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Sharron Cornelius



SSC receives \$75,000 from the Williamsburg Community Health Foundation (WCHF) to continue implementation of the CAPOA

Ten thousand Americans celebrate their 65th birthday each day and as a country we'll continue to see our senior population grow at this rate for the next 19 years. Not surprisingly, seniors are the fastest growing segment of our population in the Greater Williamsburg Area.

In 2009, with funding from the WCHF, SSC facilitated the development of the Community Action Plan on Aging (CAPOA) for Greater Williamsburg 2010-2020. The Plan sets forth a series of actions that need to take place to ensure that our community is able to address the physical, social and health needs of our growing senior population.

The WCHF has consistently supported SSC's efforts to help our community prepare for the coming Age Wave. In June the Foundation awarded \$75,000 to the organization to continue the implementation of the CAPOA. With this funding, volunteer-led committees will focus on the following tasks during the next year.

Priority Area 1: Awareness of and Access to Resources – 1) Promote the use of the PADRN website (Peninsula Aging and Disabilities Resource Network) funded by WCHF, with a goal of increasing site visitation by 10 percent year-over-year.

2) Collect baseline data on and promote increased use of Electronic Medical Records. Data will be collected from Sentara and Riverside Health Systems.

3) Work with the Health Systems and safety net providers to promote geriatric care management in order to connect seniors and their families with services. Determine requirements for geriatric manager certification that would be endorsed by SSC.

Priority Area 2: Focusing on the needs of Vulnerable Seniors specifically those that are isolated and frail, have low incomes, and people with mental health issues.

1) Determine feasibility to establish a "PACE-like" model to strengthen the healthcare safety net for seniors. Conduct a feasibility analysis of Greater Williamsburg and, if establishing a PACE is feasible, work with local stakeholders to assemble a support campaign and request a PACE RFA from the State of VA. If the feasibility analysis shows a full PACE is not viable in this area, work with local providers to assemble coordinated networks of "PACE-like" services.

(Continued from page 1 - Chair person Sharron Cornelius)

2) Enhance support services for vulnerable seniors and their caregivers by promoting care-giving training with “Caring for You/Caring for Me” classes, and working with Thomas Nelson Community College to provide training for caregivers.

Priority Area 3: Designing neighborhoods to be age friendly through Housing and Neighborhood

Support. 1) Retrofit houses of at least five low-income seniors to allow them to safely age in place. 2) Work with the Planning Offices of the three localities to promote senior-friendly housing and neighborhoods.

3) Train five neighborhoods in how to establish a Neighbor to Neighbor program.

Priority Area 4: Recognizing Seniors as a Resource. 1) Match seniors’ skills with organizations needing volunteers; work with Volunteer Williamsburg and the United Way of Greater Williamsburg. 2) Work with the Virginia Employment Commission, the United Way and AARP Virginia to assist seniors seeking employment; host at least one senior employment fair.

As we continue with the implementation of the Plan, there are many opportunities for you to get involved, such as:

- **Call for more information:** If you’d like to learn more about the Senior Services Coalition or the Community Action Plan on Aging, please contact our office at 220-3480. You can also request that a member of our Speakers Bureau come to your community or organization to present information about the Plan.
- **Read the “First Annual Report to the Community”, which highlights the accomplishments of the first year of implementation, and the “Community Action Plan on Aging”:** View the documents online at www.seniorservicescoalition.com or call us to request a copy.

• **Join a committee: contact Diane Hartley at seniorservicescoalition@verizon.net.**

2011 Membership Campaign

Renew your membership now or join for the first time!

- Members have voting rights, networking opportunities, support for grant applications, e-mails re: SSC activities & newsletter, submittal of newsletter articles, opportunity for SSC members to receive organizational information, and a hyperlink to your web site.
- Members have the opportunity to be an integral part in resolving service gaps for Seniors through the implementation of the goals and strategies of the Community Action Plan on Aging (CAPOA), a community program of the SSC.

Dues should be forwarded to Brian Gelineau at the Coalition office.

Senior Services Coalition, 3901 Treyburn Drive, Williamsburg VA 23185.

For more information call Brian at 220-3480 or contact

Nelia Heide, 2011 Membership Chair at nowheide@aol.com or 757-784-4301

Checks are payable to PAA/SSC - individuals (\$50) and organizations (\$100).

Coordinators Report – Brian Gelineau

There are many dedicated Senior Service Coalition volunteers working very hard to improve the quality of life for the seniors of our community. The members of the Steering Committee volunteer a significant amount of time to plan and develop programs that have a positive impact. Likewise the members of the Community Action Plan On Aging Issue Committees are diligently planning, developing and implementing programs and actions to address the goals in their respective priority area. I salute these dedicated volunteers and encourage everyone to participate in the activities of these committees.

Some of the activities being planned include senior employment events, health fairs, training for providers, neighborhood support and access to resources. Additional volunteers are always welcome and needed. Please contact Diane Hartley or myself should you wish to volunteer.

Equally important is getting the message out to the community. Some members share the newsletter with colleagues and boards, a good way to update people about the SSC/CAPOA progress. The Senior Services Coalition is involved with many exciting and important programs and activities. A Speakers Bureau was implemented to provide speakers for community events and a good number of presentations have been made. If you are aware of an organization needing a speaker we would be most interested in discussing a presentation.

Lastly, as the summer holiday season approaches, I wish everyone a safe and fun filled vacation.

Happy July 4th—Let Freedom Ring

Upcoming Coalition Meetings

Quarterly Meetings - 07/28/11, 10/27/11, 01/26/2012
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 !

Historic Triangle Senior Center Trips

June 18 - Hollywood Casino in Charles Town - Leave center at 6:45am and return by 10:30pm - Includes \$20 play card - \$62/members, \$70/non-members

July 10—Colonial Downs Racing - Leave center at 11:30am and return early evening—Includes lunch in the Jockey Room - \$35/members, \$42/non-members

August 9—Rappahanock River Cruise and Ingleside Winery - Leave center at 8:00am and return at 6:00pm Includes buffet lunch and winery tour - \$48/members, \$58/non-members

September 6—Agecroft Hall and Hollywood Cemetery - Leave center at 9:00am and return by 5:00pm Lunch on your own at Picadilly's - \$22/members, \$27.50 for non-members

Sept 30 to Oct 2 - Pennsylvania Trip: Gettysburg Tour, Pennsylvania Opry and the National Apple Harvest Festival - Leave center at 7:00am on the 30th, return by 8:00pm on the 2nd.- Includes tickets, hotel accommodations at the Country Inn and 5 meals - \$389 doubles/\$470 singles for members - \$419 doubles/\$500 singles for non-members

For information & registrations call 259-4187 * DEADLINE TO REGISTER IS SEPTEMBER 1!

WUMC Respite Care Openings, Scholarships Now Available

The Respite Care Center of Williamsburg United Methodist Church has created a scholarship fund to assist caregivers in Williamsburg. The scholarship fund allows caregivers to bring their special need adult family member to the enriching afternoon program, so that they can have a break from the demanding, often overwhelming task of caregiving. Meanwhile, participants enjoy socialization, music and art therapy, exercise, gardening, games and a nutritious snack in a safe, secure, loving environment. A registered nurse, qualified staff and volunteers work together to provide activities individualized to each participants abilities. The afternoon program runs 11:45am-5pm, Monday-Friday.

To enroll, call Carolyn Yowell or Janet Dugas, RN at (757) 229-1771 to schedule a brief interview. Following the interview, an application is completed including the days you wish to participate each week. The scholarship application can be completed once an individual is determined appropriate for the program. Scholarships are awarded based on financial and emotional need, for a maximum of 3 months, up to 13 visits. Applicants may reapply the following quarter. The daily attendance fee is \$45.

We serve a diverse adult community with special needs ranging from dementia, Alzheimer's, physical disabilities, mental retardation, Parkinson's, Cerebral Palsy, and Multiple Sclerosis. All inquiries are welcome. Openings are currently available in Respite Care, Monday-Friday.



Walk to End Alzheimer's in 2011~
SAVE THE DATE **Saturday, October 29**

Senior Advocate Network Group - 2011 SANG Schedule

The Senior Advocate Network Group (SANG) is made up of senior health care professionals on the Peninsula, Middle Peninsula and Northern Neck. Meetings are the second Wednesday of each month and begin at 8:30AM. The fee is \$10.00 and includes breakfast and a speaker.

RSVP to Stephanie@SeniorAdvocateOnline.com

July 13-The Chamberlin 2 Fenwick Rd., Ft. Monroe, Hampton
August 10-Colonial Harbor 2405 Fort Eustis Blvd., Yorktown
September 14-Patriots Colony 6200 Patriots Colony Dr., Williamsburg
October 12-Gloucester House 7657 Meredith Dr., Gloucester
November 9-Mary Immaculate Health Education Resource Center
2 Bernadine Dr. Newport News

**FOR INFORMATION ABOUT SPEAKERS/PRESENTATIONS GO TO
www.SeniorAdvocateOnline.com**

Quarterly Meeting Notice – July 22 @ 2 PM
Williamsburg United Methodist Church
500 Jamestown Road, Williamsburg
Members to share program innovations

PAA Innovations Award

**Peninsula
Agency on
Aging**



Linking Seniors & Services since 1974

The Peninsula Agency on Aging (PAA) is a 2011 recipient of the Aging Innovations Award presented by the National Association of Area Agencies on Aging (n4a). The award will be made in July at a special presentation during the n4a National conference in Washington, DC. PAA is receiving the recognition in the Information & Referral Award category for its Senior Outreach to Services (SOS) program.

The SOS program provides mobile, brief intervention, and service linking care coordination. The objective of SOS is to link seniors with existing services by promoting independent living, assisting senior with paperwork, making calls on their behalf, and conducting follow-up with the client and any assisting service providers. The SOS program has been implemented by three additional Area Agencies on Aging in Virginia.

NOTE - NEW PAA LOGO ABOVE



THE CENTER FOR EXCELLENCE
IN AGING AND GERIATRIC HEALTH™

RHEUMATOID ARTHRITIS

- Study evaluating the safety and effects of two doses of Apremilast versus placebo in patients with active RA who have had an inadequate response to Methotrexate.
- Adults 18 years or older.
- Eight study visits during the 12 month trial duration. Patients will be given the opportunity to extend participation for additional 12 months.
- Stable Methotrexate dose used throughout study and rescue therapy available for inadequate control of RA symptoms.

SYSTEMIC LUPUS ERYTHEMATOSUS (SLE)

- Study evaluating the safety and effects of two injectable doses of LY2127399 versus placebo in patients with SLE.
- Adults 18 years or older.
- Sixteen study visits during the 12 month trial duration with the option of continuing in an open label extension after completion of the study.

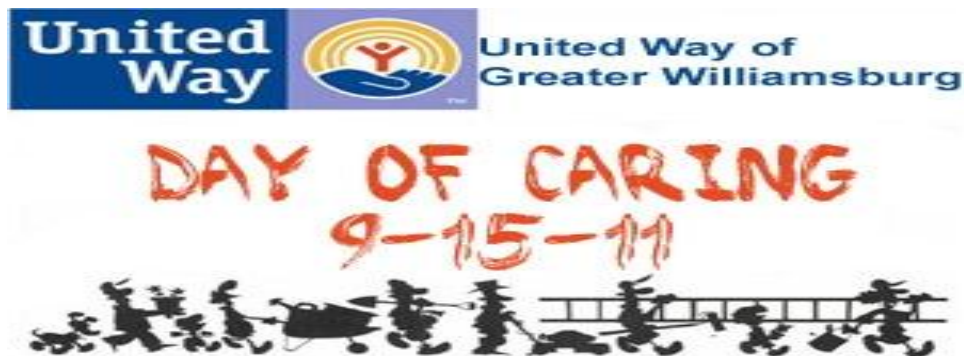
ALZHEIMER'S DISEASE

- Study evaluating the safety and effect on cognitive performance of three doses of SAR110894D versus placebo in patients with mild to moderate Alzheimer's Disease
- Adults 55 years or older
- Nine study visits during the 6 month trial duration.
- Must be on a stable dose of Aricept for at least 4 months and not be receiving any other medication for Alzheimer's Disease.

OVERACTIVE BLADDER

- Study evaluating the effects of 8mg Fesoteroding compared to 4mg Fesoterodine versus plain patients with overactive bladder.
- Adults 18 years or older.
- Three study visits during the 3 month trial duration.
- Must rate their bladder problems as moderate to severe with episodes of urgency and incontinence.

For information about these studies, contact Gina Kavanaugh, RN, CCRP at 757-220-4751.





The Peninsula Aging & Disability Resource Network project received a one year grant from the Williamsburg Community Health Foundation to advance the collaborative work of the network partners to streamline information on and access to care provided by regional home and community based care services.

The goals of the PADRN project are (1) to maximize public awareness and use of the PADRN resource website (www.padrn.org), (2) to expand the use of the Client Assistance Referral Exchange System (CARES referral tool) by qualified and trusted providers, (3) encourage consumer self-registration in the secure, CARES database, should a streamlined referral to a network care provider be needed in the future, (4) to develop a universal service/assistance application of common data recorded by providers in the network, and (5) to continue collaboration on implementing shared best practices for maximizing efficiencies in client assistance and service delivery and as identified by (1) the U.S. Administration on Aging and (2) what the local network providers identify as necessary and beneficial to local consumers.

The Client Assistance Referral Exchange System (CARES) is a simple, secure, easy to read and navigate, electronic referral tool that closes the loop on referrals made on behalf of clients/patients among health and human service providers. CARES is web-based and requires no software installation. CARES provides clear outcome tracking of the client referral between the providers sending and receiving the specific referral. Referrals are made only with the consent and at the request of the client. As a client driven tool, CARES facilitates referrals within a network of accountable care providers. Between January and May, seventy-six referrals have been made through this system with outcomes of the referrals recorded.

-Dave Murray

Happy July 4th



OLDE TOWNE
MEDICAL
CENTER

Olde Towne Medical Center implemented electronic medical records (EMR) in April 2010 and just went live with, CINA, a patient registry system that pulls data directly from the EMR to create reports for planned one-on-one visits with providers at the clinic. Wellness and health maintenance are often overlooked in primary care. This program focuses on capturing health maintenance data, following lab results for chronic disease, and making recommendations that fall in line with national guidelines for standards of care. We are all very excited to see how this will improve the quality of care we offer our patients.

Submitted by: Kendra Robinson, RN, Nurse Educator (757) 259-3245



Lots of activity is happening on the CAPOA implementation. If you are not yet involved, it's time for you to join us! The following are summaries of the four priority area committees progress. Call the SSC office 220-3480 to volunteer and discuss your interests with Brian or Diane.

Awareness and Access to Resources : The Committee met twice. With regard to resource activity, the Peninsula Aging & Disability Resource Network website (www.padrn.org) added the category of Substance Abuse /Services to the site earlier this year with thirty-six searches and visits to the listed provider pages being recorded by the end of May. Six new provider listings were added in the categories of Substance Abuse / Services (3) and Support Groups (3). Invitations have been extended to Riverside and Sentara Health Systems to have representatives participate with our committee and share information and provide updates on patient use of electronic health records. A response with identified representatives is expected this summer. The CARES secure, electronic, referral tool developed by collaborating providers in the PADRN project has recorded 76 referrals among 12 of the 30 authorized users of the system. In determining the cost benefit of health fairs and service provider events, a survey of Health Fair attendees was created in early April and distributed at the HRCA Health Fair at the King of Glory Church in Williamsburg on April 21. For this single response, the feedback was informative and positive in identifying preferences of attendees. The survey will be distributed this fall at the Historic Triangle Senior Center Health Fair. A survey for vendors has been created and, subject to final committee approval. It will be sent electronically this summer.

- David Murray

Vulnerable Seniors : Excellent progress has been made by our Family Caregiver sub-committee. Thomas Nelson Community College currently offers a 10 week CNA course. They have agreed to partner with us in offering a course geared towards untrained family caregivers. The next step in this process is to identify the most immediate need as far as courses to be offered. This is being accomplished by various surveys being conducted with family caregivers. Once priorities have been established, a curriculum will be developed – possibly offering a series of modules over a 2 month period and potentially being offered 2-3 times per year. The group will meet again before the end of June to continue development of the program.

- Ed Golden

Housing and Neighborhood Support: The Committee presented information about CAPOA to realtors at a Williamsburg Area Association of Realtors-sponsored Lunch and Learn session. The presentation is part of the Committee's effort to inform the realtor community about the Plan and the important role they have in helping to make the Greater Williamsburg Area a more livable community for seniors. The Committee is actively recruiting realtors and builders to join the Housing and Neighborhood Support group. Please contact Diane at seniorservicescoalition@verizon.net if you are a local realtor or builder interested in learning more about how you can get involved.

Ryan Buckland, a William and Mary undergraduate student, began working with the Committee. During the summer, Ryan will review demographic data to determine the expected number of senior housing units needed at different income levels and to identify the current and planned supply of senior housing. In addition, Ryan is working with the Committee to develop and conduct a survey to identify the types of housing seniors are seeking (i.e., are current homebuyers seeking homes that are adaptable as they age.)

- Diane Hartley



Seniors as a Resource:

The Seniors as a Resource Committee works to provide seniors access to volunteer and paid employment opportunities. The Committee partnered with the United Way of Greater Williamsburg, AARP Virginia and the Virginia Employment Commission to present the 2nd Senior Employment Event on June 28th. The event attracted older job seekers who met with employers from throughout the Peninsula Area interested in hiring people aged 50 and older.

Thank you to the following employers who participated in the 2nd Annual Senior Employment Event:

Riverside Health Systems - Eastern State Hospital - Comfort Keepers - Farm Fresh - Home Sweet Home Colonial Williamsburg Foundation - Warwick Plumbing and Heating - Jamestown-Yorktown Foundation Army and Air Force Service Exchange - Williamsburg Landing - Sears Roebuck and Co. - Wyndham

The Committee is also tasked with identifying ways to improve the health and financial literacy of seniors. The Committee has partnered with the James City County Virginia Cooperative Extension Service to offer a financial literacy workshop in the fall.

This year has been very good for the implementation committees, with many new people getting involved in helping to meet goals within each committee - an important factor since CAPOA is a Community Action Plan on Aging and citizen involvement is paramount for success.

- Diane Hartley



Representing the Virginia Conference on Disabilities, Peggy Soulen (far right) presents a check for \$1500 to Carolyn Yowell (center), Executive Director of **Williamsburg United Methodist Respite Care Program**. Also pictured are (left to right) Barbara Haynes, Respite Board Chairman; Reverend Bill Jones, WUMC Senior Pastor; and Janet Dugas, RN, Respite Care Center Manager.



2011 SSC Officers

Craig Connors Vice Chair

Sharron Cornelius, Chair

Carol Wilson, Secretary

**SENIOR SERVICES
COALITION 2011**

Sharron Cornelius, Chair
Retired Ex Director United Way
cornelii2@verizon.net

Craig Connors, Vice Chair
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(757) 875-2078

Carol Wilson, Secretary
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Dir Ethics & Palliative Care
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Brian Gelineau, Coordinator
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Diane Hartley, SSC CAPOA
Program Director
(757) 345-0877

Linda J. Reinke, Newsletter Editor
and Creative Publisher
SW Administrator - Retired
lindaj741@yahoo.com
(757) 258-1748

Lori Lasley, Technical Consultant
York County Community Services
Special Programs

SSC COSPONSORED HEARING LOSS SEMINAR

Kathi Mestayer, President, Hearing Loss Association of Williamsburg, presented a hearing loss seminar on May 26 at Verena at the Reserve. Ms. Mestayer, who has hearing loss herself, discussed degrees of hearing loss, choosing an audiologist, surgery, and types of technical devices to enhance hearing.

After Ms. Mestayer's presentation, attendees participated in a thorough question and answer session.

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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