

STRATEGIC PLAN

2024-2027

WE'RE PROUD of OUR YEARS



Mas

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Introduction

Missoula Aging Services is launching a new Strategic Plan to empower older adults, celebrate aging for all, and challenge our community to support all aspects of the aging journey.

The number of older adults in our communities continues to rise, which means needs and opportunities are growing and evolving.

From June to December 2023, we engaged in a comprehensive strategic planning process. Board members, staff, partners, and community members - 132 stakeholders in all - helped define transformative impact for older adults in our community. We invite you to join the journey!

The resulting plan delivers a bold vision of what our community looks like when people are empowered to age with confidence and without fear. It identifies five pathways for change, each with long-term goals to steer our actions over the next four years.

This plan starts with MAS, but its ultimate success depends on community champions who share this vision and are committed to working together to make it a reality.



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Transformative Impact Statement

Aging with confidence and without fear.

When we shift how we see and value older adults and understand aging as a vital part of living that we all experience, we are empowered to improve the well-being of everyone as we age.

About Us

Established by Missoula County in 1982, MAS is a cornerstone of the community, providing essential services and resources that enhance the quality of life for older adults. Our comprehensive programs include:

- *Meals on Wheels* – delivering nutritious meals to homebound individuals
- *Resource Center* – providing information and assistance to connect older adults and their families with the services they need
- *Care Management* – supporting people with dementia or other significant needs to manage daily life and navigate the health and social care systems
- *Caregiver Support* – offering respite care and other resources to help those caring for loved ones
- *Volunteer Opportunities and Educational Programs* – engaging and empowering older adults to age well and share their time and talents to benefit our community
- *Advocacy* – working for positive change at the local, state, and federal levels

Our Mission

Missoula Aging Services promotes the independence, dignity and health of older adults and those who care for them.

Our Vision

Missoula Aging Services is the voice of older adults. We provide programs and services in our communities, empowering people to age with confidence and without fear.



Strategic Pathways



Accessibility

Our community accommodates everyone's aging journey.



Autonomy

Older adults are supported to live the lives and experience the deaths of their choosing.



Culture

We value aging and our elders through our words and actions.



Security

Aging is affordable for all.



Well-being

Health and quality of life are improved for all aging adults.



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STRATEGIC PATHWAYS:

Accessibility

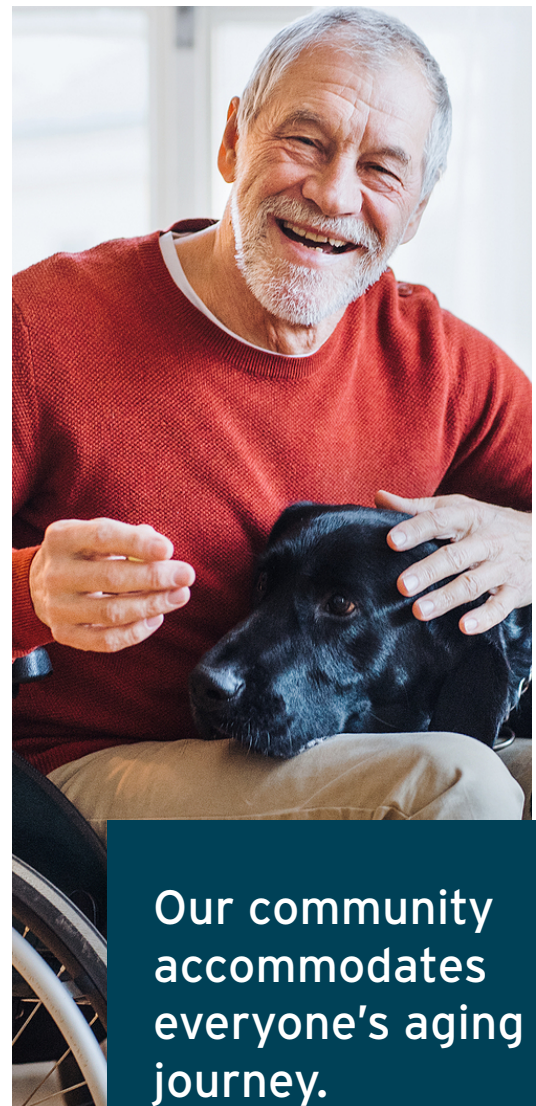
Information is available in diverse formats and places.

Businesses and community spaces are aging friendly.

Transportation options are available across the community and meet people's diverse needs as they age.

Access to services is easy, and services are brought to individuals and families.

Housing options are broad and designed or modified for older adults to live safely and comfortably in their homes.



**Our community
accommodates
everyone's aging
journey.**



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STRATEGIC PATHWAYS:

Autonomy

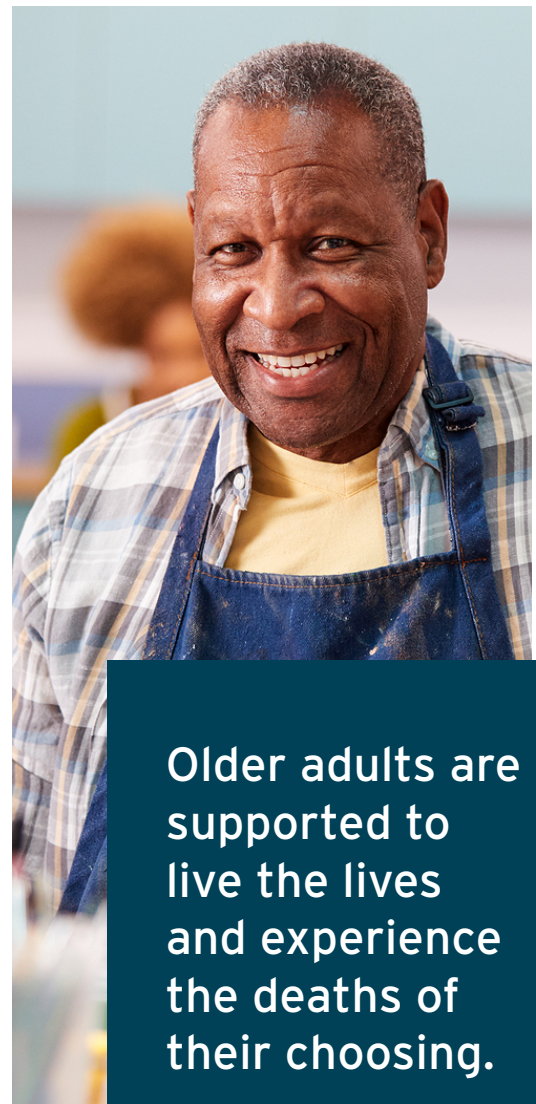
People are encouraged to talk about and explore what aging and dying mean to them, to share lived experiences, and to plan for and act on their wishes.

People have optimal choice and control over where and how they live and the care and services they receive.

Health and social care systems are person-centered, focused on what is important to individuals and families and respectful of what people want and what they don't want.

Older adults and families have the information, tools, and help they need to make choices and advocate for their wishes.

Individuals' spirits are respected even when they can no longer voice what they want or make their own decisions.



Older adults are supported to live the lives and experience the deaths of their choosing.



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STRATEGIC PATHWAYS:

Culture

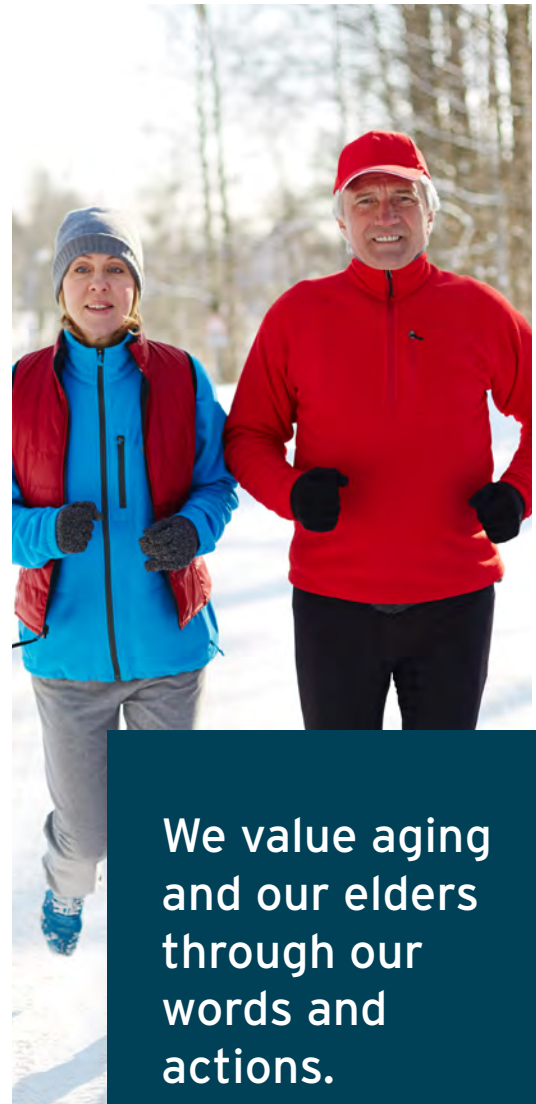
Our efforts begin in our own hearts and homes. At MAS, we examine and address our own biases and internalized ageism to ensure that what we say and do align with our values.

Community leaders in all sectors recognize ageism as a barrier to inclusion and participation, and they commit to change.

The voices of older adults are sought after and elevated at decision-making tables, and their participation is actively supported to ensure greater diversity.

Intergenerational connection is recognized, developed, funded, and nurtured across our community as the most powerful tool we have to combat ageism.

Older adults are enlisted as expert community ambassadors to shift our perceptions of aging.



We value aging and our elders through our words and actions.



STRATEGIC PATHWAYS:
Security

Older adults have the resources they need to secure basic needs and more.

Family caregivers have the financial support and other services they need to care for their aging loved ones.

Paid caregivers and other social care professionals are well-compensated and respected for the important work they do to support our elders.

People are aware of and assisted to access the benefits and opportunities available to them as they age.

People of all ages and incomes are educated, encouraged, and supported to plan for their aging years.



**Aging is
affordable for all.**



STRATEGIC PATHWAYS:

Well-Being

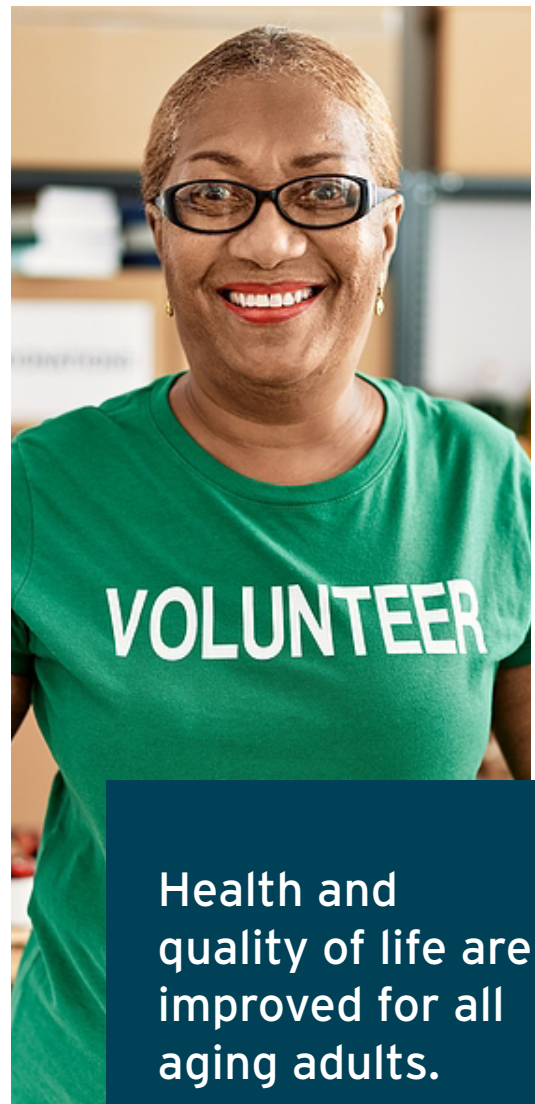
Older adults have safe, stable housing rooted in the community as the foundation upon which all other critical supports sit, and as a key to averting crises.

Barriers are removed to assist older adults in navigating health and social care systems.

Older adults have meaningful and satisfying relationships that give them a sense of belonging and connection.

Older adults have expansive and diverse opportunities, paid and unpaid, to help others and contribute to the community, and are recognized for their efforts and impact.

Health and social care inequities are addressed across the lifespan to ensure healthy aging for all.



**Health and
quality of life are
improved for all
aging adults.**

Join us in this vision

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EST. 1982

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