

EST. 1982

MISSOULA *aging* **SERVICES**

WE'RE PROUD *of* OUR YEARS

STRATEGIC PLAN 2024-2027

MAS
MISSOULA
aging
SERVICES

Established as a nonprofit by Missoula County in 1982, Missoula Aging Services promotes the independence, dignity, and health of older adults and those who care for them.

The number of older adults in our communities continues to grow, 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.

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.

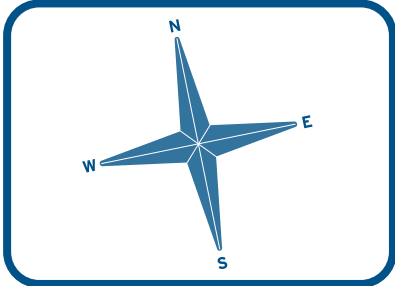
This plan starts with MAS, but its ultimate success depends on community champions and partners who share the vision and are committed to working together to make it real.

We invite you to join the journey!

Aging with confidence

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.

and without fear.



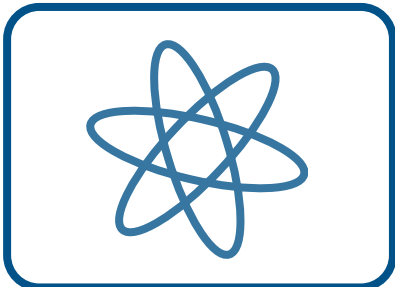
Accessibility

Our community accommodates everyone's aging journey.



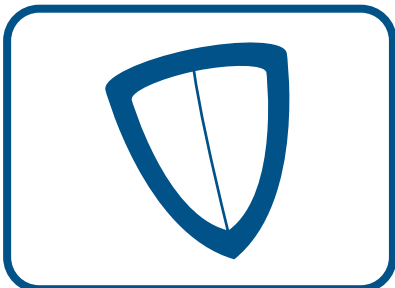
Autonomy

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.



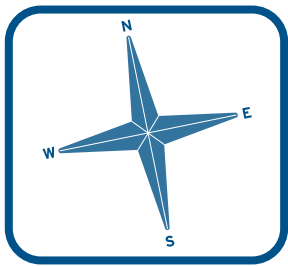
Security

Aging is affordable for all.



Well-being

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



STRATEGIC PATHWAY:

—ACCESSIBILITY—

Our community accommodates everyone's aging journey.

- 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.

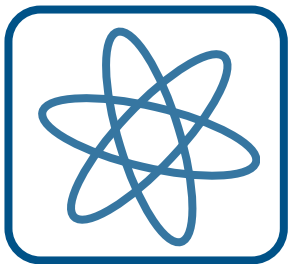
STRATEGIC PATHWAY:

—AUTONOMY—



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

- 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.



STRATEGIC PATHWAY:

— CULTURE —

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

- 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.



Aging is affordable for all.

- 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.



STRATEGIC PATHWAY:

— WELL-BEING —

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

- 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.

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