		3%	-1%	0%
Average % Change 2013-2015	-5%	29%	0%		3%	0%	0%

Projection Data*

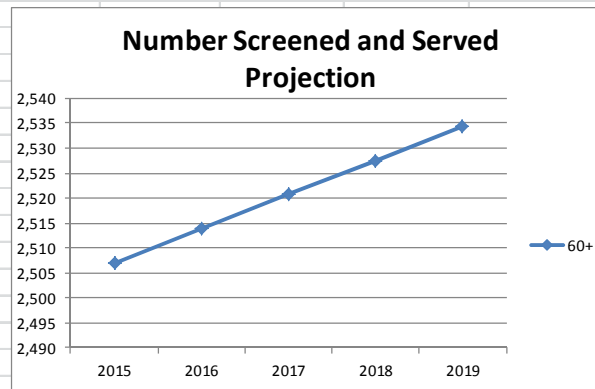


SEMINOLE TRENDS	Below Poverty Level	Limited English	Living Alone	Low Income Minority	Minority	Probable Alzheimer's Cases	Rural
2015	6,995	3,616	17,959	3,903	10,650	7,888	868
2016	7,190	3,724	18,502	4,020	11,090	8,632	812
2017	7,390	3,834	19,061	4,140	11,548	9,447	760
2018	7,596	3,949	19,637	4,263	12,025	10,339	712
2019	7,808	4,066	20,230	4,391	12,521	11,314	666

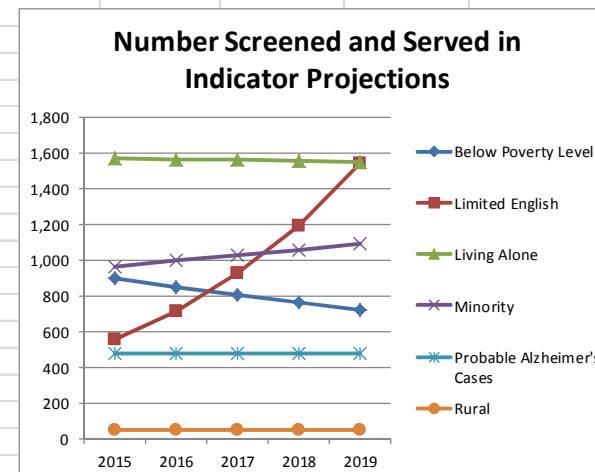


60+

2015	2,507
2016	2,514
2017	2,521
2018	2,528
2019	2,534



	Below Poverty Level	Limited English	Living Alone	Minority	Probable Alzheimer's Cases	Rural
2015	900	556	1,572	967	476	50
2016	851	717	1,567	997	477	50
2017	805	925	1,561	1,028	478	50
2018	761	1,194	1,556	1,059	479	50
2019	720	1,540	1,551	1,092	480	50



*Projections based on assumption that average percent change remains constant

Performance Analysis Summary

The effectiveness of the AAA's efforts in reaching the specified populations within each of the four counties is evident, as shown in the previous charts with the exception of some rural areas in Brevard, Osceola, and Seminole County, as discussed previously. Additional comparisons are noted as follows:

Indicator: Below Poverty Level – ranges between 26% and 49% of the clients served with Osceola at the highest level and each county maintaining the rate served, on average over the 2014 – 2016 timeframe.

Indicator: Limited English Proficiency – ranges between 4% and 42% of the clients served with Brevard at the lowest level and Osceola at the highest level and each county maintaining the rate served, on average over the 2014 – 2016 timeframe.

Indicator: Living Alone – ranges between 27% and 43% of the clients served with Osceola at the lowest level and Brevard at the highest level and each county maintaining the rate served, on average over the 2014 – 2016 timeframe.

Indicator: Low Income Minority – ranges between 9% and 41% of the clients served with Brevard at the lowest level and Osceola at the highest level and each county maintaining the rate served, on average over the 2014 – 2016 timeframe.

Indicator: Minority – ranges between 21% and 72% of the clients served with Brevard at the lowest level and Osceola at the highest level, followed closely by Orange County (70%, 69%, 66%), and each county maintaining the rate served, on average over the 2014 – 2016 timeframe.

Indicator: Probable Alzheimer's Cases – ranges between 19% and 56% of the clients served with Orange County at the lowest level and Osceola at the highest level; however, there is a notable decline in all four counties between 2015 and 2016, from 43% to 21%.

Indicator: Rural – ranges between 0% and 4% of the clients served with Brevard at the highest rates, but still below the 6% benchmark; Osceola at 3% and below the 7% benchmark; and, Seminole increasing from 1% to 2%, but still below the 3% benchmark. Orange County meets or exceeds their benchmark.

In 2017, SRA conducted over 100 outreach activities throughout PSA 7, working with all of our partners and service providers. The following chart shows some of those activities.

Targeted Outreach Plan:

In developing the Targeted Outreach Plan, and pursuant to the Older Americans Act Reauthorization Act of 2016, this plan details at the county and PSA levels:

- The AAA's proposed methods for providing preference to older individuals with greatest economic need, older individuals with 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 related disorders and the caretakers of these individuals;
- 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.

This plan should also detail the methods and approaches to identify, reach, and assist the caregivers of the following:

- Older individuals with Alzheimer's disease and related disorders with neurological and organic brain dysfunction;
- Older individuals with greatest social need; and
- Older individuals with greatest economic need.

As well as the following:

- Caregivers who are older individuals who provide care to individuals with severe disabilities, including children with severe disabilities; and
- Grandparents or older individuals who are relative caregivers who provide care for children with severe disabilities.

SRA, along with sub-recipients, will utilize the County-Level performance indicators and trend analyses to target outreach activities and reach projected goals. The following chart summarizes the projected increase in clients served through 2019, based on historical data and contingent on modest increases in federal and state funding.

PSA 7 PROJECTED INCREASE IN CLIENTS SERVED 2015 - 2019						
60+	BREVARD	ORANGE	OSCEOLA	SEMINOLE	PSA 7	INCREASE #
2015	5,721	7,244	1,867	2,507	17,339	
2016	6,064	7,471	1,911	2,514	17,960	621
2017	6,427	7,706	1,957	2,521	18,611	650
2018	6,812	7,947	2,004	2,528	19,291	680
2019	7,221	8,197	2,051	2,534	20,003	712

The Senior Resource Alliance **Outreach Plan** includes paid ads and free public service announcements; participation in community resource fairs; educational presentations; cross-training opportunities; partnership development for maximum exposure, including the distribution of brochures; on-going website updates; and, a regular newsletter that goes to approximately 900 individuals. SRA and prime contractors give priority to target areas identified in the Area Plan, tracking planned outreach activities at the beginning of each year and actual outreach activities at the end of each year. New outreach strategies include targeted mail outs and physician referrals for health & wellness evidence-based programs. The following chart show some of the outreach activities conducted in 2018. A multi-media campaign is conducted throughout each year with paid and unpaid advertisements, including public service announcements. The following chart shows a listing of SRA's media contacts.

SRA Partnering Organizations	Type of Event or Activity	Date	Zip Code
DOEA	Elder Update	1/1/2018	
AARP	Newsletter and Website	Jan-18	
Seminole County Community Services	Brochures	Jan-18	
Senior Scene Magazine	SHINE Site Schedules	Jan-18	
New Destiny Christian Church	DCF ACCESS Site and Resource Fair	1/11/2018	32703
Volunteers for Community Impact	Newsletter	1/16/2018	
Young at Heart Boomers & Seniors Expo	Health & Resource Fair	1/25/2018	32935
Keller Williams Realty	Smarter Senior Seminars	2/7/2018	34761
The Observer Newspaper	SHINE Volunteer Recruitment Ad	2/9/2018	
St. Peter and Paul Catholic Church	Seminar	2/22/2018	34787
Christian Sharing Center	Community Food Drop Resource Fair	2/23/2018	32707
Volunteers for Community Impact	Newsletter	3/7/2018	
Orange County Government	Annual employee health fair	3/9/2018	32803
Boomer Bash & Senior Expo	Health & Resource Fair	3/9/2018	32940
Renaissance Senior Expo	Health & Resource Fair	3/23/2018	32829
Mega Boomers & Senior Expo	Health & Resource Fair	3/28/2018	32937
One Senior Place	Brochures	4/2/2018	32714
Tru Value Pharmacy	Health & Resource Fair	4/2/2018	32771
Mind, Body & Spirit Senior Health Fair	Health & Resource Fair	4/4/2018	32746
Courtenay Springs Village	Love your Heart Health Fair	4/13/2018	32952
Barefoot Bay Senior Center	Health & Resource Fair	4/17/2018	32976
Osceola County Council on Aging	Encouraging Latino American Communities to Enhance their Salud	4/18/2018	34744
New Destiny Christian Church	Food Distribution Site, DCF ACCESS Site and Resource Fair	4/19/2018	32703
Mt. Sinai Seventh Day Adventist Church	Spring Jubilee Food Drop and Outreach Fair	4/21/2018	32810
Macedonia Missionary Baptist Church	Health & Resource Fair	4/21/2018	32751
Emilia's Direct Care	UCF off-site campus seminar	5/9/2018	
Florida Hospital Centre for Aging	SRA Brochures	5/21/2018	
Englewood Senior Center	Seminar	5/22/2018	32807
Legal Aid	Pine Hills First United Methodist Church	5/23/2018	32808
Serenity Towers	Seminar	5/24/2018	32771
Renaissance Senior Expo	Health & Resource Fair	6/1/2018	32829
Osceola Resource Alliance	Networking Meeting Presentation	6/13/2018	34746
Osceola Regional Networking Meeting	Meeting	6/13/2018	34746

SRA Partnering Organizations	Type of Event or Activity	Date	Zip Code
World Elder Abuse Awareness Day	Seminar	6/15/2018	
World Elder Abuse Awareness Day	Health & Resource Fair	6/15/2018	32901
Florida Hospital	Care Management Resource Fair	6/26/2018	
Florida Hospital Transplant Adm	SRA and SHINE Presentations	7/25/2018	32789
Osceola Healthcare	New Partnership Meeting	8/2/2018	
Salvation Army	Health & Resource Fair	8/3/2018	32804
Cornerstone Hospice	Coalition Meeting Presentation	8/8/2018	34746
Smarter Senior Eatonville Library	Presentation	8/22/2018	32751
Maitland Senior Center	Health & Resource Fair	8/22/2018	32751
Young at Heart Senior Expo	Health & Resource Fair	8/29/2018	
ComForCare	Presentation	9/12/2018	32750
Congresswoman Stephanie Murphy	Senior Resource Fair	9/18/2018	32750
Seminole County Community Services	Community Senior Outreach	9/19/2018	32765
50PlusFYI	Networking Meeting Presentation	9/21/2018	32746
Church of Christ of West Orlando	Community Day & Health Fair	9/22/2018	32808
Rodes Park Senior Center	Health & Resource Fair	9/26/2018	
Lutheran Haven	Health and Wellness Fair	9/26/2018	34737
Share the Care	Caregiver Forum	9/27/2018	34737
Winter Park Police Department	National Night Out	10/2/2018	32789
Mt. Sinai Seventh Day Adventist Church	Senior Emphasis Day	10/20/2018	32810
Titusville	Health & Resource Fair	10/26/2018	
Celebration Foundation	ANE Outreach Presentation	11/16/2018	
The Apopka Chief and Planter	Newspaper	On-Going	32703
One Senior Place	Newsletter	On-Going	
Lake Mary Life Magazine	SHINE Site Schedules	On-Going	
SRA Website and E-Newsletter Users	SRA Website	On-Going	
Orange County Office on Aging	Newsletter	On-Going	
Osceola News Gazette	SHINE Site Schedules	On-Going	
Senior Living Guide	Magazine	On-Going	
Helping Seniors of Brevard	Senior Service Directory	On-Going	
50 Plus Resource Network	Lifestyle Guide ad	On-Going	
Seniors Blue Book	Article and two ads	On-Going	

SENIOR RESOURCE ALLIANCE MULTI-MEDIA CONTACTS

211 Brevard
211 Community Resources
50+ Lifestyle magazine
50+ Survival Guide
AARP Florida
Administration for Community Living
Agency for Health Care Administration
Alzheimer and Dementia Resource Center
Apopka Chief & The Planter
Beach 98.5 Radio, The
Brevard Aging Matters
Brevard Alzheimer's Foundation
Brevard County Government
Brevard Ebony News
Central Florida News 13
Checkmate Publications
City of Orlando
City of Orlando Mayor's Committee on Aging
Clear Channel 540 WFLA
Coffee News
College Park Paper
Covenant Communications
Cullari Communications Group
Disney World
Dr. Phillips Foundation
East Central FL Memory Disorder Clinic
East Central Florida Health Planning Council
East Orange Sun
Easter Seals
El Playero
Expo Marketing
F4A Lobbyist
Florida Council on Aging
First Monday Magazine
Florida Hospital
Florida Hospital Geriatric Program
Florida on the Move
Florida Today
Forever Young - monthly magazine
Foster Grandparents

Fox 35 News
Growing Bolder
Health Central Ocoee
Heart of Florida United Way
Heritage Publishing
Hometown News
In The Event, Inc.
International Minute Press
ITN Orlando
Lake Mary Life Magazine
LaPresna
LMG Media Group, Inc.
Lockheed Martin
LYNX Public Transit and Paratransit
Maitland-Winter Park Observer
Meals on Wheels, Etc.
Mental Health Association of Central Florida
Merrill Gardens Lake Orienta
ML Dugger and Associates
Moore Consulting Group, Inc.
National Health Review
Natural Awakenings magazine
National Council on Aging
News Channel 13
Observer Newspapers
One Senior Place in Brevard and Tri County
Orange County Government
Orange County Office On Aging
Orange TV
ORHS 55+ Program
Orlando Business Journal
Orlando Caregivers
Orlando Cultural
Orlando Magazine
Orlando Regional Healthcare - Government Relations
Orlando Regional Medical Center
Orlando Sentinel
Osceola Gazette
Osceola Star News
Oviedo Voice

Oviedo-Winter Springs Life Magazine
Publix
Relay, Inc.
Results Marketing
Seminole Chronicle
Seminole Magazine
Senior Life newspaper
Senior Life of Florida (Brevard newspaper)
Senior Scene Magazine
Senior's First
Share the Care
Southern Video News Clips
Space Coast Medicine Magazine
Social Security Administration
St. Cloud in the news
St. Francis of Assisi Church
State Attorney Office - Fraud Division
Synergy Expos
The Plymouth Retirement Facility
The Senior Observer
UCF Department of Health Professions
Universal Orlando
Viera Voice
VITAS
Vitas Hospice
Walt Disney World
WDBO
Wekiva Springs Life Magazine
Welsh
West Orange Times
Wfit 89.5 FM
WFLA
WFTV
Winter Park Health Foundation
Winter Park Magazine
Winter Park Towers
WKMG Ch. 6
WORL 660 AM
WP/Maitland Observer, Seminole Voice, Baldwin Park Living
Wuesthoff

According to the Performance Indicator Reports for 2014 and 2015, the following areas have top priority for additional outreach:

- Brevard: Rural
- Orange: Living Alone and Alzheimer's
- Osceola: Living Alone and Rural
- Seminole: Rural

The following DOEA Elder Needs Index Maps show urban and rural areas with the current penetration of rural clients in Brevard, Osceola, and Seminole County; and, for Orange and Osceola County, the current penetration of clients living alone and clients with Alzheimer's. One of the priority goals for SRA and providers is to provide outreach to these target areas.