



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

MARC Area Agency on Aging (MARC AAA)

SFY 2026 Draft Area Plan Overview

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MARC
MID-AMERICA REGIONAL COUNCIL
Aging and Adult Services

INTRODUCTION

Empowering older adults to live independently and with dignity, in the setting of their choice.

MARC Aging and Adult Services is committed to providing comprehensive support, resources, and advocacy to enrich the lives of older adults and individuals with disabilities. Our services are designed to ensure safety, well-being, and an enhanced quality of life.

Mid-America Regional Council (MARC) is the designated Area Agency on Aging (AAA) for the Missouri counties of Cass, Clay, Jackson, Platte and Ray.

MARC's Department of Aging & Adult Services (AAS) provides services, programs and advocacy to help older and disabled adults and their caregivers to be resilient, healthy, and to live in the community for as long as possible.

We work as a team comprised of MARC employees, partner community-based organizations, sub-contractors, vendors, and individual contractors.

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Aging and Adult Services

Programs and Services

- **Caregiver Support**
 - GRANDPass
 - Respite
 - Information and Resources
- **Community Care Management**
- **Community Centers**
 - Congregate Meals
 - Social Activities
- **Community Engagement**
 - Communities for All Ages (CFAA)
 - Aging Services Fair
 - Age Positive Conference
 - Silver Haired Legislature (SHL)
 - Give 5 Volunteer Match
- **Community Health Worker (CHW)**
- **Community Support Network (CSN)**
- **Double-Up Food Bucks**
- **Health & Wellness Workshops**
 - Evidence-Based Programs (EBP)
- **Home-Delivered Meals (HDM)**
- **Information & Assistance/Referral**
- **In-Home Services**
 - Personal Care
 - Homemaker
 - Consumer Directed Services
- **Legal Services**
- **Long-Term Care Ombudsman**
- **Transportation**
 - Demand
 - Lift
 - Consumer Directed
- **Veteran Directed Care**

MARC Aging and Adult Services (AAS)

Funding sources

Funding sources for MARC AAS include:

- **Older Americans Act (OAA) federal funding**
- Missouri Senior Services Growth and Development Program (SSGDP) state funding
- Missouri Medicaid
- Department of Veterans Affairs
- Integrated Care Contracts with third-party funders for health and social care
- Federal, state and philanthropic grants
- In-kind donations

AAA eligible participants aren't obligated to pay for OAA-funded services but can donate if they wish.

Governance

Commission on
Aging (COA)

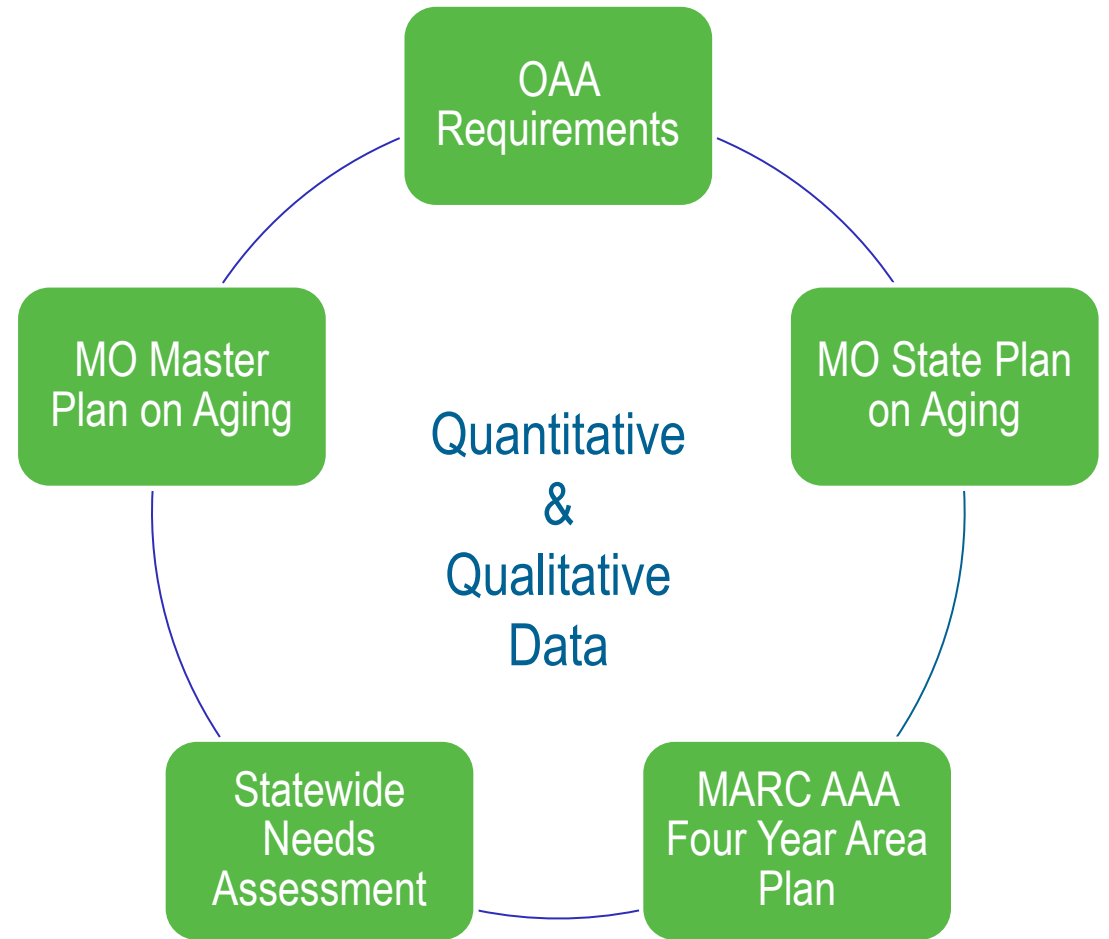


MARC Board

Second year in the four-year Area Plan

THRIVING OLDER ADULTS AND COMMUNITIES

Empowering our region's vulnerable residents, including older adults, underserved communities and community-based organizations, by increasing equitable access to opportunities and resources that support independence, healthy living and engagement for all residents.



Forward looking and informed by lived experience, the area plan is designed to address the evolving needs of older adults and caregivers.








Missouri State Plan on Aging (2024-2027)

*One overarching
goal
Nine objectives*

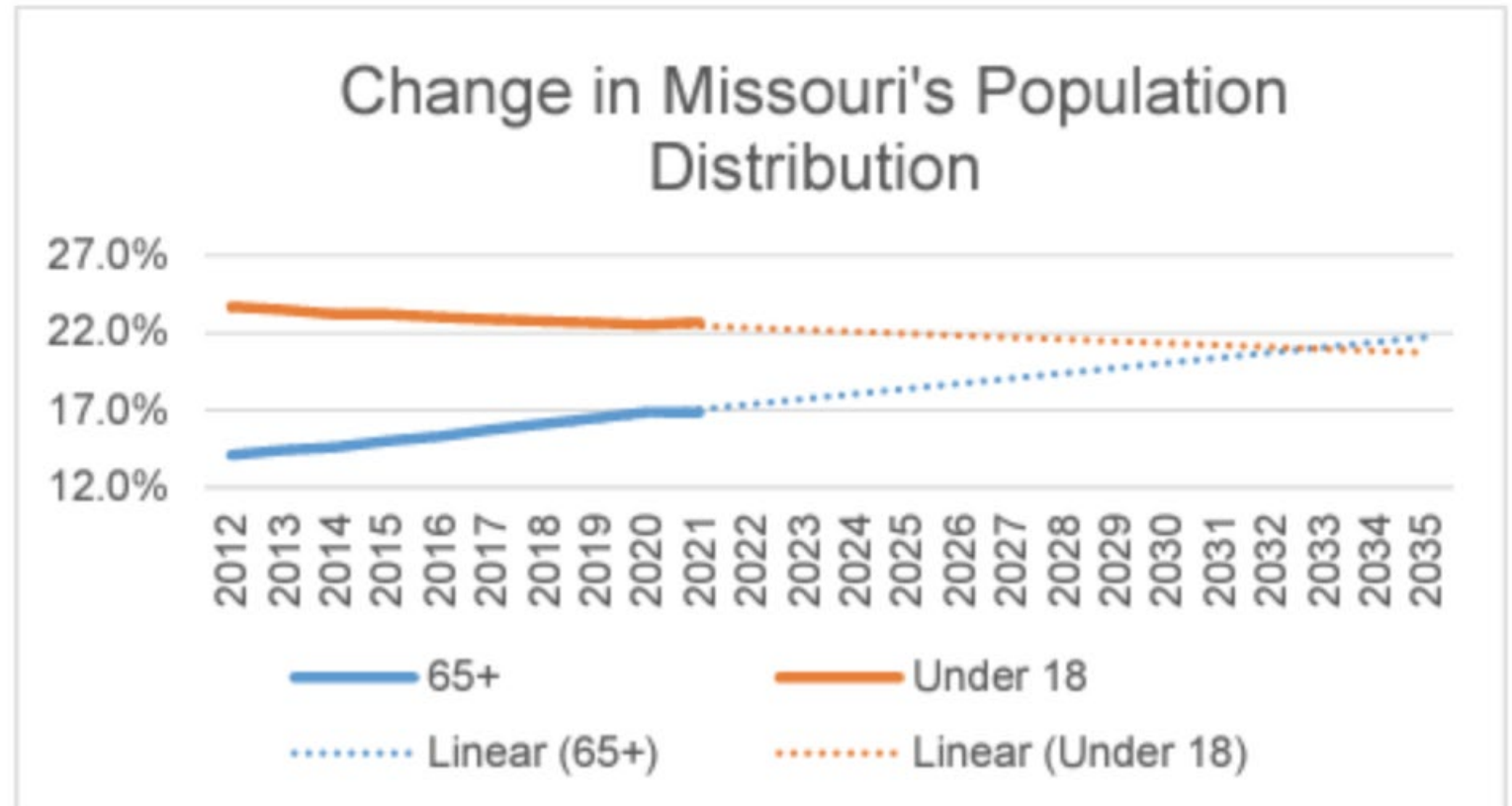


Missouri Master Plan on Aging

Seven broad goals

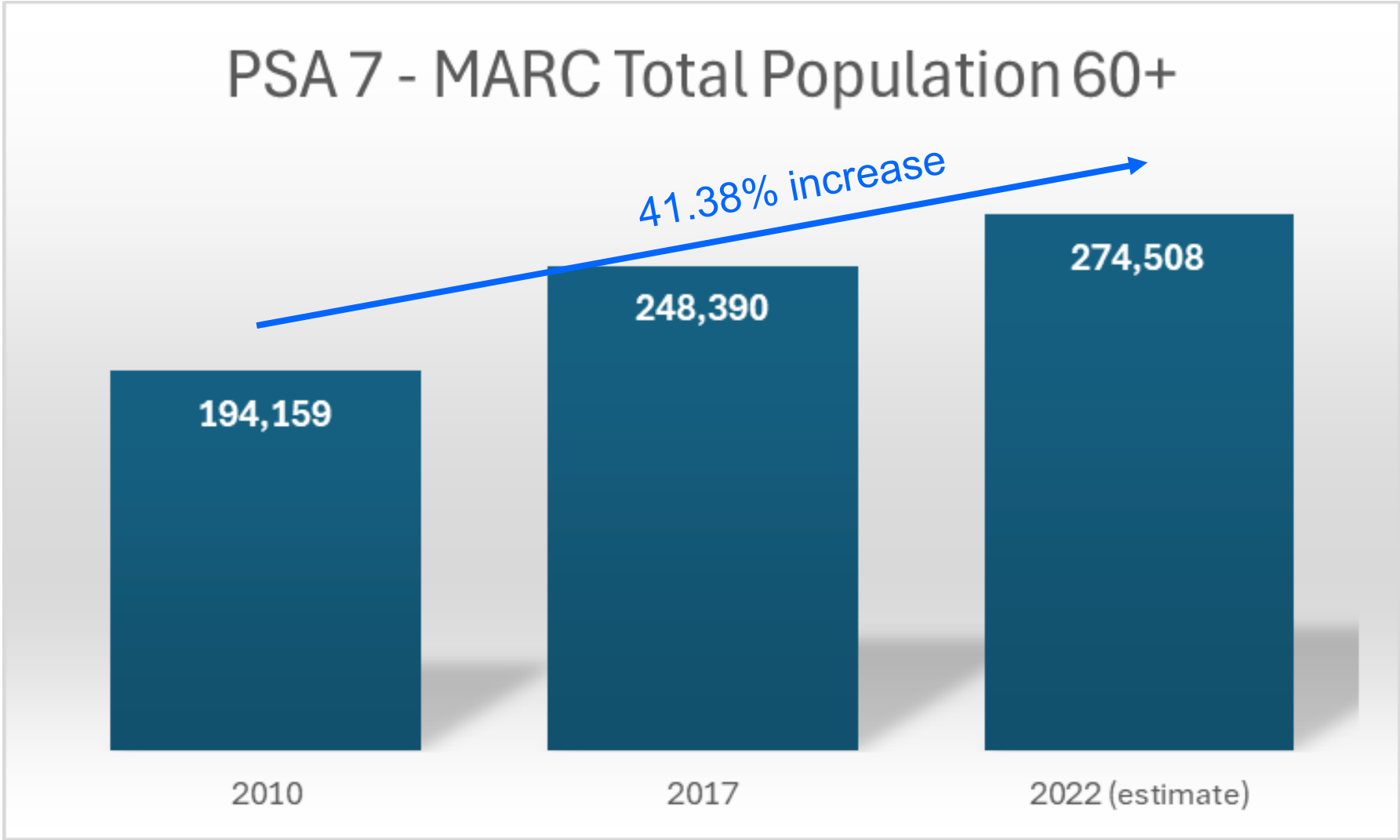
 Daily Life and Employment	Missourians will live the lives they desire as they age with access to employment options, recreational activities, and opportunities to engage in civic and social opportunities.
 Family Caregivers	Family caregivers in Missouri will be adequately trained and have access to resources to provide effective care in support of the care recipient's choices and their own well-being.
 Housing and Aging In Place	Missourians will live where they choose in communities that respect their desire to age with dignity in environments that are safe, healthy, and allow for maximum independence.
 Long-Term Services and Supports	Missourians will have access to information to assist them in making an informed choice regarding a continuum of home and community based services; which help them stay safely in their homes for as long as they desire and will also have access to safe, healthy, and inviting options for necessary institutional care.
 Safety and Security	Missourians will have education and resources available to them to keep them safe; free from abuse, neglect, and exploitation; and to help them plan for their financial security in retirement.
 Transportation and Mobility	Missourians will have access to safe and reliable transportation and mobility options so they can get to the places they need or desire to go.
 Whole Person Health	Missourians will have access to the care and services needed to help them live a safe, healthy life with maximum independence as they age.

Missouri State Plan on Aging 2024-2027



Data from American Community Survey 5-year Estimate Subject Tables 2012-2021

Similar trend in the MARC AAA planning & service area



*PSA = Planning and Service Area
MARC AAA is Region 7*

MARC Area Agency on Aging

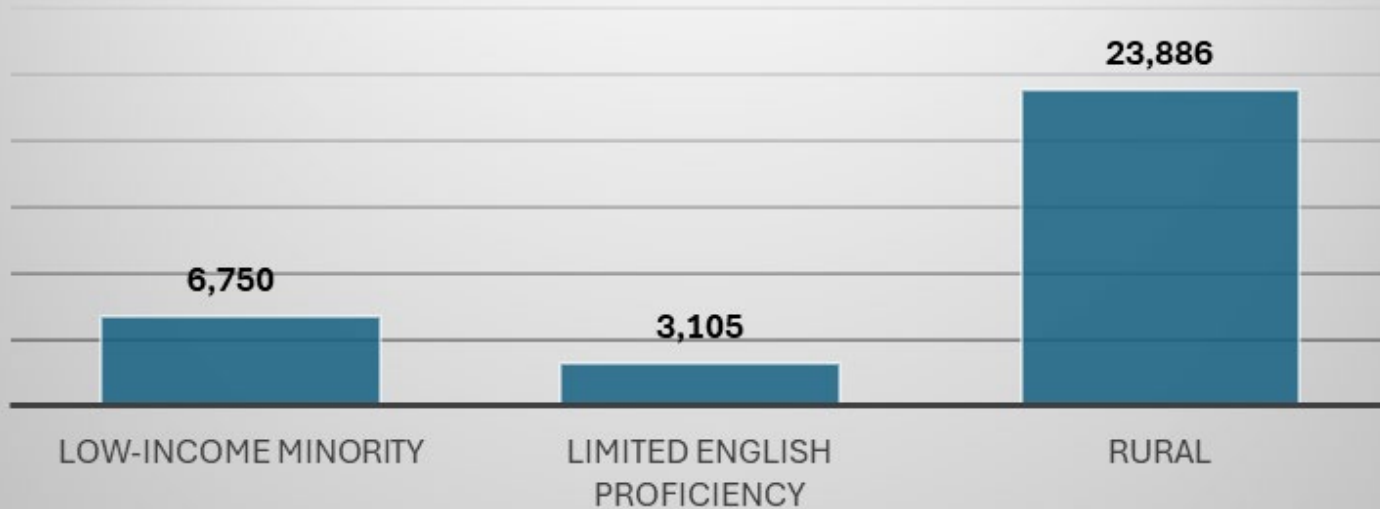
Cass, Clay, Jackson, Platte, Ray Counties

SFY 2024 (7/1/23 – 6/30/24)

**Unduplicated
persons:
9,518**

**Units of
service:
922,665**

MO AAA PSA 7 - MARC
Cass, Clay, Jackson, Platte, Ray Counties
Ages 60+



**Populations
with greatest
social and
economic need**

GSN and GEN

Greatest economic and social need in the MARC Area Agency on Aging

SFY2024 (7/1/23 – 6/30/24)

Rural

Unduplicated individuals

871

Units of service provided

57,179

Low-income minority

Unduplicated individuals

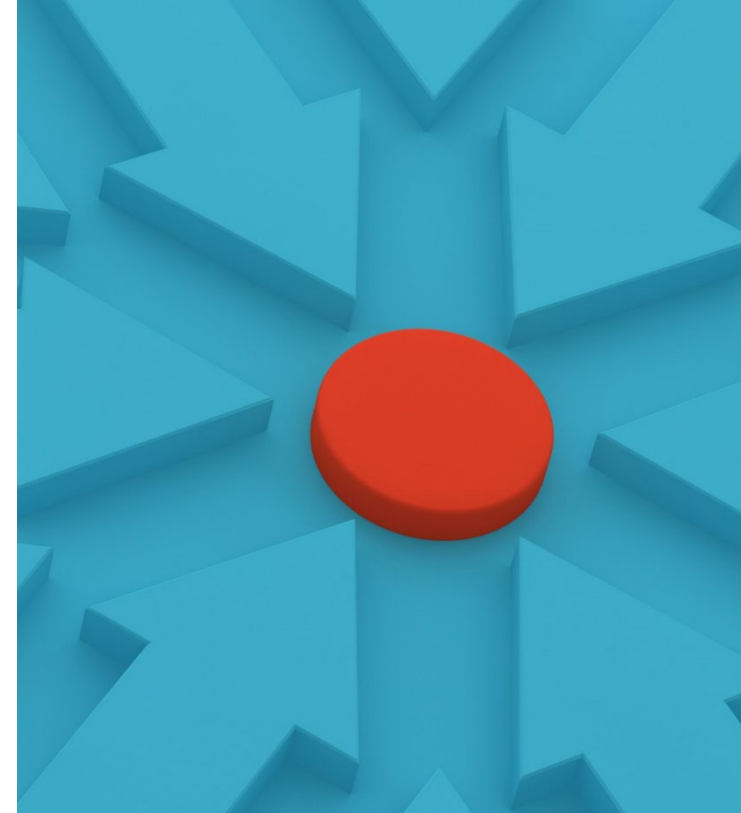
1,653

Units of service provided

207,519

Focus in SFY 2026

- Outreach and education
- Visibility to aging needs and services
- Comprehensive data sets to inform priorities
- Coalition building
- Workforce development
- Caregiver support
- Collaborative approaches to sustainable funding
- Transportation and mobility management
- Food security and access to healthy foods
- Integrated person-centered care
- Age-friendly communities



Looking ahead



- Integrated care strengthening clinical and community linkages.
- Emphasis on person-centered interactions.
- Preparations for aging in place driving the need for age-friendly infrastructure in communities.
- Digital solutions that extend independence.
- Healthy aging with deep life experience.

Persistent challenges

- Food security
- Transportation and mobility management
- Affordable, age-friendly housing
- Long term care workforce
- Sustainable and sufficient funding for community-based organizations serving older adults



Older Americans Act (OAA) Reauthorization

Understanding the OAA

Established in 1965 to support older adults in remaining independent.

Funds a range of services including nutrition programs, caregiver support, and elder rights protection.

Significantly more administrative complexities written into the reauthorization (pending U.S. House approval).

Federal funding administered through the Missouri Department of Health and Human Services, State Unit on Aging.

- *Current challenge: State appropriation (spending) authority for existing federal fund.*



Conclusion

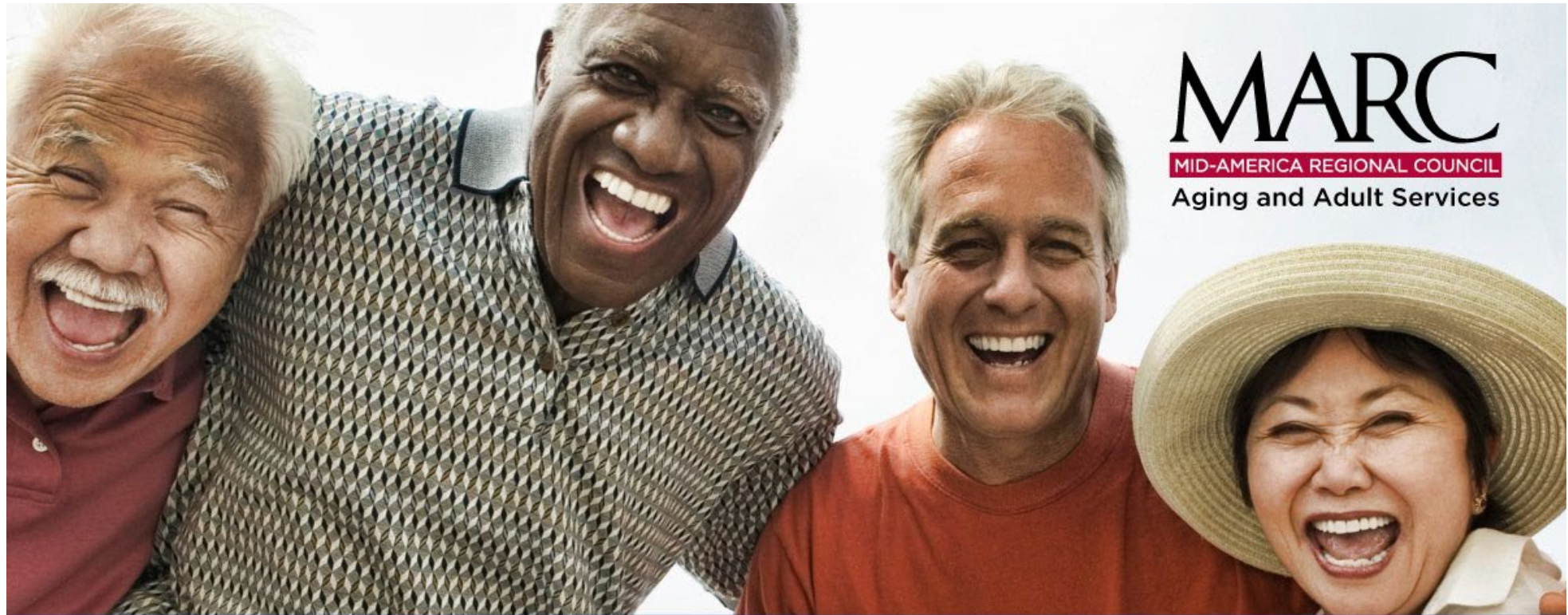
The Region 7 Area Plan reflects MARC's unwavering commitment to healthy aging and access to quality services.

MARC is poised to collaborate in addressing the challenges and opportunities of an aging population. However, sustained and increased funding is essential to fully realize the plan's potential and ensure that older adults in the PSA can thrive in the years ahead.

The MARC AAA invites ongoing collaboration with public, private, and community stakeholders ensuring sustainable, equitable aging services.

AGING: So cool everyone's doing it!





The MARC Area Agency on Aging state fiscal year 2026 draft area plan is available.

**Draft available for public comment
Jan. 25 – Feb. 24, 2025**

<https://www.marc.org/aging/aging-and-adult-services>

All comments must be emailed to marcinfo@marc.org by 5 p.m. CST Monday, Feb. 24, 2025.



Age of Celebration

Save the date: May 30, 2025

OLDER AMERICANS MONTH



FLIP THE SCRIPT ON AGING: MAY 2025



MID-AMERICA REGIONAL COUNCIL'S OLDER AMERICANS MONTH EVENTS

AGE OF
CELEBRATION
MAY 30, 2025



AGE POSITIVE
CONFERENCE
MAY 2, 2025



SPONSORSHIP OPPORTUNITIES

marc.org/OAMevents

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Aging and Adult Services

For more information, please visit **MARC.org/Aging**

Call the MARC Information & Assistance/Referral Line at

816-421-4980 or 2-1-1