



Community Action Plan On Aging

Enhancing Quality of Life for Seniors

2010 Annual Report to the Community

The Senior Services Coalition of Greater Williamsburg (SSC) is an organization of health care providers, government entities, academics, and community members working collaboratively to promote a healthier and safer community for seniors. In 2009, with funding from the Williamsburg Community Health Foundation, SSC initiated the development of the Community Action Plan on Aging.

The Community Action Plan on Aging (CAPOA) is a ten year plan that outlines the activities necessary to make the Greater Williamsburg Area a more livable community for seniors. The plan was created through research, interviews and community forums by the Center for Excellence in Aging and Geriatric Health (CEAGH). It identifies four issues for action:

1. Awareness of and Access to Resources
2. Vulnerable Seniors
3. Housing and Neighborhood Support
4. Seniors as a Resource

In 2010, the Williamsburg Community Health Foundation awarded funding to the Senior Services Coalition (SSC) to begin implementation of the CAPOA. Goals, strategies and evaluation measures have been developed for each issue area and committees comprised of volunteers and a part-time program director began implementing the Plan in the Spring of 2010. The specific accomplishments achieved toward each issue area are shown on the following pages.

Copies of the complete plan can be downloaded at:

www.SeniorServicesCoalition.com
Or call the Coalition's office at
757-220-3480

DID YOU KNOW?

Approximately 20% of the Greater Williamsburg Area population is aged 60-plus; by 2030 the senior population will increase to almost 30% of the population.

US Census Bureau, Current Population Estimates, 2005,
Virginia Employment Commission, 2007.

Senior Services Coalition Steering Committee:

- Barbara Watson, 2010 Chair, James City County, Community Services Dept
- Sharron Cornelius, 2011 Chair, United Way of Greater Williamsburg
- Craig Connors, Vice Chair, Riverside Health System
- Carol Wilson, Secretary, Sentara Healthcare
- Joan Bender, Member-at-Large
- David Coe, Colonial Behavioral Health
- Ken Drees, York County
- Ed Golden, Comfort Keepers
- Janet Gonzalez, Publicity
- Nancy Harrison, Williamsburg Landing
- Nelia Heide, Member-at-Large
- Bobby Horne, AARP
- Rick Jackson, Center for Excellence in Aging and Geriatric Health (CEAGH)
- Bill Massey, Peninsula Agency on Aging (PAA)
- Paulette Parker, Williamsburg Community Health Foundation
- David Pribble, Olde Towne Medical Center
- Linda Reinke, Newsletter
- George Spellman, Eastern State Hospital
- Magdalene Staples, Historic Triangle Senior Center
- Peter Walentisch, City of Williamsburg

Staff:

- Brian Gelineau, SSC Coordinator
- Diane Hartley, CAPOA Program Director



1. Awareness of and Access to Resources: Helping seniors and caregivers navigate community resources.

Goal: Increase the capacity of seniors to live independently by promoting coordinated and accessible resources for healthcare and support services.

- An upgrade of the Peninsula Aging & Disability Resource Network, www.padrn.org, was released. This is a simple and user-friendly website of local resources. The upgrades enhanced the “one-stop” directory of providers serving the needs and interests of Peninsula residents seeking long-term supports. The site lists more than 200 service providers in 45 categories of assistance.
- Over 1,755 local visitors used the PADRN website from April to December 2010. Another 290 visits to the site were from other areas of Virginia and 406 visits came from other states.

“Thank you so much for providing a clear and concise listing of providers. The site is easy to navigate and provided me with information that was unavailable elsewhere.”

KR, Caregiver

- More than 60 training sessions on the use and navigation of the PADRN site among local service providers and consumers at regional health fairs. The training sessions were conducted by Dave Murray, PADRN Project Director.
- Client referral software in a secure electronic environment was launched. The system allows those in the network to streamline client access to other beneficial services.

Did you Know?

Older adults are actively using the Internet; 56% of adults aged 62 – 71 access the Internet.

**“Information Searches that Solve Problems”,
Univ. of Illinois
Urbana-Champaign, Dec. 2007**

2. Vulnerable Seniors:

Focusing on the needs of hidden populations including isolated and frail seniors, low-income seniors and those with mental health issues.

Goal: Enhance the support of services to meet the needs of vulnerable seniors and their caregivers.

- A work group comprised of home health care providers, academics, and health care professionals was organized to develop a training program for family caregivers.
- Work began on the training program which will provide family caregivers hands-on training in safe movement and bathing, meal preparation, healthy nutrition, creating a safe physical environment and dealing with potential emergencies such as choking.
- A comprehensive reporting mechanism was developed to bring into a single format data collected by a range of service providers. The report will be used to identify gaps in service provision and opportunities for collaboration.
- A review of existing PACE (A Program of All-Inclusive Care for the Elderly) Programs on the Peninsula was conducted to identify ways that a similar program could be established in the Greater Williamsburg Area.

DID YOU KNOW?

78% of adults living in the community and in need of long-term care depend on family and friends as their only source of help.

“Long-term care: Support for Family Caregivers”, L. Thompson, 2004.

3. Housing and Neighborhood Support:

Offering affordable and accessible housing options as well as designing neighborhoods to be age-friendly

Goal: Support neighborhoods in maintaining or establishing outreach efforts.

- Awareness of the Village Movement was increased in the community. This is a grassroots effort to create neighborhood networks that allow seniors to remain in their own homes as long as possible.
- Three local neighborhoods: Kingspoint, Colonial Heritage, and Ford's Colony, were supported in their continuing efforts to develop, maintain and improve their Neighbor to Neighbor programs.
- Twenty-four local neighborhoods requested more information about Neighbor to Neighbor Programs and how to implement such a program in their community.
- A workshop, "Introduction to Reinventing your Neighborhood", was held highlighting local examples of Neighbor to Neighbor models.
- Over 80 community leaders gathered to hear national speakers discuss the Village Movement and describe how local neighborhoods can implement such programs. The event, which was opened by the Commissioner of the Virginia Department on Aging, was organized by SSC in collaboration with the Cities of Newport News and Hampton and brought representatives to the Peninsula Area from three Villages: Beacon Hill (Boston, MA), Capitol Hill (Washington, DC) and At Home Chesapeake (Anne Arundel County, MD).

DID YOU KNOW?

Nine out of ten seniors want to live at home.

Older Dominion Partnership, 2010

The first village, Beacon Hill, was created in 2001. As of 2010, there are over 50 villages located throughout the US.

USA Today, June 26, 2010

4. Seniors as a Resource:

Valuing the contribution of all seniors and enhancing opportunities for engagement in the community.

Goal: Expand opportunities for seniors to remain connected and contribute their skills and abilities to the community through paid or volunteer work. Promote opportunities for seniors to continue working and increase awareness among employers about seniors as suitable employees or volunteers.

- Four unemployed seniors obtained job offers and over 80 job seekers and 20 businesses participated in the first Senior-focused Employment Event held in the Williamsburg Area. The SSC organized the event in partnership with the Virginia Employment Commission-Williamsburg Work force Center and the United Way of Greater Williamsburg.
- A lunch panel discussion highlighted the benefits that senior employees offer a business' bottom line. The panel, comprised of national and local speakers, drew 20 businesses.
- Over 15 new seniors volunteers registered in the Greater Williamsburg Area as a result of partnerships formed with VolunteerWilliamsburg and the United Way of Greater Williamsburg aimed at enhancing volunteer opportunities for seniors.

"I have found that seniors provide a reliable, knowledgeable employment base from which to draw."

**Ed Golden
President, Comfort Keepers**

The following community members contributed toward this year's activities to implement the Community Action Plan on Aging. Thank you.

- Patty Andresen, Visiting Angels
- Sharon Ayers, City of Newport News
- Dave Banks, Web Assistance
- Joan Bender, Colonial Heritage Community Foundation (CHCF)
- Mary Brett-Wright, CHCF
- Lisa Chapin, Morningside Assisted Living
- Craig Connors, Riverside Health System
- Janet Crowther, Williamsburg Regional Library (WRL)
- Kimberly A. Davis, Virginia Employment Commission (VEC)
- Donna Dittman-Hale, DDH Consulting Services
- Janet Dugas, WUMC Respite Care
- Lynn Fogarty, VEC
- Benjamin Goldberg, WRL
- Ed Golden, Comfort Keepers
- Janet Gonzalez, GWAVA, SSC
- Ed Gootzait, Ford's Colony
- Nelia Heide, Center for Excellence in Aging and Geriatric Health (CEAGH)
- Howell Creative Group, Pro Bono Logo Design
- Linda Hoyle, SHARP/Peninsula Agency on Aging
- Rick Jackson, CEAGH
- Christine Jensen, CEAGH
- Ted Juraschek, Ford's Colony Aging in Place
- Jim Kammert, Virginia Health Information
- Hollie Krance, Home Instead Senior Care
- Paula Lehmann, AARP
- Dan Longo, Colonial Behavioral Health

Join your neighbors and get involved!

Call for more information: Contact the SSC office at 757-220-3480 to have the Speakers Bureau come to your community or organization to learn more about the Plan on Aging.

Read the full report: View the report online at www.seniorservicescoalition.com

Join a committee: Contact us to join a committee:

- Access to and Awareness of Resources—Dave Murray at nwd@paainc.org
- Vulnerable Seniors—Ed Golden at newkent@comfortkeepers.com
- Housing/Neighborhood Support—Barb Watson at bwatson@james-city.va.us
- Seniors as a Resource—Diane Hartley at dianebrhartley@gmail.com

Outreach at a Glance

The CAPOA Speakers Bureau, comprised of fourteen trained volunteers, was created to inform the Greater Williamsburg Area about the Community Action Plan on Aging. The Speakers Bureau does this through a 30 minute presentation that provides an introduction to CAPOA, information on specific actions currently underway, and descriptions of ways individuals and organizations can become involved in the implementation of the Plan.

In 2010, the Speakers Bureau and the Communications Committee:

- Made 12 presentations
- Revised the SSC website to include information about CAPOA, including monthly progress updates
- Provided letters to the editor, press releases and photos that were published in local papers.

- Margaret Mondul, Household Document Organization
- Wanda Moore, York County
- Ursula Murden, Kingspoint Neighbor to Neighbor Program
- Dave Murray, Peninsula Agency on Aging
- Zena Myall, United Way of Greater Williamsburg (UWGW)
- Tabitha Patterson, Personal Touch
- Lois Polifka, Community Member
- David Pribble, Olde Towne Medical Center
- Linda Reinke, Senior Services Coalition
- Mary Scalisi, Spring Arbor
- Eric Shaver, Williamsburg Faith In Action
- Rita Smith, Williamsburg Faith in Action
- George Spalthoff, Volunteer Williamsburg
- George Spellman, Eastern State Hospital
- Donn Turner, Met Life
- Barbara Watson, James City County
- Kim Weitzenhofer, Riverside Lifelong Health
- John Whitley, WHRO/ThinkPlex
- Susan Whitley, UWGW
- Carol Wilson, Sentara Healthcare
- Lana Wingate, Care Management

DID YOU KNOW?

- **67,473 - Number of centenarians in the US in November 2005**
- **580,605 - Projected number of centenarians in the US in 2040**
US Census Bureau