



Senior Services Division

Mission & Goals

Approved by Ashland Parks & Recreation Commission 1/28/19

MISSION

The Ashland Parks and Recreation Commission Senior Services Division enhances the lives of seniors by promoting healthy aging, well-being, dignity and independence. We empower older adults as valued, contributing members of the community and together advocate for the diverse needs of seniors and their families throughout Ashland.

GOALS

Build partnerships with the many local and regional organizations that serve seniors to foster collaboration and create a stronger safety net.

Identify and reach frail or vulnerable seniors who may be isolated and connect them to services that could help them maintain independence and well-being.

Raise community awareness of senior needs, available resources, wide range of seniors/families served, and special Ashland Senior Services Division initiatives.

Advocate for the needs of Ashland seniors and provide input to the City of Ashland and other entities (such as regional partnerships) regarding policies that affect seniors.

Evaluate/maintain/improve/add facilities to ensure sufficient, safe, accessible venues for programs and activities.

Expand programs: Provide recreation, education, and health promotion programs. Raise awareness of and diversify programs to serve a wider range of senior ages and needs.

Expand services: Provide older adults and their families with information and referrals to services, benefits, and support.