

SPECIAL
POINTS OF
INTEREST:

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The Chairman Speaks



The economic meltdown that has taken place over the past six months is having a huge impact on human services. The state budget as well as local budgets has taken a major hit and human services along with everyone else have been negatively impacted.

The dilemma is as resources shrink human services needs, including senior services, increase. A senior facing foreclosure is an all too common scenario not to mention investment losses which impact the ability to maintain a reasonable quality of life in retirement. Add long term care and health care concerns to the mix and the challenge of providing senior services is daunting.

The need for senior service providers to function in a coordinated, cooperative, and efficient fashion could not be more obvious. The Senior Services Coalition exists to enable stakeholders to achieve this goal. Development of the Community Action Plan on Aging is being concluded at a most opportune time and commitment and participation by seniors, senior service providers, and other stakeholders is key to success as we rapidly move to the implementation phase. A Plan update is provided by Dr. Christy Jensen elsewhere in this issue of the newsletter.

I urge everyone with an interest in assuring the Greater Williamsburg Area has a strong support system for seniors to get involved by becoming a member of the Senior Services Coalition and working to assure successful implementation of the Community Action Plan on Aging. A variety of opportunities are available where your talents can be used, such as on committees for membership, publicity, CAPOA planning and initiatives outlined in the Coordinators update. We need you!

- Bill Massey, Chairman

Quarterly Meeting Notice – April 23, 2009 @ 2PM
Williamsburg United Methodist Church
500 Jamestown Road, Williamsburg

Meet the 2009 SSC Officers



The Senior Services Coalition Officers for 2009 are
Barbara Watson, Acting JCC Community Services Manager - Vice Chairperson,
Bill Massey, CEO of Peninsula Agency on Aging, - Chairperson,
Craig Conners, Director of PACE Riverside Health Systems - Secretary.

SSC Coordinator's Update - Brian Gelineau

In addition to the Community Action Plan On Aging, the Senior Services Coalition is developing Initiatives in the areas of Senior Employment, Senior Addiction and Senior Housing. The Senior Employment Initiative is a collaborative effort with the Williamsburg Workforce Center and the United Way of Greater Williamsburg as partners. The Williamsburg Workforce Center will assist with electronic data entry, and provide other employment services as appropriate for each individual. The United Way of Greater Williamsburg will provide space and other resources. The Senior Employment Initiative has also been discussed with the Williamsburg Chamber of Commerce. While additional planning needs to be completed, it is anticipated that this Initiative will be implemented by the Fall of 2009.

The Senior Addiction Initiative is a collaborative effort with the Historic Triangle Substance Abuse Coalition. An educational program is scheduled for the next Senior Services Coalition Quarterly Meeting on April 23, 2009. This is a significant issue that impacts seniors, I hope everyone is able to attend. Last, the Senior Housing Initiative is pending planning recommendations. I encourage everyone concerned with Senior Housing to participate. Please feel free to call me concerning any of these Initiatives or to volunteer on planning activities.

Update on the Williamsburg Community Action Plan on Aging: 2010-2020

As a result of input received during three community forums (Fall 2008), it became evident that four priority areas deserved additional time and resources. In January 2009, a fourth and final community forum, bringing together nearly 100 members of the community, was held to review and assess the main points and recommendations raised during the previous forums. Additionally, the final forum served to engage the community in prioritizing the goals for the CAPOA and in identifying responsible partners. Panelists included experts representing the four priority areas. Subsequently, these four areas serve as the key issues to be addressed in the CAPOA. In addition, the careful evaluation of other community and state plans provided valuable information into the development of these priority areas, the goals, and the recommendations for implementation.

The four priority areas are identified below in addition to a preview of some of the associated goals in the Plan.

- 1) **Awareness of/Access to Resources:** Helping seniors and caregivers navigate community resources.
GOAL : Increase the capacity of seniors to live independently by promoting coordinated and accessible resources for healthcare and support services.
- 2) **Vulnerable Seniors:** Focusing on the needs of hidden populations including isolated and frail seniors, low-income seniors and those with mental health issues.
GOAL: Increase availability and awareness of opportunities to address matters of seniors' social isolation.
GOAL: Establish a PACE-like model to expand the safety net and continuum of care to serve more seniors.
GOAL: Enhance supportive services to meet the needs of vulnerable seniors and their caregivers.
- 3) **Housing and Neighborhood Support:** Offering affordable and accessible housing options as well as designing neighborhoods to be age-friendly.
GOAL: Provide a variety of quality affordable and accessible living options integrated within the community.
GOAL: Support neighborhoods in maintaining or establishing outreach efforts.
- 4) **Seniors as a Resource:** Valuing the contribution of all seniors and enhancing opportunities for engagement in the community.
GOAL: Expand opportunities for seniors to remain connected and contribute their skills and abilities to the community.
GOAL: Promote health literacy by encouraging life-long planning and utilization of community resources.

Recommendations:

It is critical that the larger Williamsburg community embrace and adopt the CAPOA by bringing together seniors, healthcare and service providers, community leaders, and funding partners. A number of recommendations were raised during the forums and in consultation with the SSC. It is clear that implementing the CAPOA is a process and will be most successful when addressing each of the following recommendations:

- Accept and instill the “elder-friendly community” vision;
- Fulfill the elements involved in making Williamsburg a model community for its seniors;
- Adopt a continuum of long-term care approach;
- Coordinate with organizations and jurisdictions in their planning efforts by working together to support seniors;
- Explore a consultative business partnership with the Jefferson Area Board on Aging (Charlottesville, Virginia) to discover more about the implementation and sustainability of their model plan;
- Employ a full-time staff person to lead the implementation phase of the CAPOA;
- Seek funding that supports the implementation phase of the CAPOA;
- Develop a communication plan for reporting progress on the CAPOA; and
- Institute an annual review process for measuring performance and implementation of the CAPOA.

The Center for Excellence in Aging and Geriatric Health research team will deliver the final copy of the CAPOA to the SSC Steering Committee by April 2009.

- Chrisy Jensen

CEAGH Announces New Executive Director— On January 5, G. Richard Jackson M.P.A, C.S.A became the Executive Director of the Center for Excellence in Aging & Geriatric Health..

Previously, Rick served as Geriatric Services Manager for the Hampton Newport News Community Services Board. He serves on the state wide geriatric task force for the Department of Mental Health, as well as the Region V Geriatric task force for Community Service Boards in Tidewater Virginia. Additionally he is Vice-Chairman for the Board of Directors for Williamsburg Area Faith In Action.

Rick hails from Portsmouth, Virginia. He earned degrees from Chowan College, the University of Richmond and an MPA from Old Dominion University. Recently he was awarded the Certified Senior Advisor designation by the Society of Certified Senior Advisors, a national credential for professionals who provide services for seniors.

Rick and wife Dr. Donna Haygood-Jackson (Assistant Director of the counseling center at the College of William and Mary) reside in Williamsburg.

Free Seminar by Margaret Mondul - Household Document Organization

The presentation will teach individuals how to get started organizing critical family documents. Reservations required.

- May 14 from 2-4 pm @ Gloucester Library Main St Shopping Center (Route 17) 804-693-2998
- May 19 from 1:30-3:30 pm @ Tabb Library 100 Long Green Blvd Yorktown 757-890-3883
- June 18 from 7-9 pm @ Williamsburg Library Scotland St & Boundary 757-259-7720

Upcoming Coalition Meetings

2009 Quarterly Meetings - 4/23, 7/23 & 10/22

**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.)**

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 about 75 words, with general news info a bit longer. Please adhere to the deadline – future dates are 06/15 for the July2009 issue. Photos & graphics are welcome. **Forward "Insights" to colleagues, Boards, constituents, or others interested in senior care — spread the word.**

- Linda J Reinke

2009 Membership Campaign

The SSC membership drive is in progress. Dues should be forwarded to Brian Gelineau at the Coalition Office. Checks are payable to PAA/SSC for individuals (\$50) and organizations (\$100.) Your continued support of the Coalition is appreciated.

- George Spellman, Membership Chair

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.

SANG 2008 Meeting Schedule

April 8 @ Morningside 655 Denbigh Boulevard Newport News

May 13 @ Windsor Meade 3900 Windsor Hall Drive Williamsburg

June 10 @ Daffodil Gardens 5954 Garden Grove Lane Gloucester

July 8 @ Sentara Williamsburg Regional Medical Center 100 Sentara Circle Williamsburg

Riverside Lifeline Brings Independence and Security

A year ago, Norma fell and broke her shoulder. After a seven-week stay in the hospital, she still found it difficult to walk. Because she lives alone, a friend suggested she subscribe to the Riverside Lifeline personal response system. She did, and according to Norma, it has more than paid for itself.

Recently Norma left her condo to get something from her car. As she reached for it, she turned and fell over on her back. "As I lay there, it dawned on me to push my Lifeline button. And within 10 minutes the #1 and #2 people on my call list - as well as an ambulance and fire truck - all came through the gate at the same time! It's kind of amazing how it works. But it worked wonderfully, and I am happy to have it. In fact anyone who has trouble walking should have one."

Norma's story is not unlike the many individuals who have benefited from wearing their Lifeline device. According to Lifeline Manager Pam Taylor, "the beauty of Lifeline is that whether a person is inside their home or outside, able to speak or not able to speak, once they push that button, the response team knows what to do."

Lifeline offers wearers independence. For more information, call (757) 856-7030 or visit riversideonline.com.

Wanted — Smiles! "Blooms that Brighten"

Blooms that Brighten is a new 501(c)(3) organization whose mission is to provide fresh flowers to patients in hospice and nursing home facilities in the Williamsburg Area with the hopes of lifting recipients spirits and brightening their days.

With 15 years experience in the floral industry, owners of Schmidt's flowers and accessories, Patti and Dave DeBlass, see daily firsthand the joy that flowers bring to people. With this goal in mind, "Blooms" creates small vases of fresh flowers and delivers them weekly to patients in various area facilities.

Blooms that Brightens accepts donations of recycled vases and fresh flowers from events, celebrations, churches and local growers as well as monetary donations. Deliver contributions to Schmidt's @ 6596 Richmond Rd, or phone 229-1665 for a pickup.

FREE Conference Offered “Better With Age”

The Hampton Roads Coalition of Agencies and AARP Virginia will sponsor a free conference, “Better with Age” on Wednesday, April 8, from 7:30 a.m. to 12:30 p.m., at the Bruton Heights Educational Center, 301 First Street in Williamsburg. The conference is open to the public and begins with registration and a continental breakfast at 7:30 a.m.

The purpose of the conference is to educate seniors about the components of healthy aging and empower them to take action. Topics and speakers will include *Brain Fitness* with Douglas Panto, Education & Family Services Coordinator with the Alzheimer’s Association; *Alcohol Awareness*, Patricia Slattum, PharmD, Ph.D., Associate Professor and Geriatric Specialist in the Department of Pharmacy at Virginia Commonwealth University; *Financial Fitness-Make Your Retirement Money Last*, Donn Turner, Reverse Mortgage Consultant with MetLife; *Gardening is Therapy*, James City County-Williamsburg Master Gardeners; *Preventing Injuries*, Leonard Recupero, M.Ed., Community Injury Prevention Coordinator at the Virginia Department of Health. Warren Stewart, Ph.D. AARP Virginia State President will provide an AARP update.

Also, AARP Virginia and Hampton University School of Pharmacy are sponsoring individual medication check-up consultations at the conference. Pharmacists will do individual consultations about drug interactions and side effects, as well as how to manage risks associated with taking different drugs prescribed by different doctors. Persons interested in consultations should bring a list of medications or actual medications and register for a time slot the morning of the event.

Attendees can browse the exhibit area and win door prizes. Pre-registration is requested by April 1.

The conference is sponsored by AARP Virginia, Olde Towne Medical Center, Peninsula Agency on Aging, Sentara Community Health and Prevention, Senior Services Coalition, Virginia Cooperative Extension Service, and York County Community Services. For registration and information call the Peninsula Agency on Aging at 873-0541.

Alzheimer’s Association

The Williamsburg Community Foundation recently awarded the Alzheimer’s Association Southeastern Virginia Chapter \$1,000 to support the subsidy of respite care to low-income families who are caring for someone with Alzheimer’s disease or a related disorder. The funds will be used for families in the greater Williamsburg and surrounding areas. Respite services provide caregivers an opportunity to receive a much-needed break from their 24/7 labor of love. Respite care has proven to delay nursing home placement for at least 12 to 18 months and up to 10 years.

Douglas Panto, Education and Family Services Coordinator of the Williamsburg branch office of the Association helps local families integrate into a network of support that serves them throughout the course of disease (care consultations, information and referral, support groups). The Association is grateful to the Williamsburg Community Foundation for helping enhance its ability to respond to the growing needs of those dealing with an Alzheimer’s disease diagnosis. If you would like to learn more about the respite care subsidy assistance program or other services provided by the Association, please call Doug at 757-221-7272.



Grants Breakfast
 Pictured left to right - Leonard Sledge Greater Wmbg Chamber & Tourism Alliance, Adam Nash GWC & TA, Suzanne Neely Wmbg Choral Guild, Kathleen Noonan Mathew Whaley Sch , Erin Pitre GWC & TA, Douglas Pantos Wmbg Alzheimer’s Assoc, Cheryl Davila, Institute for Dance Inc, David Niebur Watermen’s Museum

- Nancy Sullivan, Wmbg CommTrust



The **Peninsula Task Force on Aging** is a non-profit group of professionals who are dedicated to improving the quality of life for seniors in our community. Pen-TFA was established to serve as a forum to share information, to promote Inter-agency understanding, and to work together as advocates, educators and legislative activists to address the issues of older adults. Pen-TFA meets monthly at various locales throughout the Peninsula.

This bureau provides educational programs to enhance our services. Pen-TFA members are available to speak to community organizations on a variety of topics. The speaker format can be a panel discussion, day or evening long series of lectures, or simply an individual speaker for one meeting. We also have many vendors who will work with organizations that would like to host a **Senior Fair** of products and services that are available for their members.

Some Topics that are available, but are not limited to: Advanced Directives, Advocacy and Appeals Process, Aging & Depression, Assistive Living, Assistive Technology, Caregiver Resources for Older Adults, Documentation Organization, Elder Law, Financial Estate Planning, Grief & Loss, Group Travel, Home Health Services, Long Term Care Living Options, Medicare/Medicaid Benefits, Orthopedics, PT, OT, Speech Therapy, Reverse Mortgages, Services available for Seniors.

For additional information call a Vendor/Speakers Bureau member:

Donn Turner 757-277-3624; Lisa Chapin 757-221-0018;
Tabitha Patterson 757-565-5400 or see website www.pentfa.org

Olde Towne Medical Center

Healthy lifestyle change has been noted to be the most important factor in managing chronic illness. To encourage our uninsured patients with chronic illness to buy into the idea of healthy living, we are offering free YMCA passes, for a period of three months. This has been a rewarding experience for many OTMC patients involved. In one particular case, a patient has lost 15 lbs, his blood pressure has improved significantly and his diabetes is under better control. While all of these things are excellent from a clinical standpoint, the patient reports that the most rewarding part of being able to participate is the social interaction he encounters while working out at the YMCA. Without this free program, the patient would not have the opportunity to access the social and physical fitness services offered by the YMCA..

Contact : 259-3245

- Kendra Robinson, Nurse Educator



**United Way of
Greater Williamsburg**

Community Helpline - Partnering for Progress

The United Way is inviting all health and human services agencies in the Greater Williamsburg area to a critical meeting on mobilizing resources for the care of people in this current economic crisis. Through networking for common goals the service community can most effectively address the escalating needs of those reaching out for help. Also included, to facilitate development of the broadest, most comprehensive database, will be a demonstration of *Senior Navigator*, a free software program which provides information for the *Virginia Easy Access* website (www.easyaccess.virginia.gov) to all health and human service non profit organizations. The meeting will be held in the United Way office, Historic Triangle Community Services Building, Center Room, 312 Waller Mill Road, Williamsburg on Wednesday, April 29 from 9:30 a.m. to 1:00 p.m. To receive an invitation, please call Zena at the the United Way Office at 757- 253-2264 or e-mail zena.myall@uniteduwgw.org.

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.

- JCC APS Staff



Interagency Community Resource Expo

Riverside PACE and the Adult Protective Service Unit of the Hampton DSS will be hosting its first “Interagency Community Resource Expo” on Friday, April 17, 2009 from 8:30 a.m. until 2:00 p.m. at the historic Y H Thomas Community Center in Hampton. The event is geared toward the senior and disabled populations, and their caregivers, friends and advocates within the Hampton Roads area. During the event volunteers will match participants with the most proficient community resources onsite.

Participants will mingle with over 50 community agencies and businesses, receive Health Screenings (11 different stations) and Continental Breakfast, join free Interactive Workshops (6), participate in special events such as a Tai Chi Class and have a chance to win during hourly raffles and giveaways.

Wear your walking shoes and be prepared to have fun and engage in the days festivities. Call and RSVP your attendance.

Reservation Hotline (757)727-1949

SENIOR SERVICES COALITION

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

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

Craig Connors, Secretary
Riverside PACE Exec Dir
(757) 875-2078

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

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

Lori Lasley, Technical Consultant
York County Community Services

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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