

A G E N D A

JAMES CITY COUNTY BOARD OF SUPERVISORS

READING FILE

July 24, 2012

FOR YOUR INFORMATION

1. Senior Services Coalition Fact Sheet
2. Senior Services Coalition 2011-2012 Annual Report to the Community



Senior Services Coalition

Mission: Through a coalition of organizations and individuals, the Senior Services Coalition is a catalyst to promote a healthier and more livable community for older adults in the Historic Triangle Area

Issues:

- The Greater Williamsburg area is one of the oldest communities in the Commonwealth
- Currently 24% of area residents are age 60 or over; by 2030 this will increase to 33%
- Over 40% of area residents over 65 have at least one chronic illness
- Economic downturn has resulted in many people over 65 continuing to work or returning to the workforce

Aging Population impacts:

- Health Care – Impact on Medicare, Medicaid, state and local resources, increased calls to local EMS
- Transportation Systems – Increasing numbers of older drivers and dependence on others for transportation
- Housing – Support needed to allow seniors to remain in their own home, increasing need for affordable housing with senior-friendly design and independent and assisted living residences and skilled-care facilities
- Volunteerism – Seniors contribute skills and enthusiasm as volunteers in the community

Solutions - Senior Services Coalition:

- Coordinates efforts of local agencies and individuals to address changing needs
- Educates the public and community leaders about issues and develops potential solutions
- Implements the **Community Action Plan on Aging 2010-2020** - Focuses on four priority areas to ensure that the Greater Williamsburg Area is a more livable community for seniors:
 1. Helping seniors and caregivers with Awareness of and Access to Resources
 2. Focusing on the needs of Vulnerable Seniors
 3. Designing neighborhoods to be age friendly through Housing and Neighborhood Support
 4. Recognizing 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

Current activities include:

- Neighbor to Neighbor Program Assistance
- Annual Senior Job Fair, Experienced Workers in Transition Job Club
- Family Caregiver Skills Training Program
- Financial Literacy Training (In partnership with JCC VA Cooperative Extension)
- Peninsula Aging and Disabilities Resource Network(PADRN.org), online directory of vetted service providers (PAA)

Possible ways local entities and Senior Services Coalition can work cooperatively:

- Advocate at state level for specific services – e.g., Williamsburg area PACE Program
- Educate community about available resources
- Work together to develop policies that encourage accessible housing, transportation, pedestrian safety

Quarterly Newsletter available at www.SeniorServicesCoalition.com

Quarterly Meetings are open to the public. The meetings are held on the 4th Thursday of the quarter, from 2-3:30, at the Williamsburg United Methodist Church, 500 Jamestown Rd., Williamsburg

2012/13 Quarterly Meeting Schedule – July 26 2012; October 25, 2012; January 24, 2013; April 25, 2013

Additional Information - Contact: Diane Hartley, Director, Senior Services Coalition

Phone: 757-220-3480, Email: diane@seniorservicescoalition.com



Senior Services Coalition

2011/12 Annual Report to the Community

The Senior Services Coalition of Greater Williamsburg (SSC) is an organization of health care providers, government entities, academics, and community members working collaboratively to promote a healthier and more livable community for older adults in the Historic Triangle Area. In 2005, SSC created the RIDES program, now run by the Historic Triangle Senior Center. In 2010, with funding from the Williamsburg Community Health Foundation, SSC began facilitating the implementation of the Community Action Plan on Aging 2010-2020.

By 2030, one of every three Historic Triangle Area residents will be age 60 or over (US Census, 2005). In response to this startling fact, SSC facilitated the development of the Community Action Plan on Aging, a ten year plan that outlines the activities necessary to make the Greater Williamsburg Area a more livable community for seniors. The plan was created through research, interviews and community forums led by the Center for Excellence in Aging and Geriatric Health and identifies four issues for action:

1. Awareness of and Access to Resources
2. Vulnerable Seniors
3. Housing and Neighborhood Support
4. Seniors as a Resource



Community Action Plan On Aging

Enhancing Quality of Life for Seniors

Goals, strategies and evaluation measures have been developed for each issue and committees, comprised of volunteers assisted by a small staff, are implementing the Plan. The specific accomplishments achieved in 2011/12 in each issue area are shown on the following pages.

In 2012, the Senior Services Coalition will expand its educational outreach and advocacy efforts to increase awareness of issues that affect older adults in our community.

Copies of the Community Action Plan on Aging can be downloaded at:

www.SeniorServicesCoalition.com

or call SSC at 757-220-3480 to request a copy.

2012 Senior Services Coalition Steering Committee

Sharron Cornelius, Chair
Carol Wilson, Vice Chair, Riverside Health System
Nancy Harrison, Secretary, Williamsburg Landing
Barbara Watson, Past Chair, James City County
Elizabeth Beebe, R.F. Wilkinson YMCA
Chris Bowman, Eastern State Hospital
Linda Chelmow, Sentara Health Care
Craig Connors, Riverside Health System
David Coe, Colonial Behavioral Health
Gina De Peralta Thorne, The Farley Center at
Williamsburg Place

Ken Drees, York County
Sharon Gibson-Ellis, United Way of Greater
Williamsburg

Ed Golden, Comfort Keepers
Janet Gonzalez, Chair, Publicity Committee
Nelia Heide, Chair, Membership Committee
Bobby Horne, AARP

Rick Jackson, Center for Excellence in Aging and
Geriatric Health (CEAGH)

Ted Juraschek, Community Member
Bill Massey, Peninsula Agency on Aging (PAA)
Paulette Parker/Kyra Cook, Williamsburg
Community Health Foundation

David Pribble, Olde Towne Medical Center
Linda Reinke, Chair, Newsletter Committee
Magdalene Staples, Historic Triangle Senior Center
Peter Walentisch, City of Williamsburg

Staff:

Diane Hartley, Director
Shelia Crist, Office Administrator
Donna Dittman Hale, Project Coordinator
Brian Gelineau, Past SSC Coordinator

1. Awareness of and Access to Resources: Increasing the capacity of seniors to live independently by promoting coordinated and accessible resources for healthcare and support services.

Providing Easy Access to Screened Service Providers:

There are many resources available for seniors in the Greater Williamsburg Area. There are also many service categories and providers among these resources. Where do you start and which provider can you consider with confidence? Under the direction of the Peninsula Agency on Aging (PAA), a collaboration of local private and public providers of home and community-based supports have created a "one-stop" of services to simplify the search. The Peninsula Aging and Disability Resource Network (www.PADRN.org) is an online directory of area resources. Listed services must meet specific



criteria and be approved by PADRN provider members in order to receive a listing in the network directory.

DID YOU KNOW?

Be prepared: Your medical information should be readily available and easy to locate, if EMTs are called to your home in an emergency. Call your local fire station to get a free magnetized "FILE OF LIFE" information page. Fill it out and place it on your refrigerator.

"PADRN is just one component of our coordinated effort to be more efficient in linking consumers to the resources they need." - Dave Murray, PADRN Director

**"In another community, I struggled to put together a community resource book for seniors. I seem to be asked many questions about resources now that I'm here and PADRN is my easy, accessible, one-stop."
- Joann Maslin, PADRN User**

2. Vulnerable Seniors: Focusing on the needs of hidden populations including isolated and frail seniors, low-income seniors and those with mental health issues. Enhancing the support of services to meet the needs of vulnerable seniors and their caregivers.

Providing Family Caregivers the Skills they Need:

More than 90% of older adults are cared for in their home by family members and friends. These family caregivers provide a variety of challenging care tasks including bathing, changing dressings on wounds, transferring from one position or one room to another, and providing medications. SSC, in partnership with Thomas Nelson Community College, has developed a training program to address the needs of family caregivers. The training will provide the hands-on skills

they need to provide safe, quality care to

their loved ones at home. The two-day training will be offered in the fall of 2012. Please contact SSC at 757-220-3480 to register.



DID YOU KNOW?

You or your medical proxy (e.g., your adult child) can view your medical records and receive appointment reminders from many area health care provider. To learn more, contact your Riverside or Sentara doctor. Riverside patients can also register online at: <https://healthelink.riversideonline.com>.

"I'm glad SSC is putting together this program. The reality is that family caregivers provide many hours of care to their family members when professional staff isn't there."

- Ed Golden, Comfort Keepers

3. Housing and Neighborhood Support: Designing neighborhoods to be age friendly through housing and neighborhood support that promotes neighbor to neighbor programs, affordable and accessible housing.

Helping Seniors Age in Place:

"One of the Housing Committee's goals is to make it easier for people to safely stay in their homes. We hold information sessions about creating Neighbor to Neighbor (N2N) programs as a way to stay close to friends and in familiar surroundings."

- Dotty Trusz, CAPOA Housing Committee member

Interested in finding out about ways to make your community more age friendly? Go to the SSC website to download the free "How to Create a Neighbor to Neighbor Program in your Community" manual. It's an easy to follow handbook that describes several successful local Neighbor to Neighbor Programs, provides advice from people who have created programs in their communities, and lists resources you can access if you'd like help creating a Neighbor to Neighbor Program in your community.

"One good thing about the Kingspoint Neighbor to Neighbor Program is the Buddy System. Through this program, I know help is available and I can call on people when I need it."

- Ursula Murden, Co-founder, Kingspoint Neighbor to Neighbor Program

4. Seniors as a Resource: Expanding opportunities for seniors to remain connected and contribute their skills and abilities to the community through paid or volunteer work. Promoting health and financial literacy among seniors.

Linking Employers with Jobseekers: Many mature workers are staying in the workforce longer while others have had to return to the workforce given the challenging economy. Senior Services Coalition, in partnership with the AARP VA, Virginia Employment Commission and the United Way of Greater Williamsburg, sponsors an annual Senior Employment Event that attracts hundreds of seniors looking for employment and many local employers eager to hire older workers.

"Seniors are an integral part of the Jamestown-Yorktown Foundation, both as employees and volunteers, and help in all aspects of the organization. Many seniors in Williamsburg are in their second or third careers and hourly positions fit both their schedules and our needs."

- Patrick Teague, Jamestown-Yorktown Foundation

Preparing Older Jobseekers to Reenter the Workforce: The Experienced Workers in Transition Job Club was developed to help older workers gain the confidence and networking skills they need to reenter the workforce. The group meets twice monthly. Please contact SSC at 757-220-3480 for more details.

Improving Financial Literacy: In partnership with James City County Virginia Cooperative Extension, SSC is working to increase financial literacy among seniors. "Money Talks", avoiding fraud and other workshops are offered throughout the year. These programs are open to everyone, but focus especially on the needs of older adults.

DID YOU KNOW?

Housing Partnerships, a local non-profit, retrofits homes by installing grab bars, ramps, and other updates so that seniors can safely remain in their own homes. Call Abbitt Woodall at 757-221-0225 to discuss ways to make your home safer.



The following community members contributed toward the activities to implement the Community Action Plan on Aging. Thank you.

- Dave Banks, Web Assistance
- Doris Baskfield-Heath, JCC VA Cooperative Extension
- Joan Bender, Colonial Heritage Community Foundation (CHCF)
- Laura Bowles, Virginia Department of Health
- Richard Boyden, CHCF
- Mary Brett-Wright, Community member
- Carmen Burrows, Thomas Nelson Comm. College
- Lisa Chapin, Morningside Assisted Living
- Craig Connors, Riverside Health System
- Janet Crowther, Williamsburg Regional Library (WRL)
- Kimberly Davis, VA Employment Commission (VEC)
- Janet Dugas, WUMC Respite Care
- Roy Femenella, VolunteerWilliamsburg
- Lynn Fogarty, VEC
- Jim Foss, Riverside Health System
- Benjamin Goldberg, WRL
- Ed Golden, Comfort Keepers
- Janet Gonzalez, Greater Williamsburg Association for Volunteer Administration (GWAVA)
- Ed Gootzait, Community member
- Denise Green, James City County
- Christy Hawkins, Thomas Nelson Comm. College
- Nelia Heide, Center for Excellence in Aging and Geriatric Health (CEAGH)
- Nathan Hill, Long and Foster
- Bobby Horne, AARP
- Howell Creative Group, Pro Bono Logo Design
- Jennifer Howland, VEC
- Linda Hoyle, SHARP/Peninsula Agency on Aging
- Rick Jackson, CEAGH
- Christine Jensen, CEAGH
- Ted Juraschek, Ford's Colony Aging in Place
- Kathy Kammer, Williamsburg Landing
- Kim Lucas, CEAGH
- Margaret Mondul, Household Document Organization
- Wanda Moore, York County
- Ursula Murden, Kingspoint Neighbor to Neighbor

**Contact us for more information
or to join a committee:**

Improving Access to and Awareness of Resources:

David Murray at padrn@paainc.org

Meeting the Needs of our Most Vulnerable Seniors:

Ed Golden at newkent@comfortkeepers.com

Encouraging Housing and Neighborhood Support:

Barb Watson at

barbara.watson@jamescitycountyva.gov

Promoting Seniors as a Resource in our Community:

Ed Gootzait at gsuva@verizon.net

Outreach at a Glance

The Speakers Bureau, comprised of trained volunteers, works to increase awareness in the community about the Senior Services Coalition and the Community Action Plan on Aging. The Speakers Bureau does this through a 30 minute presentation that provides an introduction to SSC and the Community Action Plan on Aging, information on specific actions currently underway, and descriptions of ways individuals and organizations can get involved. Call 757-220-3480 to schedule a presentation for your community or organization.

- David Murray, PAA/PADRN (www.PADRN.org)
- Zena Myall, Community member
- Lois Polifka, Community member
- David Pribble, Olde Towne Medical Center
- Linda Reinke, Community member
- Diana Rondinelli, Liz Moore Homes
- Mary Scalisi, Spring Arbor
- Eric Shaver, Williamsburg Area Faith In Action
- Rita Smith, Williamsburg Area Faith in Action
- George Spalthoff, VolunteerWilliamsburg
- George Spellman, Eastern State Hospital
- Magdelene Staples, Historic Triangle Senior Center
- Donn Turner, Community member
- Dotty Trusz, Community member
- Kim VanSickle, Sentara Williamsburg
- Barbara Watson, James City County
- Kim Weitzenhofer, Riverside Lifelong Health
- Susan Whitley, Community member
- Carol Wilson, Riverside Health System
- Lana Wingate, Care Management/Parish Nurses

DID YOU KNOW?

Almost four in 10 workers said they'll work long past the normal retirement age, if they even retire at all. "Maybe it's not the retirement that we envisioned," said Catherine Collinson, president of the Transamerica Center for Retirement Studies, "but even though it's different, that doesn't mean it needs to be worse."

Necessity isn't (the only thing) driving people to continue working: many said they want to start a second career or new business. Fifty-five percent said they will volunteer in their community.

- Andrea Coombes, MarketWatch, May 17, 2011

Major funding is provided by:



*Williamsburg Community
Health Foundation*