

SSC Insights

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OCTOBER 2010

The Chair Speaks -

Barbara Watson



This summer found the four Community Action Plan on Aging Committees quiet, but that has not meant efforts of the Senior Services Coalition have come to a halt. Representatives from the Steering Committee began developing a strategic plan for the Coalition.

In order to start the strategic planning process, we tasked Steering Committee members with answering several questions: Who are we? What do we do? Does our current mission and vision accurately describe who we are, and the type of community we want for seniors? And lastly, is the Senior Services Coalition organized to accomplish the mission?

As a member of the Senior Services Coalition how would you answer those questions? Our current purpose states that we are an affiliation of providers of services to seniors and community members who are interested in aging issues. Is this accurate? Are there additional ways the Senior Services Coalition can be of benefit to you and your organization? The Community Action Plan on Aging is very clear about goals and strategies to help seniors and caregivers navigate community resources; focus on the needs of hidden populations including isolated and frail seniors, low-income seniors and those with mental health issues; offer affordable and accessible housing options as well as designing neighborhoods to be age friendly; value the contribution of all seniors, and enhance opportunities for seniors engagement in the community for the next ten years. We also want to ensure our members benefit from the plan's implementation and to be part of that process. There are ample opportunities for you/your organization to become engaged, and welcome the opportunity to talk with you more by calling the Senior Services Coalition at 220-3480. We value your membership and support for the Senior Services Coalition, and look forward to your continued involvement.

Quarterly Meeting Notice – October 28 @ 2 PM

Williamsburg United Methodist Church

500 Jamestown Road, Williamsburg

Guest speaker Michael Butler - American Foreign Policy since 1980

Coordinators Report – Brian Gelineau

The Senior Services Coalition is a membership organization, open to any organization or individual seeking to improve the quality of health, wellness and living for seniors in the Greater Williamsburg area. Members include for-profit and not-for-profit organizations, state and local agencies, community organizations, local governments and individuals. Membership is important to both the Coalition and the individual members, and it is through our members that the goals of the Coalition are attained. Members contribute significantly to the Coalition by their support to administrative and program committees, supporting implementation of the Community Action Plan On Aging and the four CAPOA Issue Committees, engaging in community educational activities and sponsoring community forums and health programs. The Coalition assists the members by providing a forum for discussion and collaboration, holding four Quarterly meetings including speaker presentations, providing an informative quarterly newsletter, sponsoring an annual health fair and spearheading the Community Action Plan On Aging.

Nelia Heide is our Membership Chairperson and questions concerning membership should be addressed to either Nelia or to myself. I encourage all members to bring guests to our Quarterly Meetings and to encourage other organizations and individuals to become members. It is through our membership that the goals of the Coalition can be attained.

2010 Membership Campaign

Nelia Heide is the 2010 Membership Chair.

The SSC membership campaign is in progress. Dues should be forwarded to Brian Gelineau at the Coalition office. Checks are payable to PAA/SSC - individuals (\$50) and organizations (\$100). For more information call 220-3480

Your continued support of the Coalition is appreciated.

From the Editor - Wanted: your organizational news!

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 or .jpg files. Materials 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 2011 issue. Photos & graphics are welcome.

Forward "Insights" to colleagues, Boards, constituents, or others interested in senior care - spread the word.

- Linda J Reinke

Quarterly Meeting Guest Speaker - Michael A. Butler - Former Deputy Chief of Mission will speak about American Foreign Policy since 1980

Mr. Butler was born and educated in Virginia. His career focus began in journalism, with entry into the Foreign Service in 1980. He had overseas assignments in Portugal, Bucharest Romania, Buenos Aires Argentina, Oslo Norway and Madrid Spain. In the USA he taught at the University of Virginia, and later was a visiting professor and State Department Faculty Representative at West Point. In 2003 while serving in Washington he was Director for Multilateral Affairs in the State Department's Bureau of Democracy, Human Rights & Labor. Then, in 2005 he became the Acting Deputy Assistant Secretary of State. From 2005-08 he was Deputy Chief of Mission in San Salvador and took up duties in Helsinki.

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 breakfast at 8:30 a.m. and end at 10:00 a.m. Meetings are open to anyone who wishes to attend. There is now a \$10 fee. Please RSVP by the Monday prior to each meeting to Stephanie@senioradvocate.net or phone 757-897-3075.

2010 SANG Meeting Schedule

10/13/10 Chambrel 3800 Treyburn Drive Williamsburg

11/10 /10 Mennowood Retirement Community & Hospice of VA

13030 Warwick Boulevard Newport News

12/08 /10 Daffodil Gardens - Bay Aging_ 5954 Garden Grove Lane Gloucester

Upcoming Coalition Meetings

Quarterly Meetings - 10/28/10, 01/27/11, 04/28/11

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

Jamestown Rd – park behind the church

(open to the public)

Steering Committee Meetings – held the 3rd Friday of each month at 1:30 p.m. JCC Human Services Building Multipurpose Room on Olde Towne Rd (DSS & OTMC.)

(open to all members)

Volunteers needed to set up chairs before the quarterly meeting - call Brian Gelineau at 220-3480 if you can assist. The church provides the space but not set-up for seating. We need you !



**OLDE TOWNE
MEDICAL
CENTER**

Olde Towne Medical Center - Falls present a major problem in the health and independence of elders over 65. The Center for Disease Control and Prevention (CDC) states that more than one third of older adults fall each year. **Most falls are preventable...** There are many risk factors that can lead to falls including; decreased vision and hearing, lack of balance, multiple medications, foot problems, an unsafe home, and fear of falling. To decrease fall risk, use assistive devices such as canes or walkers to offer support and maintain balance. Keep non-skid rugs in the home. Always wear rubber soled shoes that fit well. Install a hand rail in the shower. Turn the light on in dark hallways and especially when climbing or descending stairs. Set up a buddy system and have a friend or family member on hand when you are taking a risk like climbing a ladder or going out on an icy day. Increase daily exercise and practice different forms of exercise such as walking, lifting weights, Yoga or Tai Chi to strengthen muscles and improve balance. Learn how to get up off the floor alone and practice that occasionally. It requires a combination of all of these forms of exercise to maintain good strength and balance. The goal is to stay upright and be free of falls.

- Kendra Robinson, RN, Nurse Educator 259-3245

Peninsula Agency on Aging (PAA) has received a grant from the Altria Companies Employee Community Fund to provide 273 days of adult day care for senior citizens over the age of 60 residing on the Peninsula. The fund is supported by employees of Altria Group and US Smokeless Tobacco (formerly Philip Morris USA). The grant will subsidize the cost of care for frail seniors to attend local adult day care centers including the Respite House in Williamsburg. For information on other programs and services contact PAA at 757-873-0541 or on the website at www.paainc.org.



THE WILLIAMSBURG AREA MEMORY WALK - November 6th, 2010 – Walking to End Alzheimer’s Disease - It’s time to form a team or join a team and walk with friends, family, and co-workers to end Alzheimer’s Disease. Encourage those around you to join in the effort. We start with registration and ceremony at 9:00 at the Community Building (across from the Williamsburg Library) and take a pleasant 2.3 mile walk in Williamsburg. For information, registration, or to make a donation, go to www.alz.org/memorywalk and locate the Williamsburg walk or contact me at FaithRN971@cox.net or orfamoroso@excellenceinaging.org.
- Faith Amoroso Chair, 2010 Williamsburg Memory Walk

Riverside Adult Day Services Launches Unique Overnight Care Program -



Many caregivers are struggling with loved ones who are restless at night, especially those suffering from ‘Sundowner’s Syndrome’ and other related memory disorders that keep them awake. Riverside Adult Day Services is introducing the new “Starlight Program,” a solution for these caregivers to get some much-needed sleep and enjoy peace of mind about their loved ones’ well-being.

The Starlight Program is an extension of Riverside’s regular adult day care services and activities - offered from 7 p.m. to 7 a.m. during the week. Caregivers can bring their loved ones one night or every night of the week, for a portion of each night or for all 12 hours. The center is located on the secure Warwick Forest campus in Denbigh.

“This is not a program for those who regularly sleep during the night,” explained Patty Heath, director of Riverside Adult Day Services. “The Starlight Program participants will enjoy activities and social contact, and will typically be as active as our daytime participants.” Riverside’s experienced team will provide personal care, activities, meals and snacks, and medication assistance.

Riverside’s team will take care of program participants and monitor their health needs through the night, including administering their medication. With a significant number of participants suffering from Alzheimer’s or other dementia disorders, the program has a high staff-to-participant ratio, providing attentive, personalized service to help keep participants safe and relaxed. Caregivers will appreciate the peace of mind while getting a good night’s sleep.

“We believe this is the first overnight care program in Virginia, and its success will depend upon referrals from care providers and the community,” Heath noted The Starlight Program is set to open for overnight participants on November 1 at a cost of just \$65 per night. For more information, call (757) 875-2032.

- Jim Janicki



Home Instead Senior Care is teaming up again this year 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 8,500 gifts were delivered in our community! Trees will go up in local Wal-Marts from November 11th through December 3rd. Community-wide wrapping parties will be held on December 7th at noon in Newport News (Midtown Community Center) and on December 9th at noon in Williamsburg (Quarterpath Recreation Center). If you are interested in volunteering or making a donation, please contact Hollie Krance at: (757) 886-1230.

Program for Caregivers - The Center for Excellence in Aging and Geriatric Health 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. This program is being offered for 5 Tuesdays, from September 21st through October 19th, from 1:30-3:45pm at Riverside PACE Center, 4107 West Mercury Blvd, Hampton. To register for this program, please contact project director Christy Jensen, cjensen@excellenceinaging.org, (757) 220-4751. There is a \$25.00 registration fee and a limited number of scholarships are available.

Counseling Offered - Beginning October 1, 2010 Patricia Wilkinson LCSW will be offering individual, couples and family counseling on site at the Center. She will have office hours on Wednesdays. Counseling will be offered for depression, anxiety, grief and other issues that affect older adults. Appointments can be scheduled by calling 220 4751. She will be able to bill Medicare and other third party payers for her services.

The Clinical Trials Division at the Center is now accepting participants for trials for Alzheimer’s disease, Gout and Rheumatoid Arthritis. In the fall of 2010 the Center will also conduct clinical trials for C-Diff Vaccine and a Pediatric Flu Vaccine. To register or seek additional information call 220 4751 and ask for Gina Kavanaugh, RN,CCRP.

Physicians added - The Center is pleased to announce that 3 additional physicians have agreed to come on staff to work with our Medical Director Paul Evans MD. Joining the staff are Dr. Cliff Henderson, Dr. Jim Hess and Dr. Hoskote Nagraj. Dr’s Hess and Henderson will work with Gina Kavanaugh in our Clinical Trials Division; Dr. Nagraj will provide evaluations in our Geriatric Assessment Clinic.



Library Services Available to the Homebound - Did you know that the WRL delivers library materials to homebound residents of Williamsburg and James City County? This *free* service is provided by the Mobile Library Services (MLS). Using a bag-exchange system, library materials are brought on a *monthly* basis to homebound users. A WRL librarian works with each homebound user to select items tailored to the individual’s preferences. Applications for homebound service are available at the Williamsburg or James City County Library or www.wrl.org/homebound. For questions please contact Barbara A. Jones, Mobile Library Services Manager, Adult and Homebound, at 757-259-7752.



The Peninsula Aging & Disability Resource Network (PADRN) is committed to creating a single coordinated system where consumers can receive information on, and access to, long-term support assistance as delivered by public and private providers of home and community based services. One tool is the www.padrn.org website that is designed for consumer use through a simplified search process of resources located between greater Williamsburg and Hampton. Currently, www.padrn.org includes more than 40 categories of service and more than 195 listings of local public and private service providers. There is no cost for a provider to be listed on PADRN.org but there is a peer vetting process to receive a listing. This is a unique benefit to consumers that is not found in any other similar resource directory on the Internet or in print.

The next component of the Peninsula Aging & Disability Resource Network is the debut of an electronic client referral tool for use by providers. The Client Assistance Referral Exchange System (CARES) will allow for the simple exchange of client contact information in referring individuals to other providers in the network. The referral can only be made with client consent. This tool will allow for the providers within the specific referral to know the outcome of the referral. CARES will be available to authorized users from a secure PADRN website. The CARES tool will help providers to streamline the efficiency and effectiveness of the consumer's movement within the network. PADRN CARES was launched in September 2010.

The PADRN project has additional plans for the exchange of more comprehensive client information among providers of local community based services. Those plans will be unveiled in 2011.

- Dave Murray

Margaret Mondul, Household Document Organization - Programs with Williamsburg Area Learning Tree (WALT) Fall 2010 - (Contact WALT at 220-9975 for applications and www.wuu.org/walt/CourseIndex.html for complete listing)

Time and Place for all classes - 10:00 to noon at Verena at the Reserve 4300 Mooretown Rd (near K-mart) Williamsburg, VA Phone 757-345-2995 - Fee \$25 for each session.

- **Tuesday October 5 - "Household Document Organization – The Process"** - Do you know the difference between critical family documents, working files and historical files. Do you have file cabinets full of papers you are afraid to get rid of "because you may need them one day." Come learn about the process of focusing in on those critical documents that define you personally, familially, financially and legally and ensure that they are filed safely in a location readily available to you, your spouse and your children.
- **October 19 - "65 Years Young, What Medicare Eligibility Means to You"** - Be prepared to address the many decisions you are required to make when you reach your Medicare eligibility age of 65. The course will help you understand your individual timeline, know what each part of Medicare (A, B, C, D) does and does not provide, determine whether a Medicare Supplement fits in your planning, estimate enrollment costs and help you ask the right questions to determine how Medicare interfaces with employer provided benefits while you are still working and after you retire.
- **November 15 - "Medicare Part D – Understand and Maximize Your Drug Benefit"** - Open enrollment is here again. Were you overwhelmed when you first signed up in 2006? Did you just take a plan with a health insurance company you are familiar with without doing any analysis? Have the costs increased substantially or have your medications changed significantly since then? Did you get caught in the "donut hole?" This class will help you gain an understanding of how and why the Part D benefit was designed and note things you can do to maximize your benefit each and every year.



The above “logo” is the result of collaboration of the Howell Creative Group and the SSC/CAPOA Communication Committee. The logo will be used in all media material including the SSC website, flyer’s regarding various CAPOA Implementation Committee events, posters for health fairs, and power-point presentations to community groups. The four parts of the fan relate to the four implementation committees, and the flow and continuing growth and change of the Community Plan. A color will be used for a specific implementation committee and used in all materials relating to that group.

If you would like the CAPOA Speakers Bureau to present to your business, civic association, or neighborhood group, please contact Brian at seniorservicescoalition@verizon.net or by phone at 220-3480 .

The Community Action Plan on Aging (CAPOA) is a collaborative effort of diverse stakeholders that want to assure that the Greater Williamsburg Area is recognized as a more livable community for seniors. The plan addresses four issues of importance as identified through a series of community forums. Updates of issue committee activities are summarized below. Individuals interested in joining a Committee should contact the SSC office @220-3480. We welcome your participation.

The Vulnerable Seniors Work Group has made significant progress during the past several months. The group re-structured from 3 sub-groups into 1 team working on all issues and will address the following priorities.

- Resources for Seniors that come to the home or to which Seniors travel - Metrics are being developed & reported at each meeting from representatives of various organizations serving seniors. We have also targeted several additional organizations to join us. The desired outcome is to share best practices, promote increased coordination among various agencies, identify opportunities for enhanced services.
- Parish Nurse Programs - A coordinated effort is being organized to identify the various Parish Nurse Programs currently in place. Opportunities to promote awareness, coordination, and best practice are underway.
- Formal Training for Family Caregivers - This has been identified as a significant issue. Efforts are underway to organize formal training for untrained family members to promote better/safer care for their loved-one.
- Substance Abuse - A study is currently underway regarding this issue. Results will be presented upon completion, action steps developed.

- Ed Golden

CAPOA Continued from previous page



The Housing Committee is encouraging communities to consider implementing a Neighbor-to-Neighbor Program. These programs make communities more neighborly and provide the support that seniors need to age in place. On September 22nd, the Committee presented information about Neighbor-to-Neighbor Programs at the Skipwith Farms Neighborhood Association. Ursula Murden of the Kingspoint neighborhood described the steps her community has used to create their program. Joan Bender & Dick Boyden of Colonial Heritage provided information about their neighborhood's program which has been successfully providing support to the community for five years. Diane Hartley explained that the CAPOA will select two neighborhoods that are interested in creating a Neighbor-to-Neighbor Program to serve as pilot sites. CAPOA will provide the pilot sites technical assistance and mentoring services. If your neighborhood is interested in learning more about the Neighbor-to-Neighbor Program, please contact Diane Hartley at dbhartley@hotmail.com.

- Diane Hartley

Seniors as a Resource Committee continues to seek ways to expand paid and volunteer opportunities for seniors as well as ways to promote increased health literacy among seniors. (See photo on page 10 regarding SAAR's last event.) If you are interested in joining the committee, please contact John Whitley, the SAAR Committee Chair, at peacenow1@verizon.net.

- John Whitley

Awareness of and Access to Resources Committee has not met as a group during the summer. Recruitment of media partners, other than internet sources, was conducted by the Implementation Committee Liaison. Contact was made with three of four media contacts. Interest and understanding of CAPOA and senior issues were established. A second visit and revised approach could lead to successful partner recruitment. It has been suggested that the creation of a Memorandum of Understanding be used to help recruit any potential partners in any/all Issue areas identified in CAPOA. This suggestion will be posed to the Implementation Committee Liaisons and the CAPOA Implementation Committee.

- The Peninsula Aging & Disability Resource Network has a new logo (page 7); navigation logo prompts, and includes a few key state and national resources and eligibility indicator links. There are additional categories of services and vetted providers. Promotion of PADRN.org as a resource is being conducted among providers including, the faith and medical communities. Media promotion of these community partners, will help focus the community as a resource for home and community based services.
- All three local health systems are promoting new software, unique to each health system that allows patients to see their individual health record, schedule appointments, and order prescription drugs. Our committee will investigate how these three systems are facilitating the use of their electronic health records with patients. More information needs to be acquired as to how other medical groups (TMPG) and independent physicians can participate in facilitating the use of electronic health records with their patients.
- PADRN will launch an electronic referral tool in September. The Client Assistance Referral Exchange System, (CARES) will be used by local public and private providers. Use of the CARES tool will be conducted through invitations extended to providers by the PADRN Advisory Council.
- A Committee Chair has been identified. for recruitment of individuals to be involved in established health fairs, and other events..
- A list of universities and colleges, and departmental contacts that prepare care managers and/or provide mentors for care managers is in development. No further report at this time.

- Dave Murray



As part of the summer **Senior Employment Event** at the Historic Triangle Community Center sponsored by The Senior Services Coalition's Community Action Plan on Aging (CAPOA), the United Way of Greater Williamsburg, and the Virginia Employment Commission-Williamsburg Workforce Center, a lunch panel was held for participating employers, providing information from local businesses and AARP-Washington, DC about the benefits of hiring mature workers. Pictured are members of the panel from left: Diane Hartley, SSC-CAPOA; Ed Redfern, AARP-Washington, DC; Ed Golden, Comfort Keepers; Kimberly A. Davis, VEC-Williamsburg Workforce Center; Patrick Teague, Jamestown-Yorktown Foundation; John Whitley, SSC-CAPOA. For more information visit the SSC website at www.seniorservicescoalition.com

SENIOR SERVICES COALITION

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Special Programs

Happy Holidays



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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