

LIVE
LONG
LIVE
WELL



MARIN COUNTY AGING AND ADULT SERVICES

Aging and Adult Services Mission

Promote and protect the health, well-being, self sufficiency and safety of people in Marin so that they can live long and live well

In 2023 One in Four residents were over 60. By 2030, just 4 years from now, one in three Marin County residents will be over the age of 60 —the federal definition for “older American”.

I'M
ONE
IN
FOUR

1 IN 4
PEOPLE IN MARIN
IS OVER THE AGE OF
SIXTY

We provide
advocacy,
answers,
and action.

LIVE **LONG** LIVE **WELL** 
MARIN COUNTY **AGING AND ADULT SERVICES**

911 First Responder Referral Program Facts

San Rafael Fire 911 Program Facts for 2014

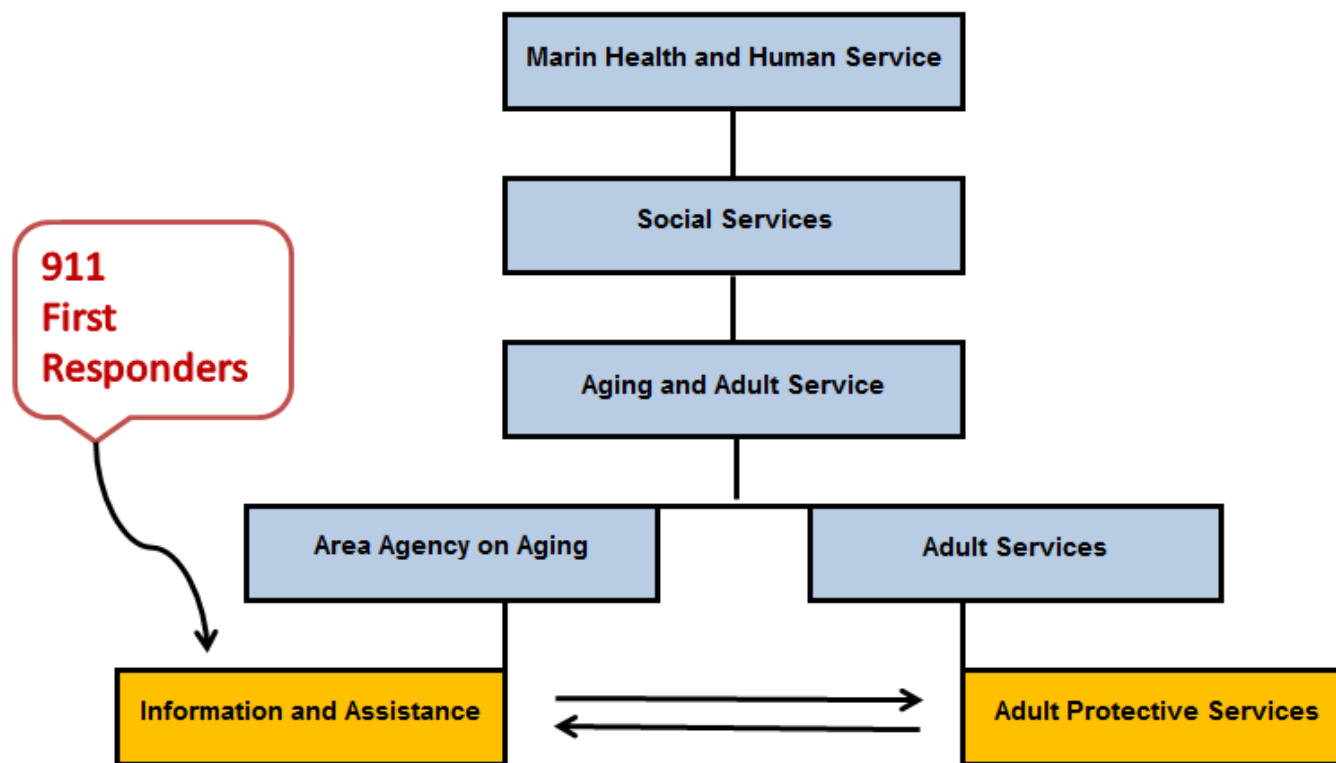
- 41 community members generated 375 - 911 calls for service
- One person was responsible for 76 of 375 calls
- 90% of the calls were fall related
- Several people generated 3 calls per day

911 First Responder Referral Program Launching

- **2015:** The 911 First Responders Program was piloted to provide an avenue for First Responders to connect socially isolated, older adults who were frequent callers of 911 to community resources.
- The San Rafael Fire Department partnered directly with Adult Protective Services (APS) and the Area Agency on Aging (AAA) Information and Referral (I&R) Social Workers to refer these vulnerable older adults to appropriate community-based supports.
- In the first year of the pilot, SRFD saw a 75% decrease in 911 calls.
- In November 2015, the Marin County Fire Chiefs Association recommended adopting the program county-wide by 2016
- **2016:** Marin County Civil Grand Jury recommends all Marin County Public Safety agencies to adopt by the end of 2016



Health and Human Services



Information and Referral (I&R) (formerly known as I&A)

- Trained Information and Referral Social Workers help people find the Resources and Services they need.
- Calls are answered live Monday to Friday 9:00am-4:30pm. Emails also responded to during the same time.
- Resources can include, but are not limited to, IHSS, Meals on Wheels, Transportation, caregiving, housing, and caregiver respite...
- The 911 First Responder referrals are electronically submitted to a portal, ImageTrend, and are then sent to the 473Info email, which are being worked by all social workers based on a shift schedule. The referral is screened for APS, if not APS we reach out to the individual and provide resources, information, or connection to services.

Needs referred to I&R

Age-related & Disability-related 911 calls often fall into these areas:

- Transportation to medical appointments
- Caregiving of a spouse or partner needs support
- House cleaning and organizing
- Food, grocery shopping, and meal preparation
- Trip or fall hazards
- Isolation - needing more social interaction and reassurance

911 First Responder Referral Program - APS

When a First Responder contacts an individual needing help he/she evaluates the situation for APS issues. They must report the following to APS.

- Physical abuse (including sexual abuse)
- Neglect
- Financial abuse
- Forced Isolation
- Abandonment
- Abduction
- Self-neglect
- (Mental suffering - reporting optional)
- Mandated reporters are **required** to report when:
 - The victim reports abuse has occurred.
 - Abuse is observed by the mandated reporter.
 - Abuse is reasonably suspected (e.g., injury or condition.)

911 First Responder Referral Program

Non-APS Requests for Help

When a First Responder responds to a non-APS situation they:

- Get an ROI to authorize EMS Staff to provide PHI to Aging and Adult Services, their contact info, and needs.
- First Responders then submit the referral electronically to the I&R Unit.
- An I&R social worker contacts the patient by phone, analyzes the situation and does person-centered options counseling when warranted, then connects the individual to the services they need.

911 First Responder Referral Program

Then & Now: Eleven Years Later

- Utilization was high between 2017 & 2019, served up top 90 consumers/mo
- During Covid, 2020 – 2023, utilization dropped to an average of 20 referrals/month (reason unk)
- In 2024 we started to see an increase in referrals, w/33 that year & 26 in 2025.
- In 2025 I started working with Chris & Troy in EMS to work out issues with the electronic referral system and start a conversation re: a plan to relaunch the program and increase referrals

911 First Responder Referral Program Relaunch Status

- Electronic Referral System “ImageTrend” issues resolved to allow I&R team to receive referrals electronically.
- Web-based 10-15 min training developed by Chris Le Baudour.
 - Camille J. & I reviewed content & gave feedback/approved.
 - Main Battalion Chief of Officer’s Training recently reviewed & approved.
 - Troy Peterson, ImageTrend expert, reviewing training to ensure all electronic portal info included in training
- Training will be added to the Learning Management System Platform.
 - Is being reviewed to make it a mandatory training for all First Responders
 - Will be tracked to ensure every First Responder takes the training
- Troy to ensure all First Responders know where to locate the electronic portal and how to use.



Thank you

Q&A time!

Cat Woods Williams
I&R/Nutrition Supervisor