

Points of interest

- The Chairman Speaks
- Quarterly Meeting Date
- Feature - CAPOA

Inside this issue:

Coordinator's Update

SSC Meeting Dates

Member News

From the Editor

General Information

SSC Mission

Contact Info

The Chairman Speaks - Bill Massey



There was no August recess as the Senior Services Coalition forged ahead with an aggressive schedule to implement the Community Action Plan on Aging (CAPOA). Steering Committee liaisons have been named to facilitate work of the four Issue Committees and committee meetings have been scheduled. Over thirty individuals have signed on to work with the various committees. Additional details including contact information are provided in a feature article found in this edition of the newsletter. Each committee will report on its progress at the Quarterly Meeting of the Coalition on October 22nd. You are encouraged to attend the October 22nd meeting at 2:00 P.M. at the Williamsburg United Methodist Church.

A fund raiser for the Senior Services Coalition is planned for October 14th from 5:00 to 7:00 P.M. at Colonial Heritage Club to officially launch the Community Action Plan on Aging. A planning committee lead by Joan Bender has done a splendid job of planning the event. Tickets are limited and must be purchased in advance. For more information on this event call Brian Gelineau at 220-3480 or Joan Bender at 345-6974.

As we are all aware good leadership is the key to any successful endeavor and it is with this in mind that the following slate of officers has been nominated to lead the Coalition in 2010: Barbara Watson, Chair; Craig Conners, Vice Chair; and Carol Wilson, Secretary. You may rest assured that the future of the Coalition and implementation of the Community Action Plan on Aging will remain in capable hands.

Quarterly Meeting Notice – January 28 @ 2PM

Williamsburg United Methodist Church

500 Jamestown Road, Williamsburg

SSC Coordinator's Update - Brian Gelineau

Implementation of the Community Action Plan On Aging is underway. This was initiated at the July Quarterly Meeting where a fine overview of the plan was presented and attendees were offered an opportunity to participate in one or more of the four priority areas. The areas are: Awareness & Access to Resources, Vulnerable Seniors, Housing & Neighborhood Support, and Seniors as a Resource. Issue Committees have been established for each priority area and participants were offered an opportunity to become a member of the committees, and many did so. Committee Representatives are scheduling meetings and preparing action items, and will be contacting committee members assigned to their priority area. There is always need for additional committee members to help. I encourage everyone to participate in the committees. If you are interested in participating on a committee, please contact me at the SSC office by phone at 220-3480 or by e-mail: seniorservicescoalition@verizon.net.



Program for Caregivers

The Center for Excellence in Aging and Geriatric Health, located in Williamsburg, is pleased to sponsor a program for caregivers known as “Caring For You.” The “Caring for You, Caring for Me” Education and Support Program is a 10-hour education and support program for both families and professionals who are serving as caregivers for older individuals. The program is organized around five two-hour modules and participants meet weekly for the five weeks. What is unique about this program is that family caregivers and professionals participate together to discuss coping mechanisms; local, state, and national resources; and identify key issues, concerns, and ways to work together to enhance the quality of life for the care recipients and the caregivers. The program is being offered this fall at 4 sites in the Williamsburg community. To learn more about dates and sites and to register for this free program, please contact project director Christy Jensen, cjensen@excellenceinaging.org, (757) 220-4751. The program is being funded through generous support from the Williamsburg Community Health Foundation.



**“CAREGIVING PARTNERSHIPS” - A WORKSHOP
SUPPORTING HOME AND PROFESSIONAL MEMORY CAREGIVERS IN
THE WILLIAMSBURG COMMUNITY TUESDAY, OCTOBER 13, 2009
1:45 PM – 5:00 PM CO-SPONSORES- WILLIAMSBURG LANDING,
CENTER FOR EXCELLENCE IN AGING & GERIATRIC HEALTH AND
THE ALZHEIMER’S ASSOCIATION**

Williamsburg Landing, CEAGH and the Alzheimer’s Association are co-sponsoring a workshop in support of the Alzheimer’s “Memory Walk” on November 7. There is a donation of \$15.00. Location is the Williamsburg Landing Alvin P. Anderson Auditorium. The keynote speaker will be Jorge Cortina, M.D., Coordinator for Geriatrics & Extended Care, Associate Psychiatry Professor at Eastern Virginia Medical School. Presenters are Dr. Scott Sautter, Mike Verona, Rita Smith, Faith Amorosa, Marjorie Hilkert, Douglas Santo and Pattie Gaudio.

“It hurts when I....”

If you had a penny for each time you heard that phrase, I’m sure you’d be rich! There are such things as “normal” aches; however, pain should not be constant or interfere with daily activities.



According to the Arthritis Foundation, osteoarthritis (OA) currently affects nearly 27 million people in America and is the most common type of arthritis among older adults. OA is, by definition, the breakdown of joint cartilage, causing loss of function and reduced quality of life. You feel pain and stiffness as your joints “warm up” after long periods of inactivity. However, pain that lasts for more than 30 minutes or is between the joints, not actually involving a joint, is most likely not due to arthritis and should be further questioned.

Research shows that people who are living with constant pain are more likely to show characteristics of psychological disorders and depression, including low energy levels, disturbed sleeping patterns, and constant worrying. Research supports the notion that people with pain are more likely to be irritable, anxious, and have trouble coping with stress. Pain often causes people to decrease their level of activity, potentially leading to weight fluctuations, loss of muscle mass, weakness, and even osteoporosis.

Pain management strategies include physical therapy, pharmaceuticals, injections, and in extreme cases, surgery. Physical therapists are musculo-skeletal specialists, who are able to analyze potential sources of symptoms that may be relieved with the application of exercise, stretches or modalities to change the soft tissue. Generally, within the first couple of visits, valuable education and pointers will make a difference. Unlike other options, therapy is concentrated and confined to a limited period of time so take the time to find the best therapist for you. The body you have is yours for the rest of your life –do your best to take care of it!

- Anna Dube, DPT

Upcoming Coalition Meetings

2009 Quarterly Meetings - 10/22 & 1/28/10

2:00 p.m. in the Williamsburg United Methodist Church

Jamestown Rd – park behind the church (open to the public)

Steering Committee Meetings – 10/16 , 11/13, 12/18, & 1/15/10 at 1:30 p.m.

JCC Human Services Building Multipurpose Room on Olde Towne Rd



DOING THE
MOST GOOD™

THE SALVATION ARMY ANGEL TREE PROGRAM

Thanksgiving & Christmas Applications

Applications will be accepted from October 12-23, 2009 between 9-11:30 am and 1– 3:30 pm, at The Salvation Army 151 Kristiansand Dr. #10 Williamsburg. Individuals must have an official picture ID (for parent,) Social Security cards for everyone, birth certificates for children, proof of income, Social Service Notice of Action, proof of residence and Medicaid cards. First come, first served—no extensions after final date.

For more information call: 229-6651

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. Things not meeting this criteria will be rejected.** Articles about your organization should be a half page or less, with general news a bit longer. Please adhere to the deadline – future dates are 12/15 for the January 2010 issue. Photos & graphics are welcome. **Forward “Insights” to colleagues, Boards, constituents, or others interested in senior care — spread the word.**

- Linda J. Reinke

2009/2010 Membership Campaign

The SSC membership drive continues. Dues should be forwarded to Brian Gelineaux at the Coalition Office. Checks are payable to PAA/SSC for individuals (\$50) and organizations (\$100.) Those who join between now and the end of year will receive membership for the remainder of 2009 + 2010. Your continued support of the Coalition is appreciated. - George Spellman, Membership Chair

Preventive medicine - Shingles Vaccine—What You Need to Know

You may have heard that there is a vaccine for “shingles”, which is a painful skin rash often with blisters, which occurs far more common in people 50 and older. The vaccine was licensed in 2006 and may prevent shingles or reduce the pain associated with shingles. There are some people that should not get the vaccine or should wait.

This link provides additional details and information regarding the vaccine - go to:

<http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-shingles.pdf>

If you are 60 years of age or older, you should speak with your physician about this vaccine. Source: CDC

-Centers for Disease Control and Prevention

- David Pribble/Georgia Mamangakis

Happy Holidays

Senior Advocate Network Group - 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 RSVP by the Monday prior to each meeting to Stephanie@senioradvocate.net or phone 757-897-3075.

October 14 @ Rappahannock Westminster-Canterbury 132 Lancaster Drive Irvington
 November 11, 2009 @ Chambrel 3800 Treyburn Dr. Williamsburg
 December 9, 2009 @ Warwick Forest 1004 Old Denbugh Blvd. Newport News
 January 13, 2010 @ Heritage Commons 236 Commons Way Williamsburg

2010 Slate of Coalition Officer Nominees—Election 10/22 at the Quarterly Meeting



Chairperson—Barbara Watson, Assistant Manager for JCC Community Services, has worked for James City County for the past 23 years. She has resided in the Williamsburg Area since the late 1960's. JCC Community Services is the umbrella department which includes Parks & Recreation, Social Services, Office of Housing & Community Development and Colonial Community Corrections. She serves on a number of boards including All Together, Inc., Rita Welsh Adult Literacy, Regional Commission on Homelessness, Center for Excellence in Aging & Geriatric Health, and Leadership Historical Triangle. Barb holds a BS Degree in Governmental Admin, an AAS in Human Services with completion of over half the requirements for an MPA. She has served as the SSC Vice Chair for 2 years.



Vice Chair—Craig Connors, recently was promoted to Riverside Vice President in charge of Lifelong Health Divisions Home & Community Services. He previously was Exec. Dir. of PACE, which grew faster than any other similar program in the country. As the new VP of HCBS, Craig will lead the efforts to (1) grow and operate PACE under a new operations director, (2) support the home health and hospice teams, (3) chart the course for innovative new aging related services such as Home Enabling Technology, and (4) prepare RHS for the new government focus on bundled health services that prevent functional deterioration and give people more control over their lives. Past experience include work with Anthem and service on a nuclear-powered sub while in the US Navy. He holds an MBA and BS in Engineering. Craig has served as the SSC Secretary for the past two years.

Secretary—Carol Wilson, is the Director of Ethics and Palliative Care for Sentara Healthcare. Her career has been dedicated to empowering people to manage their own health, with a particular interest in older adults. She has worked in retirement housing, long term care, acute care and community health, and currently promotes patient rights and informed patient decision making in her roles at Sentara. Carol has served on several nonprofit boards and steering committees in both Richmond and Williamsburg. Presently, she is involved with the Center for Excellence in Aging & Geriatric Health, Community leadership Services, and a new regional project to promote values-based discussions about medical choices. She has a Bachelors degree in Business Administration and a MS in Health Care Admin. Carol has been a member of the SSC Steering Committee for a number of years., serving on a variety of committees during that period.



Nomination Committee members were—George Spellman, Chair; Linda Reinke and Carol Wilson

CAPOA needs you!

The Senior Services Coalition is in the process of implementing the Community Action Plan On Aging (CAPOA). This comprehensive plan was developed in collaboration with the Center for Excellence in Aging and Geriatric Health with input from many local organizations and individuals. To develop the plan, a review of previous community assessments was conducted and four community forums were held. The result of the process was an action plan “CAPOA” for Greater Williamsburg (James City County, York County and the City of Williamsburg) for the years 2010 through 2020. The plan delineates goals, strategies and action steps that can be implemented by the Senior Services Coalition members, partners, the three jurisdictions and the community over the next ten years to assure that the Greater Williamsburg Area is “a more livable community for Seniors”.

Issues areas identified:

- 1) Helping seniors and caregivers with Awareness of and Access to Resources
- (2) Focusing on the needs of Vulnerable Seniors, specifically those that are isolated and frail, those that are low income, and those with mental health issues
- (3) Designing neighborhoods to be age friendly through Housing and Neighborhood Support that includes affordable housing and accessible housing
- (4) Addressing Seniors as a Resource by valuing the contribution of seniors in the workplace and volunteer services and enhancing opportunities for their engagement in the community.

To address these issues an Implementation Committee was established to oversee the progress being made to achieve the stated goals of the CAPOA. Four Issue Committees were also established to address specific needs of that area. Issue Committee liaisons are:

Issue 1: David Murray, No Wrong Door Project Director, nwd@paainc.org or 345-6277.

Issue 2: Ed Golden, Owner, Comfort Keepers, newkent@comfortkeepers.com

Issue 3: Barbara Watson, Assistant Manager James City County Community Services, bwatson@james-city.va.us or 259-5402

Issue 4: George Spellman, 220-8310

If you are interested in one of the Issue Committees, please contact the liaison. Remember, this is your opportunity to get involved from the beginning—pitch in and help bring the CAPOA to life. Act now to become a part of this exciting process!

- Brian Gelineau

The Senior Services Coalition

Invites you to participate in the launching of the

Community Action Plan On Aging

To Make Our Community a More Livable Place for Seniors

CAPOA

Come to Colonial Heritage Club

6500 Arthur Hills Drive off Richmond Road

(across from Go-Carts Plus)

for

A Wine and Cheese Celebration & Fund Raiser Event

To Build Awareness and Support for the Plan

Hosted by

Lennar Builders

Wednesday, October 14th, 5:00 to 7:00 P.M.

For Tickets or More Information: Call Brian Gelineau @ 757-220-3480 or Joan Bender @ 345-6974

Tickets are \$25 per person

And must be purchased in advance.



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 6,800 gifts were delivered in our community. Trees will go up in local Wal-Marts from November 1st through December 3rd. Community-wide wrapping parties will be held on December 11th at noon in Williamsburg (Quarterpath Recreation Center) and on December 9th at noon in Newport News (Midtown Community Center). If you are interested in volunteering or making a donation, please contact Hollie Krance at: (757) 886-1230.

JCC to offer a Passport to Healthier Lifestyle Choices

On the third Monday in Oct, Nov & Dec the James City County Human Services Center at 5249 Olde Towne Road will transform into the land of Healthier Lifestyle Choices. *Other events scheduled through June 2010.*

Between 9:30 a.m. and 12 noon, participants will begin their journey at *The Villas of Learning New Lifestyles* where they will learn about healthier lifestyle choices including a *tasting & seeing* cooking demonstrations and recipes. The first 50 eligible participants (sliding scale – call for limits) will receive a box of groceries provided by the Foodbank of the Virginia Peninsula. The final destination allows participants to receive a box of USDA Commodities and free produce. The event takes about 20 minutes, although participants are encouraged to move at their own pace. ‘*Passports*’ will be stamped as participants complete their travels each month. Those who complete all six ‘trips’ through the *Land of Healthier Lifestyle Choices* will receive a special incentive gift.

Passport to Healthier Lifestyle Choices is offered through a partnership between JCC Social Services, the Foodbank of the Virginia Peninsula and Virginia Cooperative Extension. For more information, contact Social Services Chief of Operations Tom Little at tlittle@james-city.va.us or call 259-3147.

SENIOR SERVICES COALITION 2009

Bill Massey, Chairman
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Lori Lasley, Technical Consultant
York County Community
Services Special Programs

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.

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