

POINTS OF
INTEREST

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VOLUME 9

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The Outgoing Chairman Has the Last Word - Bill Massey



In preparation for my final report as Chairman of the Senior Services Coalition (SSC) I reviewed past editions of the newsletter hoping to find evidence to support my belief that the pursuit of improved senior services for the Greater Williamsburg area had been on track for the past two years. I was not disappointed and I think as we reflect on the work of the Coalition during these years you will agree.

The April 2008 newsletter noted that “ At the February Steering Committee meeting an ad hoc committee was established to identify community needs and to report recommended actions to the Steering Committee in March”. Based on recommendations by the ad hoc committee the SSC secured a Community Planning Grant from the Williamsburg Community Health Foundation to develop a Community Action Plan on Aging (CAPOA).

In August 2008 the SSC signed a contract with the Center for Excellence in Aging and Geriatric Health (CEAGH) to develop a CAPOA to address the needs of seniors living in the Greater Williamsburg Area in a comprehensive manner by presenting recommendations, strategies, goals, and timeframes for implementation by members of the SSC. Three forums were held in the Fall of 2008 to receive community input on the CAPOA . A fourth forum was held in January 2009 to 1) present a summary of the concerns and recommendations raised during the three forums; 2) engage the community in prioritizing the goals for the CAPOA and identifying responsible partners; and 3) outline a draft of the action plan.

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Quarterly Meeting Notice – January 28 @ 2PM
Williamsburg United Methodist Church
500 Jamestown Road, Williamsburg

(Chairman Massey continues)

The CAPOA was delivered to the SSC Steering Committee on June 12, 2009. CAPOA was the result of a real community effort to assure the Greater Williamsburg Area becomes a “more livable community for seniors.” The Plans four priority areas included 1) Awareness of & Access to Resources, 2) Vulnerable Seniors, 3) Housing & Neighborhood Support, and 4) Seniors as a Resource.

Since June 2009 The SSC Steering Committee has established CAPOA Implementation and Communications Committees to facilitate the process of assuring the Plan is an integral part of the senior services development in our community. Issue Committees have also been created for each of the four priority areas listed above to begin to implement the goals and objectives included in the CAPOA. The Issue Committees are operational but additional volunteers are needed to help with committee work.

I have been privileged to have been a part of the work of the SSC for the past two years and plan to continue to support the CAPOA and other Coalition initiatives in my new role as Immediate Past Chairman. As I pass the gavel it is comforting to know the SSC is in good hands with the new leadership team of Barbara Watson, Chair; Craig Connors, Vice Chair and Carol Wilson, Secretary.

2010 Membership Campaign

The SSC membership campaign has again begun. Dues should be forwarded to Brian Gelineaux at the the Coalition office. Checks are payable to PAA/SSC individuals (\$50) and organizations (\$100.) Your continued support of the Coalition is appreciated.



The New Chairperson Speaks - Barbara Watson

I'm really excited about my new role as Chair of the Senior Services Coalition, but realize I have big shoes to fill with the departure of Bill Massey. I want to take this opportunity to thank Bill for his past leadership as the chair of this organization.

With the New Year, we have new opportunities. Craig Connors and Carol Wilson, join Brian Gelineau and me as the new leadership team. CAPOA issues committees continue recruiting members, and working on the development of strategies. Implementation of CAPOA will take the entire community, because CAPOA is a community plan, not just the Senior Services Coalition plan. We are a coalition of service providers and we all have a role. Please read CAPOA and its goals, and see where your organization fits. Get involved in creating the needed senior networks to make the Greater Williamsburg Area a more livable community for all. I look forward to seeing you at the next SSC Quarterly Meeting, January 28, 2010.

Coordinators Report – Brian Gelineau

Over the past year a great deal has been accomplished by the Coalition and its' members and partners. We have completed the Community Action Plan On Aging (CAPOA) and are currently implementing the plan via the Implementation Committee and four Issue Committees. I encourage everyone to become involved. The Publicity Committee has also been active with a continuing stream of information being provided to the print and electronic news media. This introduced the community of our goals and development of the CAPOA process. Our Membership Committee has worked diligently to attract new organizational and individual members, and to engage current members in the activities of the Coalition. Our electronic newsletter *SSC Insights* continues to provide important and timely information to our members, partners and the community. SSC was a co-sponsor of the HRCA Health Fair and participated in another. SSC Staff & Steering Committee Members attended training, including the Age Wave Conference and Beacon Hill Village Seminar.

Grant and funding requests were submitted to local governments, foundations and other sources. We received funding from the Williamsburg Community Health Foundation, James City County and the City of Williamsburg. We are indeed fortunate that our funders have continually and strongly supported our efforts. To introduce CAPOA to the community, a Fundraiser was also held (see below.) It has been a busy and productive year, and it is hoped that 2010 will be even more successful. Join us in our efforts!



Brian Gelineau, Richard Boydan, Susan Whitley and event chair Joan Bender make a toast to celebrate the CAPOA kickoff.

SSC UNVEILS THE ACTION PLAN ON AGING TO THE COMMUNITY

The Senior Services Coalition (SSC) introduced its' Williamsburg Community Action Plan on Aging (CAPOA) to the community at large, recently, with a gala wine and cheese celebration held at the Colonial Heritage Club.

Bill Massey, Christy Jensen, George Spellman and Joan Bender, the chair of the event, explained the CAPOA to the attendees, including the four Priority Areas which will guide the plan through the next ten years to assure that the Greater Williamsburg Area is a more livable place in which seniors may age in the community. Priorities are: Awareness of & Access to Resources; Vulnerable Seniors; Housing & Neighborhood Support, and Seniors as a Resource.

During the evening, attendees networked and enjoyed the ambiance of the location. Lennar was the Corporate Sponsor for this event to benefit the community.

- Janet Gonzalez

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.

2010 Meeting Schedule

1/13/10 Heritage Commons 236 Commons Way Williamsburg
2/10/10 Colonial Harbor 2405 Ft. Eustis Blvd, Yorktown
5/10/10 Lancashire Conv. & Rehab Ctr. 287 School St. Kilmarnock
4/14/10 Riverside Rehabilitation Inst. 245 Chesapeake Ave. Newport News

Upcoming Coalition Meetings

2009 Quarterly Meetings - 1/28/10, 4/22/10, 7/23/10, 10/28/10

2:00 p.m. in the Williamsburg United Methodist Church
Jamestown Rd – park behind the church
(open to the public)

Steering Committee Meetings – 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)

From the Editor - Wanted: news about your organization!

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 03/15 for the April 2010 issue. Photos & graphics are welcome. **Forward "Insights" to colleagues, Boards, constituents, or others interested in senior care — spread the word.**

- Linda J Reinke



Did you know that the Williamsburg Regional Library 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 Jones, Mobile Library Services Manager, Adult and Homebound, at 757-259-7752.

The 28th Annual Community Forum on Aging will be presented by the Peninsula Agency on Aging and Christopher Newport University on March 2, 2010, in the Ferguson Center for the Arts at Christopher Newport University. Registration begins at 7:30 A.M. and the Forum ends at 12:15 P.M. The Forum theme is "Power Up Your Choices".

Over fifty exhibits will be on display and attendees will be able to select three workshops from an offering of twelve. A continental breakfast is included in the registration fee of \$2.00 for seniors sixty years of age and over and \$15.00 for participants under sixty who register in advance. Registration fees at the door are \$5.00 for seniors and \$20.00 for those under sixty. PRE-REGISTRATION DEADLINE IS TUESDAY, FEBRUARY 9, 2010.

Registration forms are available on line at www.paainc.org or by calling Peninsula Agency on Aging at 757-873-0541.

Olde Towne Medical Center

“My mother has been depressed since being diagnosed with diabetes. How can I help?”
Some diabetics may suffer from untreated depression. Here are some suggestions:

- Consider having the person evaluated for depression, which could interfere with compliance with doctor's orders and getting well.
- People who have been newly diagnosed with diabetes have a lot to learn. Encourage the individual to focus on problem-solving and what can be done to improve the situation.
- Reassure individuals that it will be possible to get control over health issues, but that it will be an ongoing process and require practice.
- Support groups could be very helpful during this adjustment period, and beyond.
- Participation in a local diabetes clinic -- one that educates about the disease and teaches how to monitor glucose levels -- could also be beneficial.

Kendra Robinson, RN, Nurse Educator oversees patient education programs including OTMC Chronic Disease Program. To learn more about how the program provides chronic disease management for participants, call Kendra at 259-3245.



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 educational 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 five weeks. What is unique about the 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 caregivers. The program is offered this winter in 3 Williamsburg Community sites. There is a \$10/ participant fee with some scholarships available. The program is being funded through generous support from the Williamsburg Community Health Foundation.

Contact Christy Jensen at cjensen@excellenceinaging.org or phone 757-220-4751.

Driver Evaluation Program

As we age, changes occur in physical functioning, vision, perception, and processing abilities that could make driving unsafe. Most often functional changes occur in older adults slowly over a long period of time, and a person is able to compensate for minor deficits. Changes in abilities due to illness or disease, may become impaired to the point that driving endangers all involved.

Reports from the National Safety Council state “motor vehicle crashes account for less than 1% of fatalities among people 70 and older”¹. According to the Insurance Institute for Highway Safety, fatal crash rates increase starting at age 75 and markedly after age 80. Bottom line is the older you are the more risky driving can become for the driver and passengers.

Regardless of our age, we must monitor our own driving, as well as the driving skills of our family members. Seniors have a desire to remain as independent as possible which may mean continuing to drive. CEAGH’s Driving Evaluation program provides an impartial evaluation of driving ability. Evaluations are not covered by insurance, but the regular \$295 fee is offered on a sliding scale income-based structure.

Many times people do not want to be evaluated because they are afraid they will lose their license. Most often the recommendations include - not driving at night, limiting travel distance, speed, and road choices.

Warning signs which warrant an evaluation are - 1) Inappropriate driving speeds, 2) Making slow or poor decisions, 3) Becoming angered, frustrated, or confused while driving, 4) Requires help or instructions from passengers, 5) Poor road position, making wide turns, hitting curbs, problems changing lanes. 6) New dents or scrapes on the vehicle.

The driving evaluation involves paper and pencil psychological testing and a driving simulator test that measures a person’s ability to steer, control speed, change lanes, negotiate intersections, make proper turns, and avoid road hazards.

Contact 757-220-4751 or visit the website at www.excellenceinaging.org.

CAPOA MOVING FORWARD

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 recent series of four community forums. The Issues are:

- (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, low income, and or with mental health issues,
- (3) Designing neighborhoods to be age friendly through Housing and Neighborhood Support that includes affordable housing and accessible housing, and
- (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.

Each issue is being addressed by a committee of action-oriented stakeholders. Interested participants are always welcome to join a Committee. Contact the SSC @220-3480. - Dave Murray

Implementation Committee - The committee met 12/18/09 and later reported to the Steering Committee of its' progress to date. Activities focused on goals. A big problem is not having members who wish to volunteer to assume the committee chair-ships. Persons now heading the issues committees already have other SSC responsibilities and are overextended. Additional leadership is desired and the committees provide a good opportunity for such.. Some strategies to recruit other leaders were discussed. Interested individuals should contact Barbara Watson at 757-259-5402.

Issue 1 Committee Awareness & Access to Resources - Committee members introduced themselves and their professional or volunteer affiliations relevant to the CAPOA Issue 1. Updates on the initial meetings of the three other Issue Committees were given. Christy Jenson informed the group that a Communication Committee was in development and this Committee would be making recommendations to the SSC Steering Committee on December 18. The Issue 1 Committee continues to look for a Chairman or co-Chairs as committee membership grows. Based on the Issue 1 Goals, provided with the agenda, committee members volunteered to align themselves with Goal subsets as we move forward. Each committee member will contribute to the overall Goal of Issue 1 as we meet and take action on individual and collective tasks that meet our objectives. The committee agreed that in order for the community to know where to go for information on and access to support services, there must be coordinated leadership among the various media where people get their information. This includes internet, print publications, radio, and television. The internet resource will be www.padrn.org, the publication will be the Health Journal, and radio and television media to be approached were identified as WMBG 740 AM (John Magiola) WRRW 102.5 FM (Ed Langhal) and JCCTV48. Alternatives to the radio and television stations were identified should the initial contacts not be successful. The radio station contacts will be initiated as well as contact with the television station. Committee members agreed that the recommendations/ guidelines from the Communications Committee on CAPOA work will influence the work of each Issue Committee. The recruitment of the resource media leadership will be the immediate task with further action by the Issue 1 Committee to be developed from the approved plan submitted by the Communications Committee.

Issue 2 Vulnerable Seniors - The Vulnerable Seniors Work Group has been addressing three major objectives: 1) Increase availability and awareness of opportunities to address matters of seniors isolation. 2) Establish a PACE-like model to expand the safety net & continuum of care to serve more seniors. 3) Enhance the support of services to meet the needs of vulnerable seniors and their caregivers. Given the magnitude of the task, the group have divided into three teams - each team focusing on one of the major objectives. The teams will work as independently as necessary & report back to the larger working group on a monthly basis to ensure a “coordinated” approach & avoiding duplication of efforts. There are still opportunities for any interested individuals to join this dynamic team. If interested contact Ed Golden at newkent@comfortkeepers.com.

Issue 3 Housing and Neighborhood Support Committee - The first focus of the committee is the development of “neighbor-to-neighbor” programs. Joan Bender shared information about the formation of a neighborhood support system at *Colonial Heritage*. After approaching CH Management re: beginning a group to care for one another, residents meetings were held resulting in enthusiasm for forming an organization and sharing their many skills. CH has organized into blocks of 20 homes with 60 block captains and co-captains whose role is to develop relationships with neighbors on the block. Captains groups meet every two months to share updates, and twice/year a speaker is scheduled in response to concerns from the captains. Neighbor to Neighbor is an independent Homeowners Association and has acquired 501c(3) status. Policy and procedures are in place for protection of all.

Ursula Murden of *Kingspoint* spoke of her communities beginning of a similar program. Two informational meetings involved presenters from Beacon Hill. KP is trying to determine the interest in establishing a neighbor to neighbor program. Limited structure is desired. A neighborhood survey is being distributed throughout the community to determine demographics, types of support needed or ability to provide support. Beacon Hill presenters stressed the uniqueness of each model & neighborhood.

There are 47 different village models in the USA in varying stages of development. Assessment is the first step to determine interest and gain demographics, followed by a business plan including determination of cost/person. At the next meeting a representative from Ford’s Colony’s Caring Neighbor Program is invited to share their experiences. Inviting other communities to a discussion involving panelists presenting their programs may be held in the future to encourage the development of programs, throughout the area.

Issue 4 - Seniors as a Resource - The group decided to focus first on opportunities for volunteering. Research has been completed and reported about organizations found suitable and “senior friendly” to persons wishing to volunteer their time and talents. The following organizations met the criteria - Volunteer Williamsburg, Leadership Historic Triangle, Peace Corps, Americorps, Christopher Wren Association, AARP Foundation, RSVP-Retired Senior Volunteer Program, Rita Welsh Literacy, Electronic Gazette, United Way of Greater Williamsburg, Disney World-Orlando FL. These and additional organizations will be posted on the SSC website and recommended as volunteer service opportunities for seniors. The Committees future work shall focus on senior employment opportunity, as well as, adding volunteer groups.

CAPOA Communication Committee- The news about Greater Williamsburg's Community Action Plan on Aging is spreading. We have a lot of work to do together, and it begins with informing leaders in our community. Christy Jensen, Ph.D., with the Center for Excellence in Aging and Geriatric Health, presented the Plan to the James City County Board of Supervisors at their work session on November 24. That session was televised on Channel 48. Early in 2010, the plan will be presented to Williamsburg City Council and the York County Board of Supervisors. We look forward to engaging our community leaders and tying the goals of the CAPOA with the three jurisdictions' Comprehensive Plans as our work continues. A complete CAPOA was given to JCC officials and additional copies shall be available as SSC presents the plan to other groups. .

Look to this newsletter for ongoing information about CAPOA activities, and join in! You may contact the steering committee representative for any of the four target areas (listed below), or attend the next Senior Services Coalition meeting on January 28 at 2:00 pm. Issue #1 Awareness of & Access to Resources - Dave Murray, nwd@paainc.org; Issue #2 Vulnerable Seniors - Ed Golden, newkent@comfortkeepers.com; Issue #3 Housing & Neighborhood Support - Barbara Watson, bwatson@james-city.va.us; Issue #4 Seniors as a Resource - George Spellman, gspellman@cox.net.

The executive summary of the CAPOA will also be available soon on the SSC website: www.seniorservicescoalition.com.
- Carol Wilson



Craig Connors, Riverside VP & Paulette Parker, Williamsburg Community Health Foundation, chat with Julie Ulrich (right) of JABA after she spoke at the SSC Oct 09 Quarterly Meeting. The JABA Program is a comprehensive plan for addressing the needs of seniors in the greater Charlottesville area. Ms. Ulrich discussed the similarities and differences between SSC CAPOA, a 10 year plan to address the needs of seniors in the greater Williamsburg area, and the JABA Program. After her presentation, she answered questions from the attendees at the meeting.



**Peninsula
Metropolitan
YMCA**

*We build strong kids,
strong families,
strong communities.*

R. F. Wilkinson Family YMCA -

Since February 2007, the Branch has delivered high quality programs, outreach, and experiences in the Greater Williamsburg Community. The mission is to ensure everyone is provided the opportunity to grow in spirit, mind & body, regardless of age, ethnicity, gender, or the ability to pay. The Y is committed to developing the whole person and offers a wide variety of group exercise classes, including the Silver Sneakers Program, Yoga, and Pilates. The Y Aquatics department offers low impact water aerobics and Arthritis Foundation Level I & II classes in the warm water pool.

Activities for strengthening the body are provided in the Wellness Center through use of a variety of machines adjusted for each users ability, or with “free weights.” The Y values the opportunities to connect members through social events and fellowship in small groups. Begin a journey for a healthier you at the YMCA. - Cara Hendrickson



Craig Connors, Vice Chair



Carol Wilson, Secretary

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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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