

**Maryland Department of Aging**  
**Naturally Occurring Retirement Community Initiative NORC Goals and**  
**Measures Attachment**

July 1, 2025 - June 30, 2026

This document outlines program goals and performance measures that may be utilized in conceptualizing and evaluating NORC grant activities. Applicants are encouraged to utilize at least one goal and performance measure from their program area in the NORC Grant Application.

**Elder SAFE**

Goals

- Provide supportive services to older adults experiencing or in danger of experiencing elder abuse
- Increase awareness of elder abuse and the signs and symptoms of abuse among older adults, caregivers, and their family members
- Increase understanding of elder abuse and mandated reporting among relevant professionals

Performance Measures

- Number of unduplicated older adults, caregivers, and community members receiving supportive services
- Number of unduplicated older adults, caregivers, and community members receiving education about elder abuse
- Number of workshops or educational opportunities provided to older adults, caregivers, and other community members
- Number of unduplicated professionals receiving guidance on elder abuse and/or mandated reporting through training and outreach efforts
- Number of workshops or educational opportunities provided to professionals

**Holocaust Survivor Services**

Goals

- Provide supportive services to Holocaust survivors that enable them to age in place

- Ensure Holocaust survivors receive culturally competent, person-centered, trauma-informed care
- Train professionals in trauma-informed and person-centered practices specific to Holocaust survivors

#### Performance Measures

- Number of unduplicated Holocaust survivors who received supportive services that enable them to age in place
- Percentage of Holocaust survivors served who remain in the home
- Number of unduplicated professionals trained in person-centered, trauma-informed care
- Number of unduplicated professionals providing person-centered, trauma-informed care

### **Traditional NORC/ aging in place concept**

#### Goals

- Provide services to older adults and caregivers that support aging in place and decrease isolation and loneliness
- Plan and deliver services in cooperation with community members and volunteers
- Performance Measures
- Number of unduplicated older adults receiving services that support aging in place and/or decreasing isolation
- Percentage of participants reporting that services improved quality of life and/ or social connectedness
- Number of activities provided to older adults that support aging in place and social connectedness, or decreased isolation
- Number of unduplicated service recipients, community members, and volunteers involved in the planning and delivery of services