

SPECIAL POINTS OF INTEREST:

- Letter from the
Outgoing
Chairman
- WCHF Awards
- Quarterly
Meeting Date
- 2007
Reflections
- JABA Visit

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From the Chairman -

Dear Colleagues,

I am excited about the many opportunities I envision to enhance the lives of Seniors in the days...months ahead in Greater Williamsburg. And, I might add, we need everyone of you to help implement new programs with new resources. The challenges will be formidable.

This inaugural E-Newsletter is just one way we can keep each other informed. As your outgoing Chairman, I am proud of the work accomplished by your Steering Committee over the past year:

- Having PAA as our Fiscal Sponsor shall provide stabilization and additional Senior opportunities
- Hiring an energetic Coordinator
- Conducting four programs for members and the community to improve agency effectiveness
- Conducting twelve Steering Committee meetings to insure planning, operations and over-sight effectiveness
- Securing CORE funding for 08
- Recruited new members and promoted Sustainability
- Many, many small meetings, telephone conversations and daily e-mails about Coalition business

After serving five years in various leadership positions on the Steering Committee, I will take leave of daily responsibilities as the Emeritus Chair. I will not take leave from working on issues germane to improving the lives of Seniors.

A sincere Thank You to everyone who has helped me!

- *George Spellman*, 2007 Chair

WCHF Awards go to Senior Groups -

The Williamsburg Community Health Foundation held its annual Healthcare Heroes Luncheon at the Williamsburg Lodge on November 28, 2007, with 275 in attendance.

William S. Massey received the Vernon M. Geddy, Jr. award for outstanding leadership.

The Dr. Baxter Bell outstanding employee award was received by Evangeline "Van" Smith of the Historic Senior Center's Medical Escort Service (now RIDES).

The 160 volunteers for Williamsburg Area Meals on Wheels received the Dr. Blaine Blayton outstanding volunteer award.

And, the Williamsburg Arthritis Project was selected for the Rev. Thomas Pugh outstanding community health program award.



Each organization was awarded a \$10,000 check. Mr. Massey named the "SHARP" project as his designee for the funds.

Since its inception in 1997, the Foundation has given \$29 million to support community health programs.

In celebration of the ten years of grant-making, CEO Mellett recognized the work of 94 non-profit organizations who have received funding directed at improving the health of our community.

SSC Membership campaign in progress—Join NOW!

2007 Reflections -



2007 has been a year of change for the Senior Services Coalition (SSC). Lois Polifka ended a successful run as coordinator and we owe her a huge debt of gratitude. Fortunately, the Coalition was able to find a worthy successor in Brian Gelineau and he has been able to help keep our initiatives on track.

Another major change took place in July when SSC fiscal sponsorship was transferred from the Historic Triangle Senior Center to the Peninsula Agency on Aging, Inc. (PAA). As the state designated area agency on aging serving the Greater Williamsburg Area, PAA focuses on systems development to assure a comprehensive aging and long-term care provider network exists. Since PAA's primary purpose does not include the direct delivery of services, the SSC Steering Committee requested the PAA Board of Directors consider allowing the Agency to serve as fiscal sponsor. The request was made with full knowledge and concurrence by the HTSC Board of Directors. The PAA Board approved the request and the transfer was accomplished with guidance and support from the Senior Center. I wish to express my appreciation to Nelia Heide and Lisa Gibson for their assistance during the process.

In October I was honored to be elected as SSC Chairman for the year beginning January 1, 2008. I look forward to continuing to build on the good work of our current chairman, George Spellman, and accomplishing great things with our Coalition Partners.

- Bill Massey
2008 Chairman

**Quarterly Meeting Notice – January 24, 2008 @ 2PM
Williamsburg Regional Library, Norge**

From the Coordinator -

On October 31, 2007 seven members of the Senior Services Coalition Steering Committee and one James City County employee participated in a fact finding site visit to the Jefferson Area Board for Aging (JABA), sponsored by the City of Williamsburg. This visit was part of SSC's strategic planning process, providing assistance and insight to those who attended.

Karen Beiber, of JABA, chaired a discussion concerning program needs identification, planning, fiscal support, entrepreneurial opportunities, partnership and auxiliary grants.

Also presented was the "My Home for Life" subscription program. This was followed by a site visit to their residential and assisted living facilities. JABA has established itself as a Best Practice organization and the site visit will advance the development of SSC's strategic plan.



Agency Impact -

We are all aware that within the next 20 or so years our region will have a dramatic increase (about 25%) of citizens over the age of 60. The VA General Assembly commissioned a report by the Joint Legislative & Audit Review Commission (JLARC) on the “Impact of Aging on State Agencies.” The report is available for download at <http://jlarc.state.va.us/Reports/Rpt329.pdf>. The summary of the 206 page report is well worth reading, as upcoming needs for funding and service resources have implications for local as well as state agencies.

By Paulette Parker, York County Community Services Special Projects Coordinator.

AARP Foundation/Work Search Program -

AARP employment services assist persons 50 + with job search activities – use of phone, copy & fax machine, e-mail, referrals - resume writing & critiquing, and paid training time/or on-job-training (for the income eligible.) AARP is available to speak at agency staff meetings about utilizing the resource. Or you are able to extend your non-profit or public staff by hosting an enrollee for training.

Call 595-8726. Paula H. Lehman, Project Director



CEAGH -

The Center for Aging and Geriatric Health is a non-profit organization, funded largely by a coalition of healthcare, educational, and civic groups as well as grants and proceeds from its clinical research activities. CEAGH is dedicated to improving the quality of life for older adults by promoting understanding of the aging process and how it impacts not only older adults but the entire community.

Currently, CEAGH’s activities include clinical research in association with pharmaceutical companies, specialized geriatric services (currently involving driving evaluation and memory assessment clinics), aging and health research (with

linkages to regional educational and healthcare institutions). Dr. Dennis O’Neill is CEAGH’s medical director.

We are now recruiting for research participants in clinical studies of Alzheimer’s Disease and cardiovascular safety and Celebrex.

Please contact us at 757.220.4751 or email at info@excellenceinaging.org. Our website is www.excellenceinaging.org. CEAGH is located at the Williamsburg Physician Center, 3901 Treyburn Drive, Suite 100, Williamsburg, VA 23185.

“CEAGH now recruiting research participants in clinical studies of Alzheimer’s and cardiovascular safety of Celebrex.”

CSB Geriatric Expansion -

The Colonial Services Board will expand Geriatric Services to include additional staff and services available to residents of Williamsburg, James City County, York County and Poquoson. The agency has named the service “PATHWAYS” to Senior Empowerment. This services will allow an increase in capacity for seniors seeking behavioral health care - direct therapeutic intervention to older adults, families and individuals; assessment and diagnosis; psychiatric consultation; counseling; case management; emergency services; discharge planning; follow up services for residents released from medical facilities and certain nursing facilities.

For more information, please call Bonny Basilone at 220-3200.

Geriatric Care Managers —

Geriatric care managers can provide a wide variety of services to families dealing with aging issues for any of the following:

- Conduct care-planning assessments to identify problems & provide solutions
- Screen, arrange, and monitor in-home help or other services
- Provide short or long-term assistance for caregivers living near or far away
- Review financial, legal or medical issues & offer referrals to geriatric specialists
- Provide crisis intervention
- Act as a liaison to families at a distance, overseeing care, & quickly alerting families to problems
- Assist with moving an older person to or from a senior complex or residential care
- Provide consumer education & advocacy
- Offer counseling & support
- Consult with other professionals

Call Stephanie Smith 757-897-3075 for more information, or visit these sites:

www.senioradvocate.net

www.caremanager.org

James City County Temporary Changes —

The County's succession management program has made two changes through May 1, 2008.

- Barbara Watson is serving as Acting Assistant County Administrator, 253-6604.
- Romona Vasser is Acting Assistant Manager of Community Services, 259-5402.

Both individuals will be involved in SSC.

**Deadline for submissions to the next SSC Insights is March 15th.
Please limit organizational news to 50-60 words.**

SilverSneakers Facility -



James City Williamsburg Community Center is proud to be a participating SilverSneakers® facility. Persons who have Humana Medicare health insurance are entitled to receive a FREE access pass to the facility, as well as free access to the SilverSneakers® signature group fitness class, Muscular Strength and Range of Motion.

For more information, contact our Customer Service Desk at 259-4200 or Debbie Post at 259-4176.

Chronic Disease Prevention, Screening & Management -

Olde Towne Medical Center has initiated a Chronic Disease Prevention, Screening, and Management Program. The goal is to effectively prevent, screen and treat chronic disease based on current guidelines to improve health and at the same time decrease emergency room and hospital utilization. They are targeting high prevalence chronic diseases such as diabetes, obesity, hypertension, high cholesterol, coronary heart disease, congestive heart failure, stroke, and asthma.

For additional information contact: Kendall Caton, RN, Nurse Educator at 259-3245.

**SENIOR SERVICES COALITION
OF WILLIAMSBURG**

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RIDES -

RIDES is celebrating its second anniversary. In November 2005, RIDES, which was “birthed” by the Senior Services Coalition, was launched as a project of the Historic Triangle Senior Center. Since then, 11,000 rides have been provided by this non emergency medical transportation program to seniors 55 and over and disabled persons of any age, in the Greater Williamsburg area. RIDES takes seniors to such things as dialysis, radiation, dental appointments,

mental health appointments, mammograms, check-ups, and other non-emergency medical appointments.

For more information call 757-345-6166 or go to www.rides4u.org.

Riverside PACE -

Riverside PACE is a new Program of All-Inclusive Care for the Elderly serving the Virginia Peninsula. PACE empowers participants to remain in their homes and community in lieu of facility placement by providing comprehensive and coordinated medical and social services. PACE is a unique program that combines all Medicare and Medicaid services, including but not limited to: physician and nursing services; physical, occupational and speech therapy;

home health and personal care; prescription and over the counter medications; respite care and transportation. Because of the way the program is financed, PACE also has the authority to provide services typically not covered by traditional Medicare or Medicaid.

Riverside PACE is scheduled to open January, 2008. For more information on this innovative program, please contact Donna Fitzgerald at 757-251-7997

Williamsburg Regional Library -

Williamsburg Regional Library offers a free delivery service of books, movies, and music for Williamsburg and James City County homebound residents. Applications are available at both library locations and on the Mobile Library Services van.

An application is also available to download from the library webpage at <http://www.wrl.org/>. To get to the application, click on Library Services; then click on outreach services. There's link to homebound information that takes you to the application on that page.

Qualifying individuals will receive monthly delivery of library materials personalized to match their reading, watching, or listening interests.

For additional information, or to request a brochure, please call Melissa Simpson, Mobile Library Services Manager, Adult and Homebound Outreach, at 259-7752.



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.