



A G E N D A

Orange County Older Adults Advisory Commission

Friday, January 10, 2025

9:30 A.M.

www.officeonaging.ocgov.com

Location:

Easterseals

1063 McGaw Ave, Suite 100

Irvine CA 92614

The Orange County Older Adults Advisory Commission shall not hold a meeting unless the number of members participating constitutes a quorum of the Commission.

This agenda contains a brief description of each item to be considered. Except as provided by law, no action shall be taken on any item not appearing in the agenda. Members of the public who wish to speak on an item(s) may complete a Speaker Request Form(s) identifying the items prior to the beginning of the meeting. To speak on a matter not appearing on the agenda, but under the jurisdiction of this Commission, you may do so during Public Comments. Commission members may not discuss or take action on issues raised during public comment unless the issue is listed in this agenda. Speaker request forms must be completed prior to the beginning of the meeting, the reading of the individual agenda items and/or the beginning of Public Comments. When addressing the Commission, please state your name and place of residence for the record prior to providing your comments. Address the Commission as a whole, through the Chair. Comments to individual Members or staff are not permitted. Speakers are limited to three (3) minutes.

Materials/handouts can be accessed up to 72 hours in advance of the meeting by visiting <http://www.occommunityservices.org/>. or calling (714) 480-6450.

1. CALL TO ORDER: Chair, Crystal Miles
2. INSPIRATION: Commissioner, Dave Wheeler
3. PLEDGE OF ALLEGIANCE: Commissioner, Cash Benton
4. ROLL CALL: Secretary, Ken Higman
5. SECRETARY COMMENTS: Secretary, Ken Higman
 - A. Monthly Volunteer Service Hours
6. PUBLIC COMMENTS

At this time, members of the public may address the Commission regarding any items within the subject jurisdiction, provided that no action is taken on off-agenda items unless authorized by law. (Comments shall be limited to three (3) minutes, unless the Chair pre-identifies a different time at the start of meeting for all public speakers).
7. INTRODUCTIONS: Chair, Crystal Miles
8. PRESENTATION:

Aging Services
Orange County Office on Aging
Marco Rodriguez, Program Manager
9. DISCUSSION ITEMS:
 - A. New Member Introductions
 - B. OoA Brochure and Newsletter
 - C. Senior Center Liaison Topic: Do you receive the OoA Newsletter?
 - D. OAAC 2024-2025 Goals Overview
10. ACTION ITEMS:
 - A. 2024 OAAC Annual Report
Recommendation: Discuss, adopt, and present the 2024-2025 OAAC Goals and Objectives to the Orange County Board of Supervisors.
11. SENIOR CENTER AND CITY LIAISON UPDATES: All Commission Members
12. CHAIR REPORT: Chair, Crystal Miles
13. OC OFFICE ON AGING UPDATES: Claudia Harris, Director, Office on Aging and Veteran Services or Designee
14. PRESENTATION SCHEDULE: Commission Members, Sandy Stang

15. ANNOUNCEMENTS: All Commission Members

16. ADJOURNMENT

Next OAAC Meeting
February 14, 2025, 9:30 a.m.

Executive Committee
January 24, 2025, 9:30 a.m.

DISCLAIMER: No member of OAAC shall sign a letter or make a statement purported to represent the position of OAAC as a body. Letters or verbal statements of support or opposition on any issue shall only be made or signed by the Chair of OAAC and shall be submitted to the Commission for pre-approval. The policy of the Board of Supervisors does not allow OAAC or its Chair to sign a letter of position on any matters pertaining to legislation. OAAC members may write personal letters or speak as individuals stating personal positions but may not do so as representing the position or opinion of OAAC or the County of Orange.



OC Community Services



ORANGE COUNTY OFFICE ON AGING SERVICES AND PROGRAMS

Older Americans Act

Passed in 1965

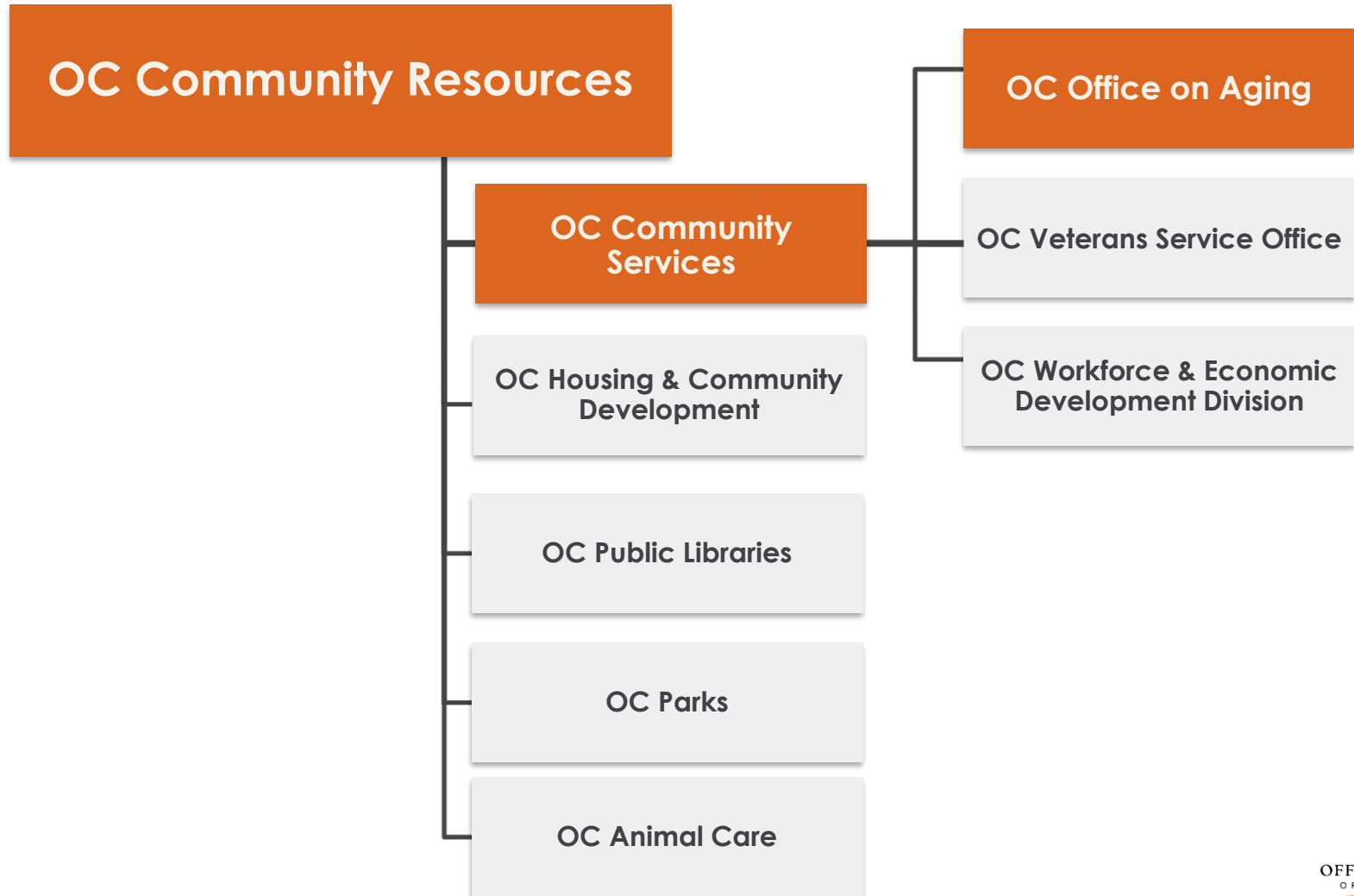
- Increase in number of older adults
- Provide dollars for services and programs
- Promote independence and empowerment

Area Agencies on Aging

- Established in 1973
- County or Regional
- Government or private non-profit



Where OC Office on Aging Fits in the County of Orange



Office on Aging Services

Direct Services:

- Information & Assistance Call Center
- Health/Community Education
- Speakers Bureau
- Senior Farmers' Market Nutrition Program (May-Sep)

Contracted Services:

- Administer and monitor Older Americans Act / Older Californians Act program

Information & Assistance

(714) 480-6450
MON-FRI: 8 AM – 5 PM

- Referrals to services/programs for older adults, individuals with disabilities, caregivers and veterans
- Call Center Representatives
 - Assess, refer, and follow-up
 - 1,300+ agencies and programs in database
 - Can provide information in Spanish, Vietnamese, Chinese, Korean, and other languages

Common Call Center Referrals

- Food/Nutrition Programs
- Transportation
- Housing Options
- Family Caregiver Services/In-Home Care
- Services for Veterans & Families

officeonaging.ocgov.com

Select a language: English (US) 中文 한국어 Español Tiếng Việt العربية



ABOUT US

MASTER PLAN FOR AGING

SERVICES

RESOURCES

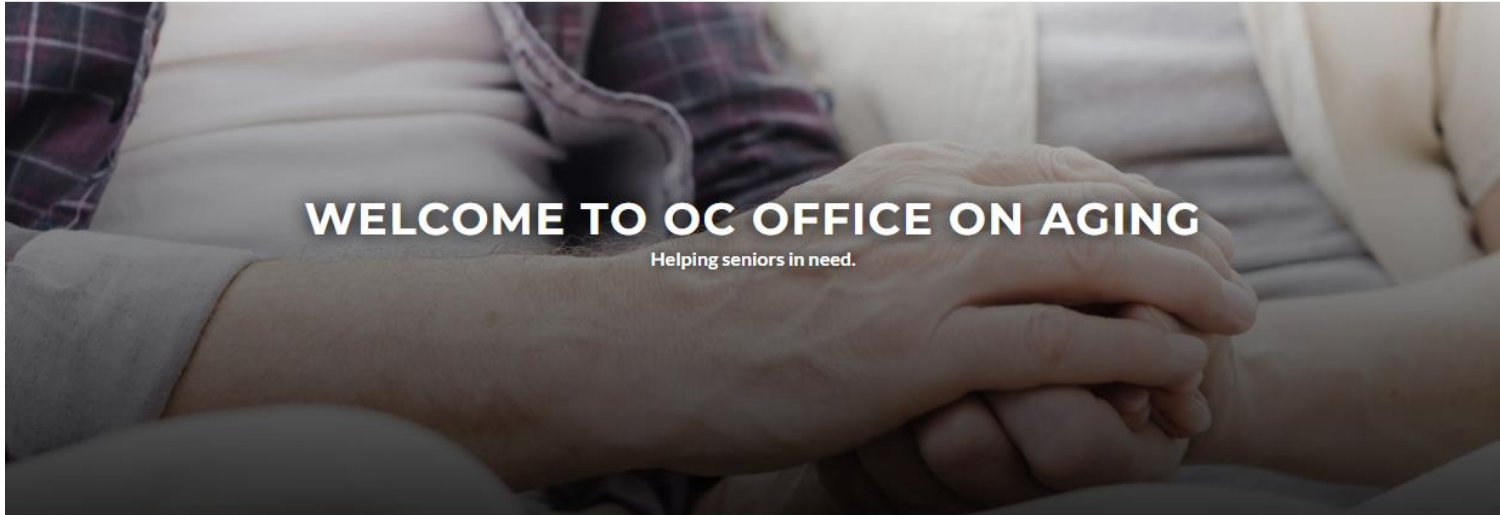
HEALTHY AGING

OPPORTUNITIES

EVENTS

VOLUNTARILY CONTRIBUTE

CONTACT US



OFFICE ON AGING HIGHLIGHTS



Events Calendar



OC Office On Aging Monthly Newsletter



Public Hearing Notice



Affordable Housing List



Online Interactive Learning

Online Resources Directory

Located on Office on Aging Homepage



POPULAR

 <p>Online Resources Directory</p>	 <p>Information & Assistance Toll Free In OC: (714) 480-6450 TDD Line: (714) 550-9472</p>	 <p>OAAC</p>	 <p>Disaster Planning</p>
--	--	---	--

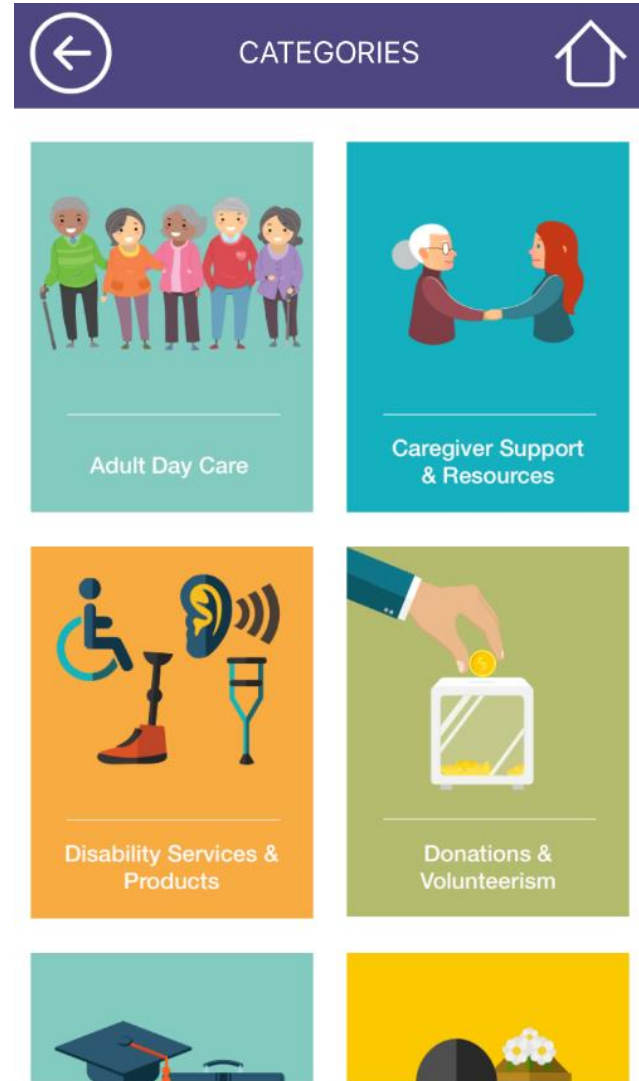


The screenshot shows the website header with the OCgov.com logo and navigation menu. Below the header is a search form with fields for ZIP Code, City, and Age, and a language selection dropdown. The main content area features a 'Guided Search' section with a grid of 12 service categories, each with an icon and a title. To the right of the grid are 'Search Options' including a keyword search field, a name search field, and a 'Service Provider Tools' button. The footer of the page contains the Office on Aging logo and name.

Mobile App



**SCAN THE QR CODES TO
DOWNLOAD THE APP**



Health Education Programs

Health Education Classes (virtual & in person):

- Chronic Disease Self-Management Program
- Diabetes Self-Management Program
- A Matter of Balance



Health Education Programs

cahealthierliving.org/orange
(714) 480-6450

- Specific Class Information
 - Type
 - Dates/Times
 - Location (In Person or Virtual)
- Register Online for Classes

Supportive Services

Case Management

Assessment, care planning, and service coordination for older adults with diminished capacities.

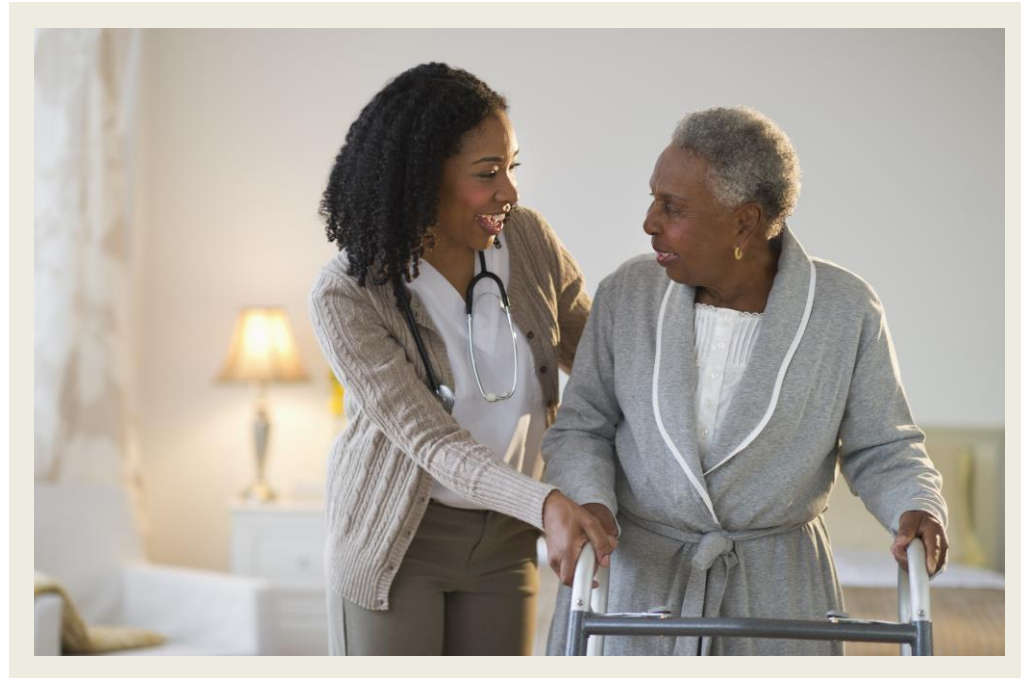
In-Home Services

Assistance to help older adults with diminished capabilities age in place at home, including:

- Personal Care
- Homemaker Services
- Chore Assistance

Transportation

Rides provided to help older adults travel to and from various locations.



Service Providers:

- Meals on Wheels Orange County
- Age Well Senior Services

Supportive Services (cont.)



Residential Repairs and Modifications

Provides residential repairs and minor home modifications that are not available under other programs and are necessary to facilitate the ability of older individuals to remain at home.

Service Provider:

Community Action Partnership of Orange County

Supportive Services (cont.)

Adult Day Services

Licensed, community-based programs providing non-medical personal care for adults 60+ in a supervised, protective congregate setting.

Services include:

- Social and recreational activities
- Assistance with daily living activities
- Training and counseling
- Rehabilitation
- Medication assistance

Service Providers:

- Meals on Wheels Orange County
- Rothrock Senior Care Services, Inc.

Supportive Services (cont.)

COMMUNITY SERVICES

Cash/Material Aid

Provides temporary financial assistance or material goods to address urgent needs.

Senior Activities

Programs focused on the physical, social, psychological, and creative needs of individuals aged 60 years and older.



Service Providers:

- Abrazar, Inc.
- Age Well Senior Services
- City of Fullerton

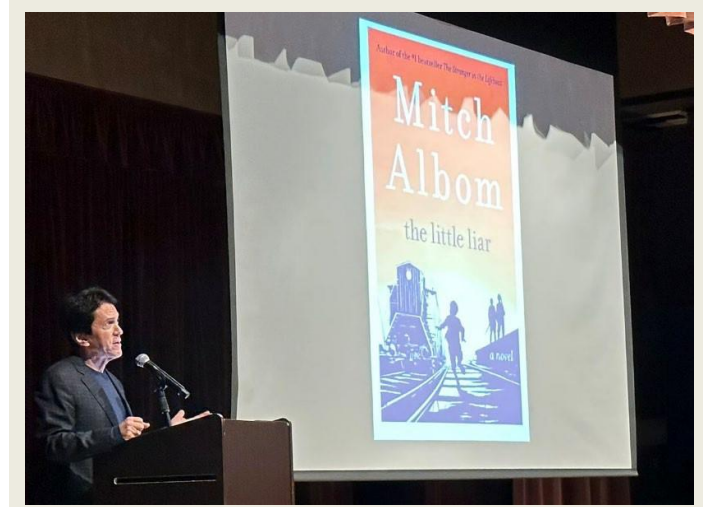
Supportive Services (cont.)

Intergenerational Activities

Encourages interaction between generations to combat isolation and improve older adults' well-being post COVID-19.

Service Provider:

- OC Public Libraries



Supportive Services (cont.)



Senior Non-Emergency Medical Transportation

Coordinates transportation for medical-related needs for older adults aged 60+ who lack other viable options.

Service Providers:

- Abrazar, Inc.
- Age Well Senior Services

Elderly Nutrition Program

Congregate Meals

Nutritious meals, nutrition education, and screenings offered in group settings fostering social connections.

Home-Delivered Meals

Meals, nutrition education, and screenings delivered to frail, homebound, or isolated individuals.

Restaurant and To-Go

Allows CalFresh recipients to purchase hot, prepared meals at participating restaurants.



Service Providers:

- Meals on Wheels Orange County
- Age Well Senior Services

CalFresh Expansion

Supports low-income old adults aged 60+ by assisting with eligibility reviews, applications, and related forms. Includes CalFresh:

- Pre-Screening
- Application Assistance
- Partnerships with Community-Based Organizations



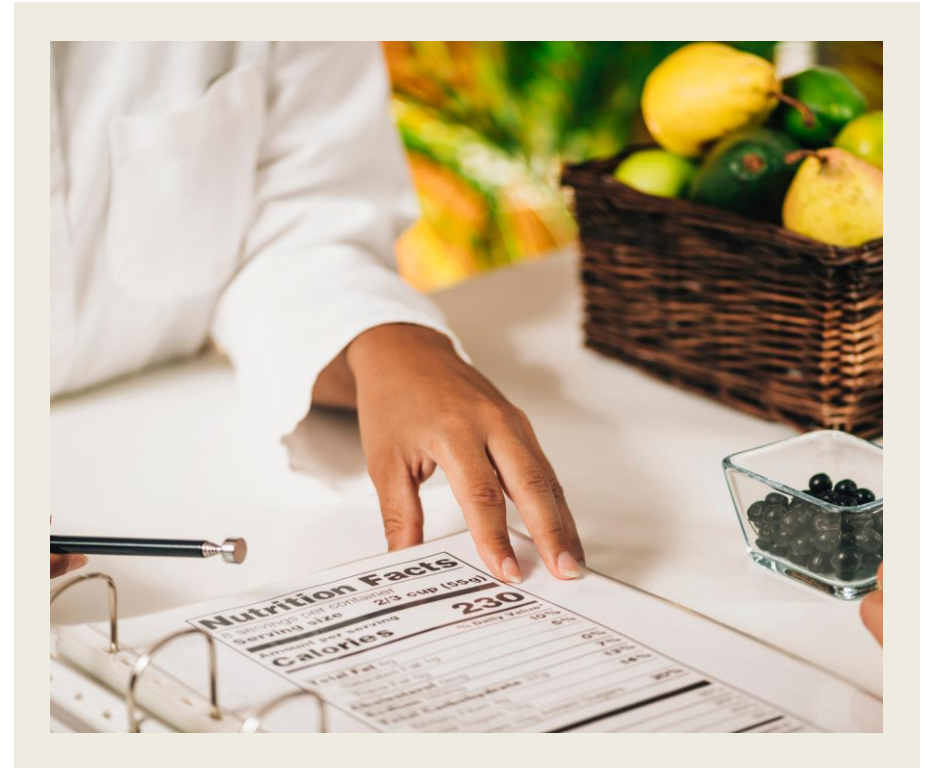
Service Provider:

Orange County United Way

SNAP-Ed/CFHL

Delivers evidence-based nutrition education and obesity prevention programs for older adults aged 60+, incorporating policy and environmental strategies.

Service Provider:
Community Action Partnership
of OC



Legal Services



Provides legal advice, counseling, and representation for older adults aged 60+.

Service Provider:
Community Legal Aid SoCal

Abuse Prevention



Elder Abuse Prevention Program

Develops and implements programs to prevent, detect, and address elder abuse.

Ombudsman Program

Advocates for residents in long-term care facilities, addressing complaints and abuse reports.

Service Provider:

Council on Aging Southern California

HICAP & MIPPA

HICAP (Health Insurance Counseling & Advocacy Program)

Counsels Medicare beneficiaries on coverage options and health insurance issues.

MIPPA (Medicare Improvements for Patients and Providers Act)

Enhances access to preventive and mental health services, low-income benefits, and healthcare and pharmacy access in rural areas.

Service Provider:

Council on Aging Southern California



Family Caregiver Support Program

Supports family and unpaid caregivers with resources such as:

- Information and education
- Access to services
- Support groups and counseling
- Respite care
- Supplemental services, including temporary assistance on assistive device or emergency cash/material aid, to assist with caregiving responsibilities.



Service Provider:

St. Jude Hospital, Inc. dba
Providence St. Jude Medical Center

Senior Community Service Employment Program (SCSEP)



Provides paid, part-time community service on-the-job training for unemployed, low-income adults aged 55+, helping them achieve self-sufficiency.

Service Provider:
Managed Career Solutions

Technology Programs

Provides technology access, broadband services, and online courses for older adults, people with disabilities, and caregivers.



Service Provider:
GetSetUp, Inc.

**SCAN ABOVE TO
ACCESS CLASSES!**

Modernization Older Californians Act Programs

Linkages

Offers comprehensive care and case management to connect older adults and those with disabilities to services that promote independent living.

Service Provider:

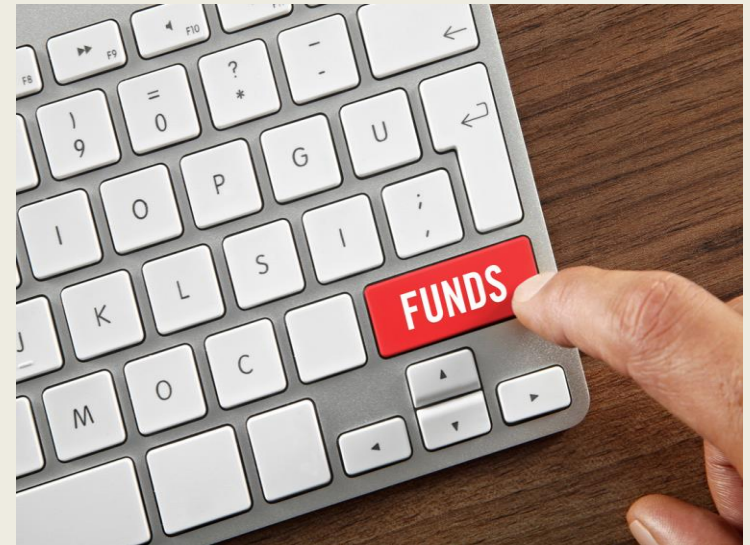
Mint Health Solutions

Groceries

Serves older adults with dietary needs or restrictions who cannot access other nutrition programs.

Service Provider:

Hope Community Services



Modernization Older Californians Act (cont.)

Alzheimer's Day Care Resource Center

Provides information and referrals for memory loss, dementia, Alzheimer's, and related disorders.

Service Provider:

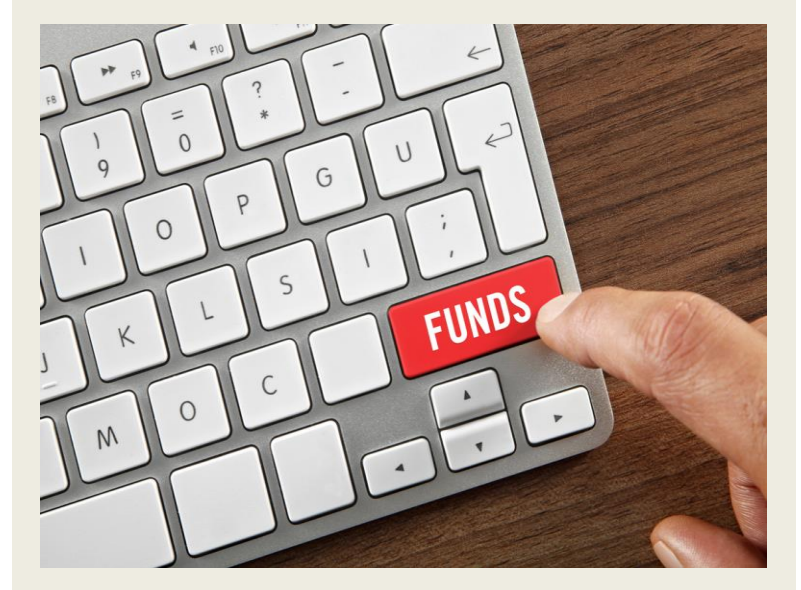
Alzheimer Family Center

Caregiver Support for People with Dementia/Alzheimer's

Provides support and resources for caregivers of individuals with dementia or Alzheimer's.

Service Provider:

St. Jude Medical Center



Aging & Disability Resource Connection (ADRC)



- 1 of 25 designated in the State
- Partnership between Office on Aging and Dayle McIntosh Center
- “No Wrong Door” model connecting people to services
- Four Core Services:
 1. Information & Referral
 2. Options Counseling
 3. Short-Term Service Coordination
 4. Transition Services

Contact OC Office on Aging



(714) 480-6450



officeonaging.ocgov.com



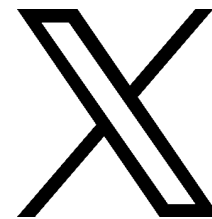
areaagencyonaging@occr.ocgov.com



/OC0oA



@oc_00a



@oc_00a



Orange County Older Adults Advisory Commission

1300 South Grand Avenue, Building B, Santa Ana, CA 92705

Email: OCCSAdvisoryCouncilsBoards@occr.ocgov.com

Website: www.officeonaging.ocgov.com

Phone: (714) 480-2801 ♦ Fax: (714) 567-5021

Creating an Age-Friendly Orange County

2024-2025 Goals and Objectives

1. Information Access: Promote and identify older adult and caregiver services within the community with an emphasis on the No Wrong Door System.

- a. Collaborate with the OoA to assist with identifying marketing materials that support bringing awareness to older adult services and programs to senior centers.
 - i. Provide marketing materials to each senior center.
 - ii. Provide marketing materials to each City Hall.
 - iii. Provide marketing materials to County Supervisor.
 - iv. Provide marketing materials to State elected officials.
- b. Promote Office on Aging's Monthly Newsletter.
- c. Expand outreach opportunities to older adult residents through senior center collaborations.
 - i. Develop a two-way communication between the commission and the senior center and its participants through OAAC's liaisons.
 - ii. Conducting in-person presentations on aging services and programs via Office on Aging marketing materials.

2. Aging in Place: Promote services and programs that support older adults to remain safer in their home or desired place of residence.

- a. Identify resources for financial assistance.
- b. Identify resources to assist caregivers caring for older adults.
- c. Participate in aging services RFP evaluation panels to provide input on aging services contracted through the Office on Aging.
- d. Recommend and support the County to consider applying for the Age-Friendly Network.

3. Transportation Access Programs: Bring awareness to transportation resources and accessing services.

Desirable Resources:

1. Office on Aging
 - a. Revise revamp information access brochure
 - b. Create a PowerPoint presentation to use in senior centers.
 - c. Identify databases with older adults that can be used to expand current distribution lists.
2. Board of Supervisors
 - a. Public Service Campaign

Executive Board

Meredith Chillemi, Chair ♦ Crystal Miles, Vice-Chair ♦ Dave Tetzlaff, Secretary ♦ Gene Hernandez, Past Chair ♦ Sandy Stang, Member-at-Large ♦ Charlene Ashendorf, Member-at-Large ♦ Rachel Owens, Member-at-Large

Orange County Older Adults Advisory Commission
 1300 South Grand Avenue, Building B, Santa Ana, CA 92705
 Email: OCCSAdvisoryCouncilsBoards@occr.ocgov.com
 Website: www.officeonaging.ocgov.com
 Phone: (714) 480-2801 | Fax: (714) 567-5021

Orange County Older Adults Advisory Commission 2024 Report

Executive Summary

The Orange County Older Adult Advisory Commission (OAAC) made great strides in 2024. An energetic and committed group of Commissioners prioritized the creation of the [2024-2025 Goals and Objectives](#) (see attachment) which outline recommendations to advocate for County of Orange to focus on a life span approach to all services. Our primary request was for the County to plan and fund an outreach campaign so that all citizens can know where to turn for help, for themselves or for caregiver support.

Commission Overview

OAAC advises the Orange County Board of Supervisors and the OC Office on Aging on matters affecting older adults in Orange County. The Commission consists of up to forty volunteer citizens, including local elected officials, representatives of health care and supportive service provider organizations, persons with leadership experience, and the public. The Commission also has an Executive Committee.

Key Activities and Accomplishments

OAAC voted to adopt our [2024-2025 Goals and Objectives](#) on “Creating an Age-Friendly Orange County” with these three focus areas:

- Information Access: Promote and identify older adult and caregiver services within the community with an emphasis on the No Wrong Door System.
- Aging in Place: Promote services and programs that support older adults to remain safer in their home or desired place of residence.
- Transportation Access Programs: Bring awareness to transportation resources and accessing services.

OAAC was pleased to meet with each Board office during the year.

Stakeholder Engagement

OAAC convened 10 general meetings and 9 executive committee meetings in 2024. Meetings were aligned with our 2024-2025 goals and objectives, including guest speakers from community agencies on

Executive Board

Crystal Miles, Chair ♦ Rachel Owens, Vice-Chair ♦ Ken Higman, Secretary ♦ Meredith Chillemi, Past Chair ♦ Sandy Stang, Member-at-Large ♦ Howard Hart, Member-at-Large ♦ Amina Sen-Matthews, Member-at-Large

Orange County Older Adults Advisory Commission

1300 South Grand Avenue, Building B, Santa Ana, CA 92705

Email: OCCSAdvisoryCouncilsBoards@occr.ocgov.com

Website: www.officeonaging.ocgov.com

Phone: (714) 480-2801 | Fax: (714) 567-5021

Information Access, Aging in Place and Transportation Access. During our last meeting of the year, we had a presentation from Dr. Laura Trejo, Director of the Los Angeles Aging and Disability Department. Los Angeles County has repositioned their Aging Services in the two years to maximize impact, and Dr. Trejo recommended to OAAC that we ask County of Orange to consider the same advocacy to better position the Office on Aging to maximize its ability to be a strategic leader and convener.

Commissioners are liaisons to each senior center in Orange County, providing updates on information and resources, and also receiving feedback from senior center staff and participants on successes and needs. We actively disseminate information through various channels, including in-person and electronic means. Thanks to our advocacy efforts, the Office on Aging now provides us with monthly newsletters that highlight valuable resources, programs, and services. Additionally, an info blast is shared to recap presentations from various aging organizations and partners conducted during our general meeting.

OAAC has begun to develop a partnership with CalOptima Health in order to bring information on Medi-Cal funded community supports via Office on Aging marketing awareness efforts.

Challenges and Opportunities

The OAAC Chair and Vice Chair attended the 2024 California Association of Area Agencies on Aging (C4A) conference and learned that our surrounding Southern California counties are much further along in their strategic planning and current innovation for aging friendly initiatives and infrastructure. Orange County has the opportunity to pivot now in becoming an Age Friendly County by applying to the [AARP Age-Friendly Communities Program](#).

OAAC has been challenged with waiting for the Office on Aging to produce updated marketing materials for Commissioners to use during senior center outreach.

Although the local Master Plan for Aging has been delayed, it's results due to be published next year will be a wonderful opportunity for OAAC to partner with the Board of Supervisors and the Office on Aging on implementation.

OAAC is eager to learn the results of Chairman Wagner's November directive to County staff to create and implement a public service campaign plan to substantially increase our citizens' awareness of the Office on Aging Information and Assistance Call Center, and online resources such as the OC Navigator and the OC Senior Resources mobile app.

Recommendation for 2025

Looking forward to 2025, we ask the Board of Supervisors to restructure the organizational position of the Office on Aging in Orange County, so that a new department, which encompasses all County aging

Executive Board

Crystal Miles, Chair ♦ Rachel Owens, Vice-Chair ♦ Ken Higman, Secretary ♦ Meredith Chillemi, Past Chair ♦ Sandy Stang, Member-at-Large ♦ Howard Hart, Member-at-Large ♦ Amina Sen-Matthews,

Member-at-Large
Page 36 of 41

Orange County Older Adults Advisory Commission

1300 South Grand Avenue, Building B, Santa Ana, CA 92705

Email: OCCSAdvisoryCouncilsBoards@occr.ocgov.comWebsite: www.officeonaging.ocgov.comPhone: (714) 480-2801 | Fax: (714) 567-5021

services, will have the power and authority to convene and lead us to become an Age-Friendly County for current and future generations.

Conclusion

OAAC is looking forward to continuing to be a trusted advisory commission to the Board of Supervisors and Office on Aging in 2025.

The commission's significant value and impact are demonstrated by the 3,821 volunteer hours contributed by our commissioners as of October 2024, with an estimated total of 4,521 hours anticipated by the end of the year.

Executive Board

Crystal Miles, Chair ♦ Rachel Owens, Vice-Chair ♦ Ken Higman, Secretary ♦ Meredith Chillemi, Past Chair ♦ Sandy Stang, Member-at-Large ♦ Howard Hart, Member-at-Large ♦ Amina Sen-Matthews,

Member-at-Large
Page 37 of 41

Orange County Older Adults Advisory Commission

1300 South Grand Avenue, Building B, Santa Ana, CA 92705

Email: OCCSAdvisoryCouncilsBoards@occr.ocgov.com

Website: www.officeonaging.ocgov.com

Phone: (714) 480-2801 ♦ Fax: (714) 567-5021

Creating an Age-Friendly Orange County 2024-2025 Goals and Objectives

1. Information Access: Promote and identify older adult and caregiver services within the community with an emphasis on the No Wrong Door System.

- a. Collaborate with the OoA to assist with identifying marketing materials that support bringing awareness to older adult services and programs to senior centers.
 - i. Provide marketing materials to each senior center.
 - ii. Provide marketing materials to each City Hall.
 - iii. Provide marketing materials to County Supervisor.
 - iv. Provide marketing materials to State elected officials.
- b. Promote Office on Aging's Monthly Newsletter.
- c. Expand outreach opportunities to older adult residents through senior center collaborations.
 - i. Develop a two-way communication between the commission and the senior center and its participants through OAAC's liaisons.
 - ii. Conducting in-person presentations on aging services and programs via Office on Aging marketing materials.

2. Aging in Place: Promote services and programs that support older adults to remain safer in their home or desired place of residence.

- a. Identify resources for financial assistance.
- b. Identify resources to assist caregivers caring for older adults.
- c. Participate in aging services RFP evaluation panels to provide input on aging services contracted through the Office on Aging.
- d. Recommend and support the County to consider applying for the Age-Friendly Network.

3. Transportation Access Programs: Bring awareness to transportation resources and accessing services.

Desirable Resources:

1. Office on Aging
 - a. Revise revamp information access brochure
 - b. Create a PowerPoint presentation to use in senior centers.
 - c. Identify databases with older adults that can be used to expand current distribution lists.
2. Board of Supervisors
 - a. Public Service Campaign

Executive Board

Meredith Chillemi, Chair ♦ Crystal Miles, Vice-Chair ♦ Dave Tetzlaff, Secretary ♦ Gene Hernandez, Past Chair ♦ Sandy Stang, Member-at-Large ♦ Charlene Ashendorf, Member-at-Large ♦ Rachel Owens, Member-at-Large

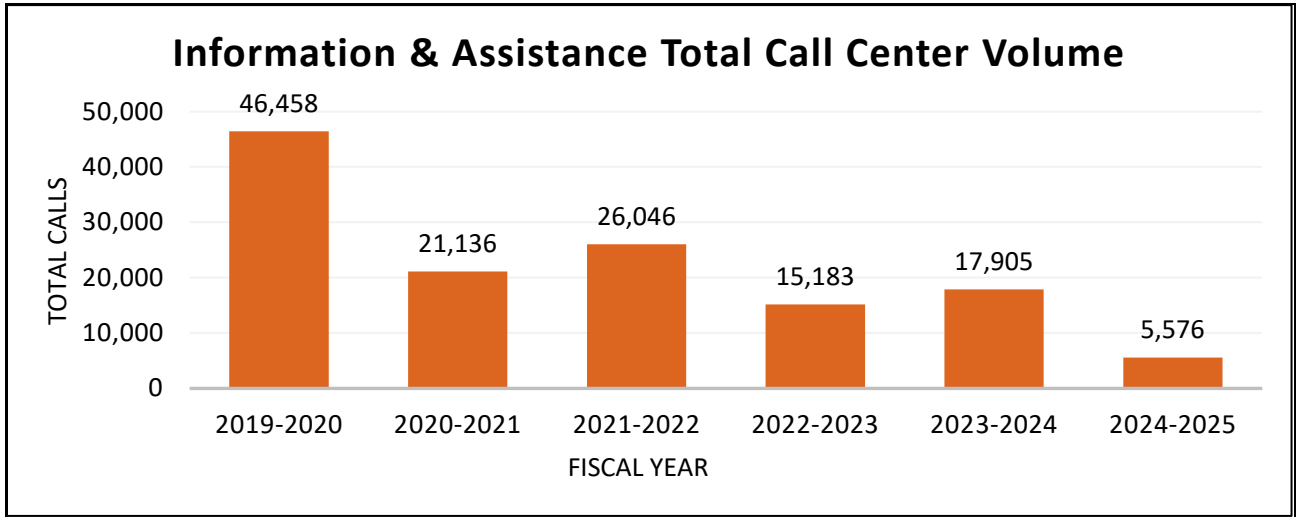
Older Adults Advisory Commission 2025 Presentation Schedule

Month	Content		Presentation Information (Title, Presenter, Organization)
	*Newsletter Topics	Presentation	
JANUARY		Overview of Older Adult Programs & Services	Office on Aging Overview Office on Aging Staff, OCCS
FEBRUARY		*Older Adult Needs Assessment Survey	
MARCH	National Nutrition Month (ENP)	*Brown Act Overview	
APRIL			
MAY	Older Americans Month		
JUNE	World Elder Abuse (6/15)		
JULY		DARK	
AUGUST			
SEPTEMBER	Disaster Preparedness Month		
OCTOBER			
NOVEMBER	National Family Caregivers Month National Alzheimer's Disease Month		
DECEMBER		DARK	

*Subject to change.

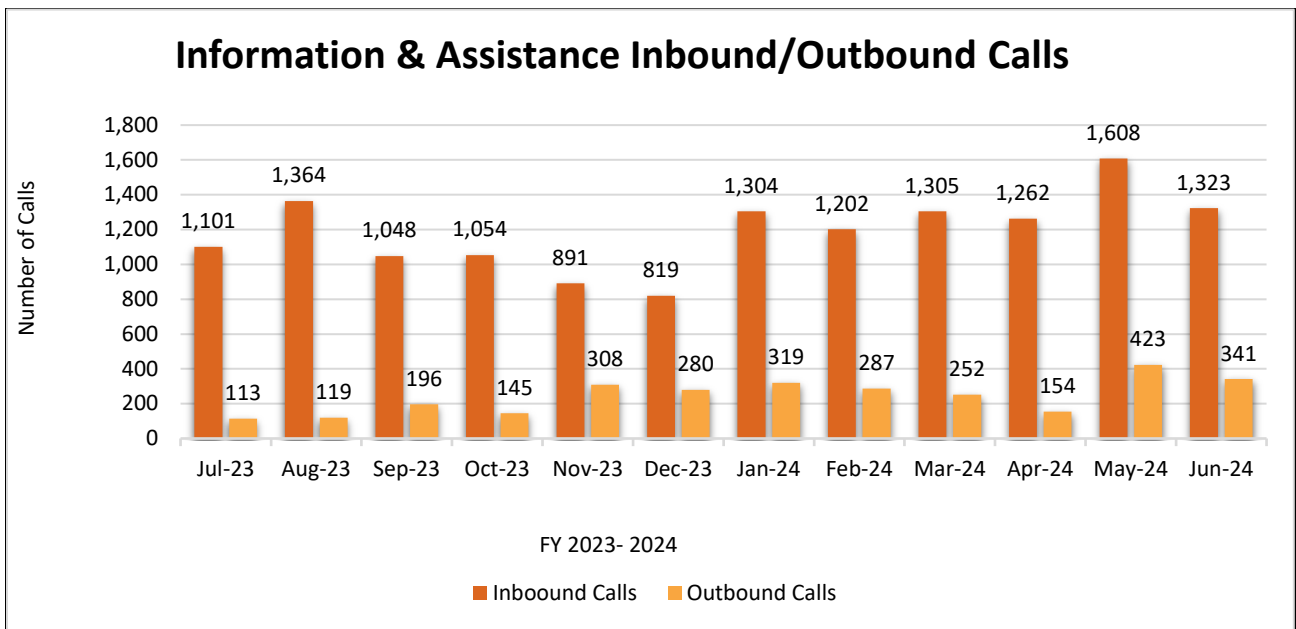
THE ORANGE COUNTY OFFICE ON AGING PERFORMANCE STATUS UPDATES

On October 25, 2024, the Orange County Older Adults Advisory Commission, Executive Committee requested an update on the Orange County Office on Aging’s performance data addressed in the 2015-2016 Grand Jury Report, “*Gray Matters-A Look at the Orange County Office on Aging.*” The update focused on the Information and Assistance Call Center and General Funds supporting older adult programs. Updates also include the Office on Aging’s most recent efforts to enhance its social media presence.



During the 2019-2020 fiscal year, the Office on Aging experienced a significant increase in call volume, primarily driven by outgoing reassurance calls to Orange County residents aged 60 and older in response to the COVID-19 pandemic. Following this peak, call volumes declined and stabilized over the past five years.

***FY 2024-2025 data for the period from July to October 2024.**

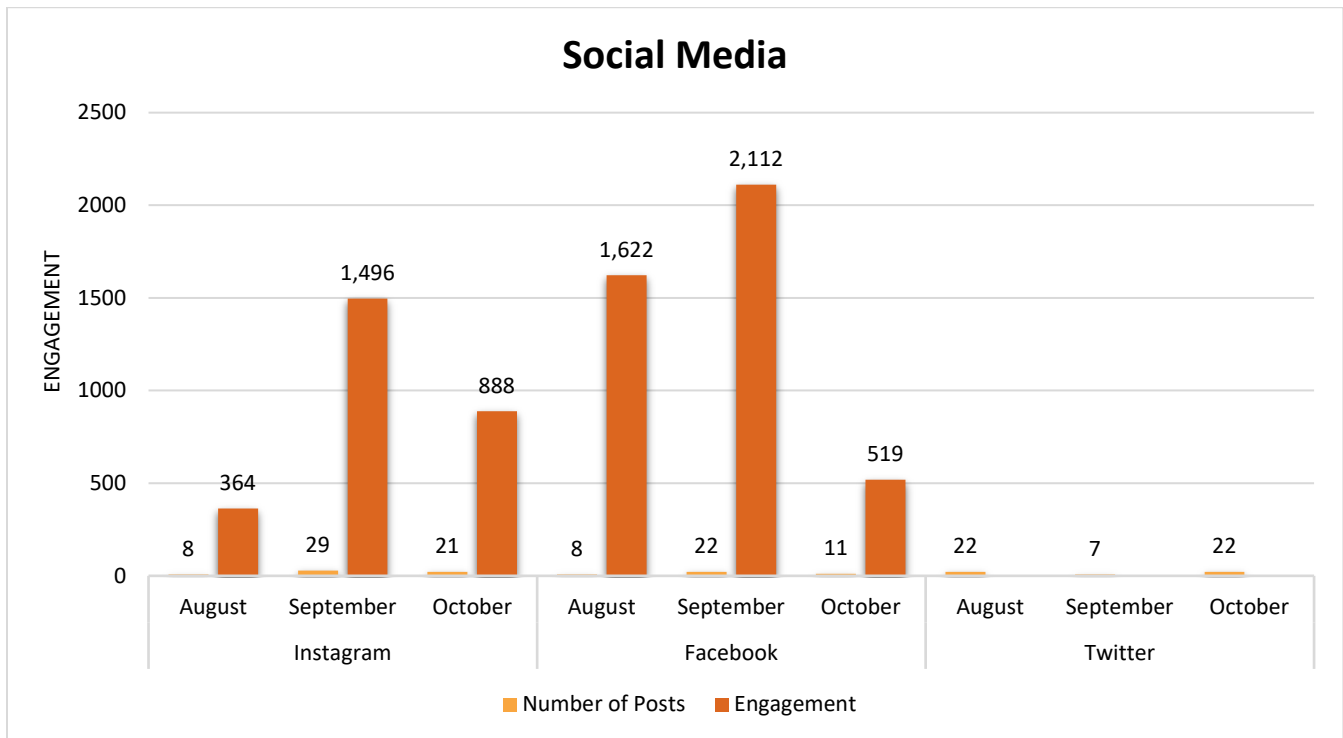


In May 2024, both inbound and outbound calls increased due to program updates calls, such as new service provider transitions, Farmer’s Market outreach, and customer satisfaction surveys.

Orange County General Funds for Office on Aging vs. Population Growth of OC Residents Aged 60+

Fiscal Year	2015-16	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
General Funds	\$778,438	\$1,195,416	\$1,095,416	\$1,140,254	\$1,133,821	\$1,140,767	\$1,140,767
Population Age 60+	587,240	681,997	656,232	693,800	713,969	723,896	Unavailable
Per Senior OC GF Expenditure	\$1.32	\$1.75	\$1.66	\$1.64	\$1.58	\$1.57	Unavailable

The table above shows general funds allocated to the Office on Aging alongside data for the county’s 60+ population. Expenditure per senior was calculated by dividing general funds by the population, as per the 2015-2016 Grand Jury report. Note that census data is reported by calendar year, while general fund data is based on the fiscal year (*Source; U.S. Census Bureau, 2019-2023*).



In FY 2024-2025, the Office on Aging began tracking social media analytics; data available starting August 2024. Over the first three months, social media activity has been consistent, with a steady average number of posts. User engagement is notably higher on Facebook, compared to Instagram and Twitter.