

SPECIAL
POINTS OF
INTEREST:

- The Chairman Speaks
- Quarterly Meeting Date
- The Salvation Army Feature

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The Chairman Speaks -



A major milestone has been achieved with the signing of a contract between the Senior Services Coalition (SSC) and the Center for Excellence in Aging and Geriatric Health (CEAGH) to develop a Community Action Plan on Aging. I encourage you to read Coordinator Brian Gelineau's column for details. A three member committee has been appointed by the SSC Steering Committee to work with CEAGH staff as the development of the Action Plan moves forward. The committee is comprised of Ed Golden, Judy Knudson and George Spellman.

We are pleased the Coalition continues to attract new members. If you provide senior services in the Greater Williamsburg area and your organization is not a member of the SSC, mark your calendar for the next Quarterly Meeting at 2:00 P.M. on October 16th at the Williamsburg United Methodist Church. It is well worth the time to come and network with current members and observe the Coalition in action.

While Bismarck's statement that "laws are like sausages you would not want to see them made" does not apply to the Coalition, we have survived growing pains and are poised to help accomplish great things for seniors in our community. - Bill Massey

Candidates for SSC 2009 - election @10/16/08 meeting—Chairman Bill Massey/PAA, Vice Chair Barbara Watson/JCC, Craig Connors/Riverside

SSC Coordinator's Update -

I am pleased to announce that the Senior Services Coalition and the Center for Excellence in Aging and Geriatric Health signed a contract on August 18, 2008 to develop a Community Action Plan On Aging. The purpose of this contract is to address the needs of seniors living in Greater Williamsburg in a comprehensive manner and will present recommendations, strategies, goals and timeframes for members of the Senior Services Coalition to implement.

This is a significant step in our efforts to make Greater Williamsburg a more livable area for seniors and will require significant collaboration between Senior Service Coalition Members, Partners, community agencies and local government, and will include input from local programs such as PACE, MAPP and the United Way Community Indicators Project. Three Community Forums are being planned and will be facilitated by CEAGH staff. One of the Community Forums will be held during the October 16, 2008 Quarterly Meeting scheduled for 2PM at the United Methodist Church. I encourage everyone to attend one of these Forums. - Brian Gelineau

Join now and receive bonus 2009 membership!
Organizations \$100 & Individuals \$50

The Salvation Army Williamsburg Corps -

The Williamsburg Salvation Army is committed to helping seniors receive the assistance they need. Seniors living on limited incomes are vulnerable to any fluctuation in the economy. The number of grandparents raising young grandchildren is on the rise. Trying to stretch their meager incomes to feed, clothe, and provide school supplies and “fees” is a difficult challenge. Our basic tenet is to provide emergency assistance to families, and we strive daily to meet those needs.

Seniors are included in the Angel Tree Program for gifts of clothing and a stocking filled with practical items for distribution during the holidays at the Annual Senior Luncheon. The church ladies of The Salvation Army regularly visit senior shut-ins and nursing home residents. Cramped space prevents us from doing more for seniors at this time, than to assist with food, rent, clothing, medications and utilities. We are moving into a feasibility study and a capital campaign this fall to achieve our dream of a larger building we will own.

Our new facility (*see architect’s conceptual rendering below*) will be family centered, and seniors have a big place in those plans. We include space for senior’s activities. We hope to offer how-to classes for seniors in our computer lab where they can log on to do their own research – medical questions, fitness, community resources, nutritional recipes etc. Being mindful of “Give a man fish and feed him for a day - teach him to fish and he can feed himself...”, we would like to have space where volunteer mentors can meet with seniors to share some life skills that would improve their circumstances and arm them with the self-confidence necessary to advocate for themselves. Seniors fitness classes are in the plans to improve general well-being, build strength and stamina. We collaborate with other agencies to meet those needs and we hope to be able to offer space for some of those helping agencies in our new facility.

- Capt. Debbie Bowers



CHANGE

Quarterly Meeting Notice –
- SSC Election
- Community Plan

October 16, 2008 @ 2PM
Williamsburg United Methodist Church
500 Jamestown Road, Williamsburg

Upcoming Coalition Meetings

October 16, 2008 Quarterly Meeting & January 22, 2009 Quarterly Meeting
begin at 2:00 p.m. in the **Williamsburg United Methodist Church**
Jamestown Rd – park behind the church

Steering Committee Meetings (open to members) – held the 2nd Friday of each month at 1:30 p.m.
JCC Human Services Building Multipurpose Room on Olde Towne Rd (DSS & OTMC.)
Upcoming dates are 10/10, 11/14, 12/12.

Alzheimer's Walk



Reflections - On Saturday, September 20th, more than 300 individuals representing nearly 30 different teams proudly gathered to walk in the annual Memory Walk. The Walk began at the Williamsburg Community Building and participants enjoyed a 2.5 mile journey through Colonial Williamsburg. The Jamestown High School cheerleaders cheered walkers on and special activities were made available for children and for dogs in tents on the lawn of the Community Building. As of the publication of this newsletter, more than \$41,000 had been raised and donations are continuing to be recorded. All funds raised support the programs and services of the Southeastern Virginia Chapter of the Alzheimer's Association.

Bay Aging/ Parker View Senior Housing coming to Williamsburg Area -

New housing for those 62 years of age or older should be completed late in 2008. Rent will not exceed 30% of income. Yearly income may not exceed \$22,800 for an individual or \$28,050 /couple. Parker View is at the intersection of Ironbound & Carriage Roads in James City County.

Parker View, an independent living senior community is specially designed to meet needs of older adults and those with disabilities and special needs. One bedroom apartments will have fully equipped kitchens, be barrier free, with heat and air conditioning, an emergency call system, bathroom grab bars, an on-site laundry, community room, planned activities and a caring professional staff. For more information contact:

Parker View, C/O Bay Aging
P.O. Box 622
Urbanna, VA 23175
(804)758-2386.



Home Instead Senior Care -

Home Instead developed the “40-70 Rule” as a program to help adult children address difficult issues with their parents, such as driving, finances, independence, health and even romance. If you are now in your 40’s and your parents are in their 70’s, it is time to start the conversation about some of these difficult topics. The desire of aging parents to remain independent makes it extremely challenging. The most difficult topic to discuss with aging parents is leaving their home, followed by the need to give up driving. More than 72% of Baby Boomers have at least one parent living, and they would like to know more about their parent’s personal situation so they can help them if necessary.

We should not wait until an emergency or crisis occurs before talking with our parents. Lack of communication may lead to misuse of medications, self-neglect and accidents. Good communications is vital to helping families when it’s time to seek additional resources. The “40-70 Rule” offers a guide of conversation starter’s and other information for sensitive senior-care subjects and is available free from the local Home Instead Care office. For copies of the free “40-70” guide, contact Hollie Krance at 757-886-1230, or log onto www.4070talk.com for more information about Home Instead Senior Care’s research.

RIDES -

Over 16,000 rides
have been
provided by this
program.



RIDES, a program of the Historic Triangle Senior Center, provides non-emergency, door-to door, medical transportation for seniors 55 and over and the disabled of any age who live in the Greater Williamsburg area. RIDES takes seniors to dialysis, radiation, dental appointments, mental health appointments, mammograms, check-ups, adult day care, and other non-emergency medical appointments. Informational cards in both English and Spanish are available at the Senior Center, 5301 Longhill Road. (Thanks to Gloria Morales from the Coalition for Latino People for her translation services.)

Since the program was launched in November 2005, over **16,000** rides have been provided.

For more information, call 757-345-6166 or go to www.theseniorcenter.org/programs.html.

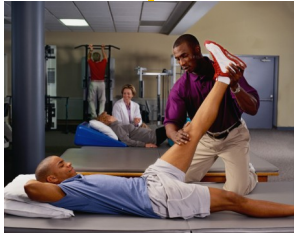
-Nelia Heide

From the Editor -

All persons or organizations in the SSC e-mail address files will continue to receive all future editions of “Insights.” However, only those who are full-paid members may have articles published. To become a member contact Brian at the SSC office 220-3480. Send all news directly (as an attachment) to me at lindaj741@yahoo.com, use only WORD, PDF or .jpg files. Articles about your organization should be 50-60 words, with general news info a bit longer. Please adhere to the deadline – future dates are 12/15 for the January 2009 issue. Photos & graphics are welcome. Forward “Insights” to colleagues, Boards, constituents, or others interested in senior care.—spread the word.

FAREWELL & MANY THANKS to Shari Graybiel who served as our “creative guru” for this publication since inception. She shall be sorely missed by me, SSC and York Co. Community Services. Our best wishes to you Shari.

- Linda J. Reinke



Riverside Rehabilitation Institute -

RRI has opened a new outpatient therapy clinic in central Williamsburg, serving local and area residents in need of physical, occupational and speech therapy needs. Located at the corner of Richmond Road and Monticello Avenue, the clinic offers various services for clients.

For more information on Riverside Rehabilitation Outpatient Therapy at Williamsburg, call 757-345-3795 to speak to our outpatient coordinator today.

Local Employee Honored with Hero Award —

Bayada Nurses, a home health industry leader since 1975, is honoring Melissa Smith, physical therapist, of its James County Office, as a “Hero.” She was chosen from a group of over 12,000 candidates to be recognized through the Bayada Nurses’ *Heroes on the Home Front* Program for her outstanding dedication and commitment to excellence in serving her clients. Smith received her award in a ceremony on Tuesday, August 5.

Founded in 1975, Bayada Nurses is an independently owned home health care agency that provides skilled, rehabilitative, therapeutic, and personal care services to children, adults, and seniors at home. Bayada Nurses employs over 12,000 nurses, home health aides, and therapists working from more than 130 offices in 17 states.

Contact: Tabitha Patterson, Community Liaison
tpatterson@bayada.com
 757-565-5400, or visit www.bayada.com.



Senior Advocate Network Group (SANG) -

SANG is a professional healthcare network group that meets the second Wednesday of every month at various locations throughout the lower and middle peninsulas and the northern neck. The purpose of these meetings is for professionals in the health care industry to learn about local resources and meet new referral sources.

SANG meetings begin with a complimentary breakfast at 8:30 a.m. and end at 10:00 a.m. Meetings are open to anyone who wishes to attend them and there is no fee involved. Please to RSVP by the Monday prior to each meeting to Stephanie@senioradvocate.net or 757-897-3075.

2008 Meeting Schedule

October 8, 2008 Rappahannock Westminster-Canterbury 132 Lancaster Dr., Irvington
 November 12, 2008 The Arbors 1100 William Styron Square South, Newport News
 December 10, 2008 Morningside Assisted Living 440 McLaws Circle, Williamsburg

Peninsula Agency on Aging - WILLIAMSBURG, VA

A new website links local providers of services for our aging and disabled population in a convenient directory for consumers and professionals alike. The Peninsula Aging and Disability Resource Network found at www.padrn.org, are part of a local initiative under the direction of the Peninsula Agency on Aging through a grant made by the Williamsburg Community Health Foundation. The site presents a user-friendly directory of providers that make access to information and services easier for the consumer. It is also a simple and convenient referral tool for the professional in assisting consumers with needs that fall outside their scope of services.

– David Murray, Project Director, 757-345-6277, nwd@paainc.org

YMCA Older Adult Programming Expanded —

The YMCA is dedicated to providing quality programs and services for the active older adult. The arthritis land and water (now M-F) classes are designed for those with limited joint mobility while building muscle strength and flexibility. To compliment the group exercise schedule, SilverSneakers Muscle Strength & Range of Movement classes use music & movement utilizing hand held weights, elastic tubing and a ball for resistance to enhance daily living skills. These activities can be done in a chair or standing. SilverStretch has been added to the class schedule for those wishing to increase flexibility. Class participants come together to share fellowship & group activities. “At the YMCA, it is our mission to ensure all are able to afford a YMCA Membership and participate in programs that strengthen the spirit, mind and body.”

– Clare Lorio

Williamsburg Regional Library -

Williamsburg Regional Library offers a free monthly delivery of library materials to homebound residents of Williamsburg and James City County.

One homebound participant said: *The Mobile Library Services for the homebound is a treasure! Without this service, I could not “visit” other times, other countries, and other places. As a homebound and visually impaired library user, I am so glad to have access to Large Print books. I thank you from the bottom of my heart.*

For more information, or to get a brochure, contact Melissa Simpson, Mobile Library Services Manager for Adult and Homebound Outreach at 259-7752 or msimpson@wrl.org. Homebound applications are also available at both library locations and on the web at <http://www.wrl.org/depts/bookmobile/homeboundservice.pdf>

Festival of Trees —

The 7th Annual Festival of Trees will take place on Friday, November 21, 2008 at the William & Mary Alumni House from 7 to 11 p.m. The fun filled, black-tie event includes heavy hors d'oeuvres from local caterers, music, and a silent and live auction to benefit the YMCA Strong Communities Campaign. Festival of trees income provides financial assistance for individuals unable to pay full fees, thus no one is denied a chance to participate in enriching YMCA programs.

Tickets cost \$45/person through the YMCA 757-229-9622.



Margaret Mondul Presents —

Classes taught by Ms. Mondul include:

- Household Organization – The Process, Tuesday October 14 from 10-12 Do you know there are over 80 critical family documents? Learn how to identify & locate these, to protect you and your family.
- 65 Years Young – What Medicare Means to You, Thursday October 30 from 10-12



Volunteer Williamsburg - NEW FREE VOLUNTEER WEB BASED SERVICE

The call for social service and volunteerism can be facilitated through a new free web based service that has been successfully launched in our area: www.VolunteerWilliamsburg.org. Non-profits are finding career experienced volunteers with the talents just right for their organization and volunteers are finding organizations that appreciate their skills, respect their time commitments, and give them the fulfillment of service to the community. Features include automatic email notification to the volunteer and organization of potential matches, the ability to specify availability, timeframes, and the hiding of one's profile until an individual is ready to be engaged by an organization. All information is password protected. Join now – it's simple and quick. For further information log on to www.VolunteerWilliamsburg.org.

Olde Town Medical Center Happenings —

Our Chronic Disease Program continues to add new patients each month. The patient education component of the program is an outstanding re-source for seniors. To learn more about how this program which provides chronic disease management please call the nurse at 259-3245. — David Pribble

Mary Baldwin College Comes to the Peninsula -

Founded in 1842, Mary Baldwin College is a national leader in personalized, transformative, liberal education. The historic Residential College for Women, offered on the college's main campus in Staunton, Virginia, is complemented by adult degree and graduate programs for men and women across the state. The Adult Degree Program, founded in 1977, now has a regional center at Thomas Nelson Community College, serving both the Hampton and Williamsburg areas.

Adults can take courses from Mary Baldwin College in a variety of ways, either locally or at a distance. We offer courses in traditional liberal arts majors, including psychology, education, English, religion, philosophy, political science, history, business, and health care administration. Individuals can register for just one course or pursue a certificate or bachelor's degree. Our goal is to provide personalized learning experiences for adults of any age, and to offer a diversity of options to meet their varied interests.

For additional information on Mary Baldwin College, please contact Dr. Jean Fleming, Regional Director, at 757-825-2723, or jfleming@mbc.edu

United Way Day of Caring 2008 & CAMPAIGN KICKOFF -

On September 10, 2008 scores of volunteers were welcomed into service and applauded for their generous donation of time and energy for the purpose of helping with a variety of community projects that will benefit many of the area's non-profits. Mobilizing over 625 volunteers, United Way's Zena Myall, Marketing/Volunteer Coordinator, orchestrated assignments of personnel and projects, along with the support of the Day of Caring Committee. Agencies that welcomed these volunteers with open arms included, Avalon, Meals on Wheels, Williamsburg Botanical Gardens, CDR, The Salvation Army, Hospice House, York River State Park, Dream Catchers at the Cori Sikich Therapeutic Riding Center, Heritage Humane Society, YMCA, and the Historic Triangle Community Service Building – and others. Projects included delivering meals, weeding, mulching, general yard work, Bread Day distribution; trail repair, painting, cleaning, tent repair, reconstructing tent platforms, and pressure washing. Over 100 residents of Williamsburg Landing participated in the assembly, stuffing and mailing of nearly 8,000 of United Way's citizen letters mailing; and many, many more projects.



United Way of
Greater Williamsburg

Day of Caring marks the official start for United Way's Annual Campaign to support over 40 health and human service programs administered by 22 local agencies. Bob Graves, Administrator of Sentara Williamsburg Community Hospital announced that the campaign cabinet set a goal of \$1,850,000. Recognizing the increased requests for needs in our community, the Cabinet will aim for a *s-t-r-e-t-c-h* goal of \$1,999,999.99.

For more information, please call the United Way offices at 253-2264 or visit the website at UWGW.org



Sponsored by
Home Instead Senior Care®

Home Instead Senior Care has teamed up with local community organizations, retailers and volunteers to collect, wrap and donate gifts to needy or lonely seniors on the Peninsula and in Williamsburg. This campaign focuses on isolated seniors during what is typically the most family oriented time of the year.

Last year, over 6,000 gifts were delivered in our community. Trees will go up in Wal-Mart from November 3 to December 5. Community-wide wrapping parties will be held on December 9th at noon in Williamsburg and on December 10th at noon in Newport News.

If you are interested in volunteering or making a donation, please contact Hollie Krance at: (757) 886-1230.

General Information / News -

Adult Protective Services - Many older adults and incapacitated younger adults are victims of abuse, neglect, or exploitation. Abuse, neglect, and exploitation can come in the form of physical marks, improper restraints, sudden changes in legal or financial documents, malnourishment, inadequate housing and clothing, and untreated medical conditions. Anyone who comes in contact with an older or incapacitated adult whom they suspect is being abused may file a report; however, any person who is paid to work with the adult population is required to report suspected abuse either to the local Social Services agency, or to the **24-hour APS hotline at 1-888-832-3858**. It is important to provide as much information as possible about the situation, such as a name, age, and address or location of the adult. The staff responding to the call may ask for additional information if known. If a mandated reporter fails to report, a fine can be imposed. Any report given to APS may be anonymous and confidential.

-Sharon Bryson, Adult Services Supervisor, JCC DSS

Senior Safety Summit, Oct. 15 – The Peninsula S.A.L.T. Council (Seniors and Law Enforcement Together) will conduct its annual **Senior Safety Summit** at the Immaculate Conception Church on Wednesday, October 15. Topics will focus on fire prevention and safety tips for seniors, preparing for the digital conversion, reverse mortgages, frauds and scams. The day begins with a Shred-It event from 7:30 -8:30 a.m. in the church parking lot. Bring your old papers and mail to shred and lessen your chance of becoming a victim to fraud. A continental breakfast begins at 8 a.m. followed by the opening session at 9 a.m. The registration fee, which includes lunch, is \$5. The registration deadline is September 22. No money will be accepted on the day of the Summit. Participants are also asked to bring a “can good donation” for the church food pantry. Immaculate Conception Church is located at 2150 Cunningham Drive, Hampton. Call 595-9037 for those interested after the deadline.

SENIOR SERVICES COALITION

Bill Massey, Chairman
Peninsula Agency on Aging—CEO
(757) 873-0541

Barbara Watson, Vice Chair
JCC Community Services
Assistant Manager
(757) 259-5402

Janet Gonzalez, Secretary
GWAVA
(757) 221-9505

Brian Gelineau, Coordinator
Senior Services Coalition
(757) 220-3480

Linda J. Reinke, Newsletter Editor
SVW Administrator—Retired
lindaj741@yahoo.com
(757) 258-1748

Shari Graybiel, Creative Consultant
York Co. Community Services
(757) 890-3883

Community Plan on Aging

On August 18, 2008, the SSC entered into a contract with the Center for Excellence in Aging and Geriatric Health (CEAGH) to have CEAGH prepare a community action plan on aging. One critical step in the formation of this action plan is to solicit input from service providers and community members, including seniors, through several community forums. Three forums will be held over the next few months and all SSC partners are encouraged to attend and offer input. The new plan on aging will delineate goals, strategies and action steps that can be implemented by the SSC and the community over the next ten years to assure the Greater Williamsburg Area is a “more livable community for seniors.” Christy Jensen, of the Schroeder Center for Healthcare Policy at the College of William & Mary, is serving as a consultant to CEAGH and is leading the development of this community plan. Community plans in Charlottesville and Alexandria, VA and Boston, MA are currently being evaluated. The final plan and report will be delivered to the SSC by March 2, 2009.

**Community Forums—October 16 @ 2:00 p.m. Williamsburg United Methodist Church—Jamestown Road
October 29 @ 9:00 a.m. Williamsburg Regional Library Scotland St. Williamsburg**

The Senior Services Coalition Mission & Vision —

To promote the independence of Seniors, Coalition members will collaborate to build, integrate, sustain and support a comprehensive Senior services system in James City County, Williamsburg and York County. Members of the Senior Services Coalition will promote a healthier and safer community for Seniors.

SENIOR SERVICES COALITION • 161-A JOHN JEFFERSON SQUARE • WILLIAMSBURG, VIRGINIA • 23185
(757) 220-3480 • FAX: (757) 221-6694 • E-MAIL: SENIORSERVICESCOALITION@VERIZON.NET
WEB: SENIORSERVICESCOALITION.COM