



VDA WEEKLY E-MAILING  
September 24, 2013

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ACL and NASUAD Update Links

*Cecily Slasor, Administrative Support*

Link to NASUAD Friday Updates

<http://archive.constantcontact.com/fs163/1109249143446/archive/1113206599203.html>

Link to ACL Update

[http://www.acl.gov/NewsRoom/eNewsletter/CurrentNewsLetter\\_W4.pdf](http://www.acl.gov/NewsRoom/eNewsletter/CurrentNewsLetter_W4.pdf)

Note: The web links in this document may change over time. DARS-VDA does not attempt to refresh the links once the week has passed. However, this document is maintained on the web for a period of time as a reference. Some links may require registration.



## New Staff Member – Carolyn Mines

*John Payne, Information Security Officer*

DARS-VDA welcomes on board Carolyn Mines. Her responsibilities include the NWD Helpdesk providing support to the NWD Tools (PeerPlace) along with Virginia Division for Aging's general IT Operations.

Carolyn has nearly 30 years of dedicated service with the State Board of Elections where she held the position of Information Technology Specialist I. She is a native of Richmond Virginia. She graduated from John Marshall High School and has received several software and technical certificates. She has extensive customer service and project management experience.

Her contact information is (804) 662-9338, email is [Carolyn.Mines@dars.virginia.gov](mailto:Carolyn.Mines@dars.virginia.gov). All calls related to NWD should be made to (804) 662-9559 to ensure prompt handling.

## Youtube item: 30<sup>th</sup> Anniversary of Woodbridge Senior Center

*James A. Rothrock, Commissioner, for Courtney Tierney, Executive Director  
Prince William Area Agency on Aging*

Please visit the link below to view a Youtube video marking the 30<sup>th</sup> anniversary of the Woodbridge Senior Center. The center has been a huge asset to area seniors providing socialization, daily lunch, fitness classes and much more. There are now 1,000 members in two counties that benefit from the programs at the center.

<http://youtu.be/BV4MZmwcg5M>

For more information please contact:

Courtney S. Tierney, MSW, CIRS-A  
Director, Prince William Area Agency on Aging  
5 County Complex Court, Suite 240  
Woodbridge, VA 22192  
Office: 703-792-6406 Cell: 571-641-0773  
FAX: 703 -792-4734 Interoffice: DS995  
[www.pwcgov.org/aging](http://www.pwcgov.org/aging)<<http://www.pwcgov.org/aging>>  
You Can't Live Without Aging!  
[<cid:image002.jpg@01CEB489.BD5AD950>]



## Directory of Organizations that build FREE RAMP SYSTEMS is available on Ramps.org

*James A. Rothrock, Commissioner*

Please see the information below that I received from Thom Disch of *HandiRamp*. Please also share this good information with your clients and partners.

I am writing you today to make you aware of a Free Ramp Builder Directory that is now available on [www.ramps.org](http://www.ramps.org). This directory can be found at: [www.ramps.org/free-ramps.htm](http://www.ramps.org/free-ramps.htm) and it is organized by national programs and by groups that service individual states. We are asking that you make people in your organization aware of this resource and if possible please post a link to it on your website.

As a member of the National Dissemination Center for Children with Disabilities Community (NICHCY) I'm sure you are aware of the varying needs of People with Disabilities and the limitations of insurance programs when it comes to providing support for their needs. We at Handi Ramp run into this problem almost every day. To deal with it several of our customer service people started compiling lists of organizations that build free ramps for people who didn't have the resources to do it for themselves. We combined the lists of our people and started tracking news articles discussing the volunteer efforts of so many people out in the community. We were surprised to find that we had almost 200 organizations and charities, located all across the United States, in our directory. This year we decided that our internal list needed to be posted on line.

Perhaps you know if an organization that did not make our list, if so, I would love for you to either email me with the details or submit it to us using this form: [www.ramps.org/suggest-resource.htm](http://www.ramps.org/suggest-resource.htm).

Handi Ramp maintains this website and this directory for the primary purpose of helping people in the community. We built this resource directory for the purpose of providing people with a helping hand when they need it the most. Please use this directory frequently and make others aware of it so that more people can benefit from the generosity and volunteer efforts of the organizations and people listed here.

Please feel free to write to me with any questions or requests.

Thom Disch  
CEO  
Handi Ramp  
[HandiRamp.com](http://HandiRamp.com)



Handi Ramp ([www.handiramp.com](http://www.handiramp.com)) has been manufacturing ramps for People with Disabilities for over 55 years and is proud to be able to provide this free service to members of the community. HandiRamp's products are made in the USA.

[www.ramps.org](http://www.ramps.org) is a free web service that will help people with Disabilities decide what type of wheelchair ramp is right for their specific situation. It also provides information on charities and volunteer organizations that provide free or discount services to this community.

## Altarum Institute – Health Policy Forum Roundtable

*Tim Catherman, Director Aging Operations*



## Health Policy Forum Roundtable

### Advanced Old Age In America: What Can We Count On?

Thursday, September 26, 2013

9:00 a.m. - 11:30 a.m.

**[Click here to register to attend the September 26 Roundtable in person or to join via Webcast.](#)**

(For individuals registering to join via webcast, an email confirmation will be sent with further instructions.)

*Roundtable Event sponsored by Grantmakers In Aging, Grantmakers In Health, National Coalition on Health Care, and National Consumer Voice for Quality Long-Term Care*

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### Synopsis

The recent wave of proposals to reform the health care system and "bend the cost curve" present a tremendous opportunity to improve care for the fastest growing, most expensive,



and least well-served age group in the U.S. – our frail elderly. Americans in advanced old age generally have complex health and social situations, limitations in self-care capabilities, and limited financial and personal resources. Yet the health and social services we need when old and frail are poorly planned, unnecessarily costly, and disconnected. As the nation considers different strategies and policy changes to strengthen and streamline health care, we must also include a special focus on the distinct priorities and preferences that we will have when we are old and frail, as well as those of our family members and caregivers.

This roundtable focuses on health care reform and elderly Americans living with frailty in their last years, addressing questions such as:

- How serious are the shortcomings in services and the expected growth in costs as the population ages? How much time do we have to make arrangements for the coming increase in numbers?
- What should we promise to individuals living with frailty in old age and their families? How does this differ from the current trajectory?
- Half of those who live past 85 years old will have cognitive failure. What health care, social supports, and financial arrangements would serve people touched by this challenging situation?
- Which of the current reforms and trials offer prospects of moving us toward a workable set of solutions – that is, more appropriate and desirable services, at lower cost? Are there additional strategies that should be tested and developed?
- What role might local coalitions, commissions, and communities have?

Presenters include:

- [Joseph Antos](#), Wilson H. Taylor Scholar in Health Care and Retirement Policy, American Enterprise Institute
- [Shannon Brownlee](#), Senior Vice President, Lown Institute; Senior Fellow, New America Foundation; Instructor, The Dartmouth Institute for Health Policy and Clinical Practice
- [Suzanne Burke](#), Chief Executive Officer, Council on Aging of Southwestern Ohio
- [Susan Dentzer](#), Senior Health Policy Adviser, Robert Wood Johnson Foundation (Moderator)



- [John Feather](#), Chief Executive Officer, Grantmakers In Aging
- [Jennie Chin Hansen](#), Chief Executive Officer, American Geriatrics Society
- [Sen. Johnny Isakson](#), (R-GA) (invited)
- [Joanne Lynn](#), Director, Altarum Institute Center for Elder Care and Advanced Illness
- [Anne Montgomery](#), Senior Policy Analyst at Altarum Institute's Center for Elder Care and Advanced Illness, Visiting Scholar at the National Academy of Social Insurance
- [John Rother](#), President and Chief Executive Officer, National Coalition on Health Care
- [Mimi Toomey](#), Director, Office of Policy Analysis & Development, Administration for Community Living
- [Sen. Mark Warner](#), (D-VA)

VCU Department of Gerontology Webinar: Person-Centered  
Caring and Culture in an Adult Day Setting: Best Practices  
*James A. Rothrock, Commissioner, on behalf of VCU*



**AgeWell VA** News, updates  
& more from  
VCU Department of Gerontology

September 24, 2013

### **PERSON-CENTERED CARING AND CULTURE CHANGE IN AN ADULT DAY SETTING: BEST PRACTICES**

Live event to be held October 23, 2013 at 1:30 pm (EST)

Adult Day Facilities are one example of an environment where Person Centered Care can thrive. However, given that many healthcare settings continue to operate on a medical model, and have done so for many decades, this deep system culture change may seem like a daunting task.

A Grace Place Adult Care Center is a Richmond, Virginia adult day facility that has taken the initiative to train all of their staff members on issues related to Person Centered Care and develop a training on how to operationalize Person Centered Care in an adult day setting. Through staff interviews and focus groups a comprehensive series of Best Practices have been developed to showcase how Person Centered Care can be implemented.

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A Grace Place is the recipient of the Virginia Commonwealth University Department of Gerontology's 2012 TIME Award (Theoretical Innovation and Maintaining Evidenced-Based Practice of Gerontology) and has partnered with the VCU Department of Gerontology on numerous initiatives to advance Person Centered Care, Culture Change and Caregiver Support.

Join Debbie Scott (A Grace Place Adult Care Center) and Jay White, MS (Virginia Commonwealth University, Department of Gerontology) on Wednesday, the 23rd of October at 1:30 pm for a live presentation and discussion on Person-Centered Care and Culture Change in an Adult Day Care Setting.

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LEARNING OBJECTIVES:

1. Increased Understanding of Person Centered Care and Culture Change in an Adult Day setting.
2. An Introduction to Best Practices for Healthcare Professionals for Integrating Person-centered Care into An Adult Day Center
3. Best Practices for Team-Building and Support of Care Professionals
4. Best Practices for Community Engagement in an Adult Day Setting

**Registration:** [www.alzpossible.org](http://www.alzpossible.org)

This webinar was made possible through a grant from the Virginia Center on Aging's Geriatric Training and Education Initiative.

DEPARTMENT  
OF  
GERONTOLOGY'  
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FALL  
NEWSLETTER

CONSIDER A  
GIFT TO THE  
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OF  
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INFORMATION.](#)

## Virginia Center for Health Innovation: What does Patient-Centered Care Mean to You?

*James A. Rothrock, Commissioner*

Please see attachment. The Virginia Health Innovation Network is kicking off a series with a member survey on patient-centered care.

## Revitalizing Congregate Nutrition

*Elaine S. Smith, MS, RD, Program Coordinator*



Attached/following is a slide presentation which was offered on the Nutrition and Aging listserv in response to a question about revitalizing the congregate nutrition program. This was part of a session at the n4a Annual Conference this year. Contact information is contained within the slides in case you have any questions for the presenters.

Also attached/following of possible interest are fundraising ideas and marketing ideas shared from another state on the Nutrition and Aging listserv.

VCHI Presents: Innovation Focus on Patient-Centered Care



#InnovateVirginia

## jim, we want to know what you think about Patient-Centered Care.

This month we are kicking off our *Innovation Focus* series on the [Virginia Health Innovation Network](#) with a member survey on **Patient-Centered Care**. We want to know what you think - are patient-centered care models *the* solution to our fragmented health care system, or is it all a bunch of baloney? How can we work together to spread innovative care-delivery models in Virginia?

Share your ideas and connect with colleagues today!



## Take the Survey

*You must be a member of the Virginia Health Innovation Network to participate in the survey. Not yet a member? Joining is easy and free!*



**Join [InnovateVirginia.org](http://InnovateVirginia.org)**



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# The New Congregate Meal Program: They are Growing, Partnering and Focusing on Health

Linda Netterville, VP Grants Management, MOWAA

Carol Zernial, Executive Director, WellMed Charitable Foundation

Dan Goodman, Director, Johnson County AAA



# **The Congregate Nutrition Program: Connecting Older Adults to Health and Wellness Supportive Services**

Linda Netterville, MA, RD, LD

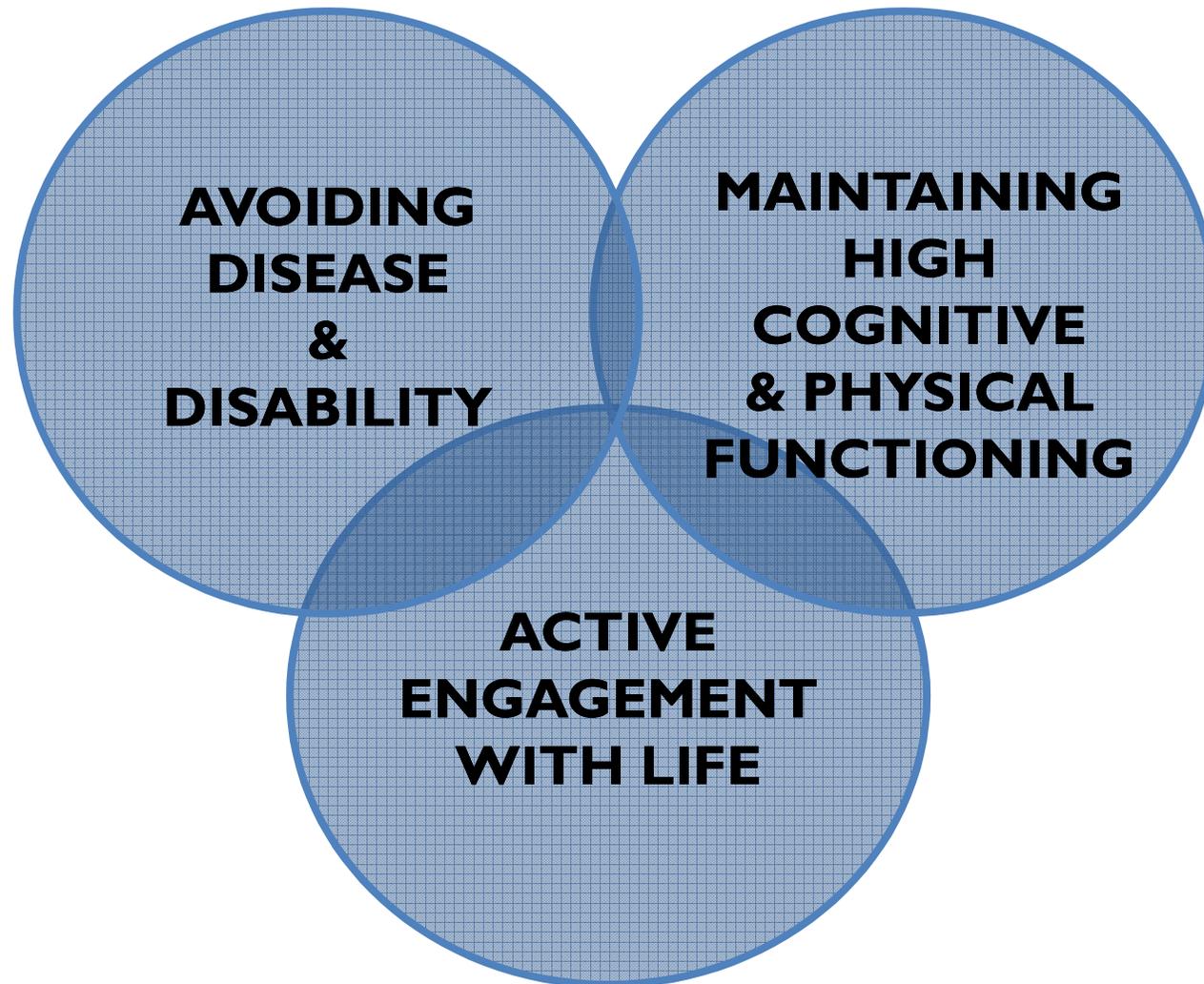
Director, National Resource Center on Nutrition and Aging  
VP, Grants Management, Meals On Wheels Association of  
America

If you build it , they will come...



# Successful Aging

Rowe & Kahn, 1999





# What we need to do

- ★ Understand the changing environment
- ★ Define who are the customers
- ★ Define the product based on customer wants/needs
- ★ Create a valued product
- ★ Identify the resources to achieve success and sustainability

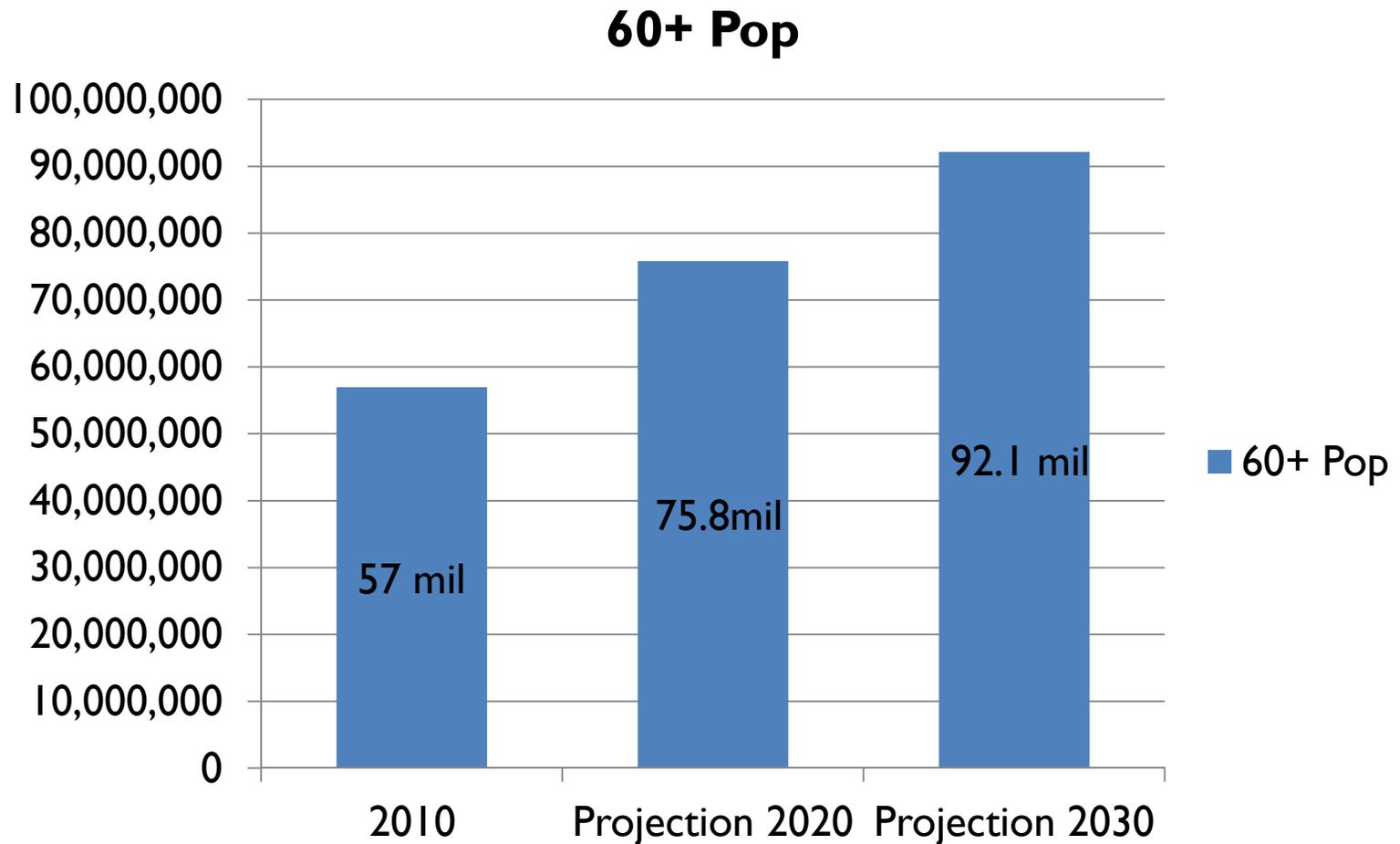
# Myth Buster #1 They have all died or gone to the nursing home.



- Community  
93.5%
- Nursing Homes  
4.5%
- Assisted Living  
2.0%

US Census Bureau; Centers for Medicare & Medicaid, Medicare Current Beneficiary Survey

# Myth Buster #1 They have all died or gone to the nursing home.



# Myth Buster #1 They have all died or gone to the nursing home

	Current Population	Percent
<b>US Population 60+</b>	<b>56,986,401</b>	
<b>Nutrition Program Served Total</b>	<b>2,601,252</b>	<b>4.5%</b>
<b>Congregate Served</b>	<b>1,716,040</b>	<b>3%</b>
<b>Home-Delivered Served</b>	<b>856,450</b>	<b>1.5%</b>

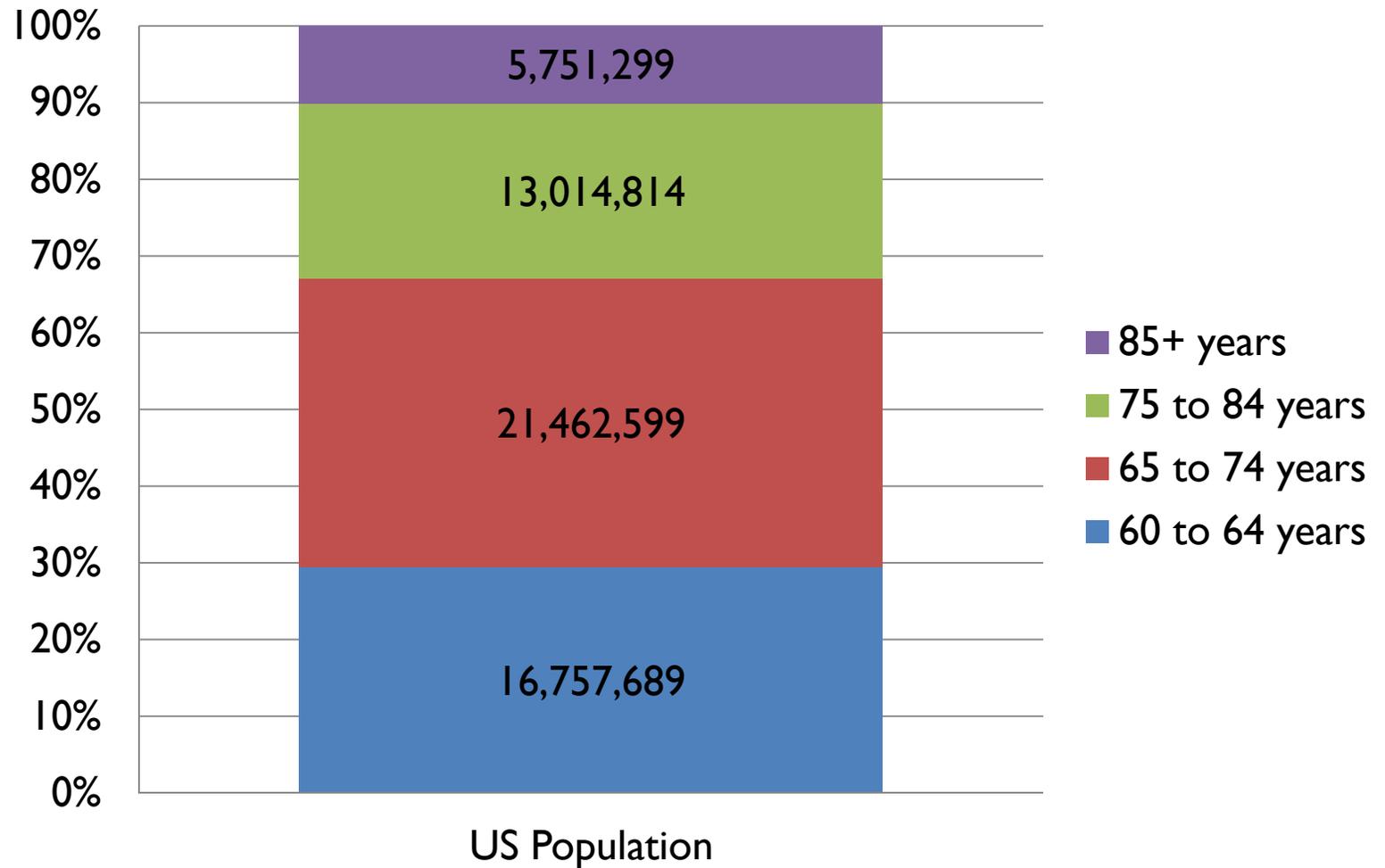
\*State Program Reports- 2010/US Census 2010

## Myth Buster #2-We need the Baby Boomers to come!

Demographic	National Population	Congregate Meals	Home Delivered Meals
Age 60-64	29%	10%	9%
Age 65-74	38%	33%	22%
Age 75-84	24%	<b>39%</b>	40%
Age 85 or older	8%	<b>18%</b>	30%

5<sup>th</sup> National Survey of OAA Program Participants-2009

# Myth Buster #2-We need the Baby Boomers to come!



## Myth Buster #3- The Congregate Program is not a HCBC priority

	National Population	Congregate Participants	Home Delivered Participants
Living alone	27%	<b>48%</b>	56%
Three or more ADLs	6%	<b>8%</b>	31%
Services allow to remain in home	N/A	<b>59%</b>	91%

\*5<sup>th</sup> National Survey of OAA Program Participants-2009

## Myth Buster #3- The Congregate Program is not a HCBS priority

Characteristics	Congregate Participants	HD Participants
Eat healthier foods as a result of the program	78%	83%
Eating meals improves health	78%	87%
Meals help feel better	85%	90%
See friends more often	83%	NA

\* National Survey of OAA Program Participants-2011

# Myth Buster #3- The Congregate Program is not a HCBS priority

Characteristics	Congregate Participants	HD Participants
<b>Poverty</b>	<b>26%</b>	<b>39%</b>
<b>Receive Food Stamps</b>	<b>7%</b>	<b>15%</b>
<b>Single meal provides ½ or more of total food for the day</b>	<b>51%</b>	<b>61%</b>
<b>Don't have enough \$ or food stamps to buy food</b>	<b>11%</b>	<b>8%</b>

\* National Survey of OAA Program Participants-2011

## Myth Buster #3- The Congregate Program is not a HCBS priority

Characteristics	Congregate Participants	HD Participants
Take 5+ Medications	31%	61%
Choose between food & medications	9%	18%
Choose between food, rent & utilities	6%	12%

\* National Survey of OAA Program Participants-2011



# Changing Environment - Demographics

- More older people
- More healthy older people
  - Baby boomers
  - Diverse expectations
- More frail older people
  - More homebound
- More minorities
- More HCBC, less nursing home care

# Changing Environment Health Status

Older Americans are:

## MORE PHYSICALLY ACTIVE AND FUNCTIONALLY FIT

- Physically active:
  - 83% ages 45-64
  - 77% ages 65-74
  - 64% ages 75+





# Changing Environment-Resources

- Competition for limited dollars
- Need to develop community partnership
- Relook at “for pay” options
  - Other services
  - Tiered services
  - Expanded services



# Define The Target Market

## Senior Population - Very Heterogeneous

- 60-75 year old
  - Still working or recently retired
  - Taking care of aging parent (s)
- 75-85 year old
  - Experiencing more life changing events-relocation, death of spouse/partner, family dynamics
- 85+
  - Greater need for supportive services



# Baby Boomers

- **Health Oriented**

- Spend more, consume more health services, visit doctor more

- **Work-Centric**

- Continue work past regular retirement age
- Women in the work force

- **Independent**

- Improved status of women

- **Change Oriented**



# Define Your Product Based on Customer Wants/Needs

- Choices (Menu, Meal Time, Location)
- Attractive presentation of food
- Knowledgeable & friendly staff
- Variety of supportive programs, services and activities
- Pleasant, welcoming, supportive environment
- Participant input
- Volunteer opportunities
- Adequate transportation & parking

# Solutions - Menus

- Soup, salad, sandwich bars
- Ethnic meal choices
- More fresh fruit/vegetables
- Farm to program, support local farms
- Culturally appropriate
- DASH diet meals
- Less pre-prepared foods
- More scratch cooking
- Meal components to be eaten later
- Therapeutic meals, modified for content, texture



# Solutions – Nutrition Services

- Nutrition education
- Medical nutrition therapy
- Nutrition support groups, diabetes, heart disease
- Caregiver nutrition education
- Menu planning and shopping assistance
- Grocery delivery
- Training for home health aides
- Individualized nutrition counseling
- Cooking classes



# Partnering for Services/Activities

- Civic Groups
- County Extension Service
- Faith-based Organizations
- Foundations
- Health Departments
- Hospitals
- Park and Recreation Departments
- Universities and Colleges
- Youth Organizations



# Partnering for Services/Activities

- **Volunteers**
  - Older adults
  - Other ages
  - Ethnic associations
  - Private industry
- **Private industry**
  - Food companies
  - Food service companies
  - Food distributors
  - Grocery stores
  - Ethnic restaurants
  - Insurance companies
  - Gyms
  - Housing



# Promote the Congregate Program

- Recent Retirees
- Welcome Wagon or New Homeowner Services
- Faith based organizations
- Health fairs
- Community partners/Businesses



## Evaluate - Is the site achieving the desired outcomes?

- Customer satisfaction
- Healthy behavioral changes
- Demographics-Community vs. Participation
- Cost effective operation



# When all else fails...

- Evaluate
  - Need
  - Demographics
  - Services available
  - Cost effectiveness
  - Possible alternatives
    - Combine sites
    - Relocate sites
    - Different venue



## Six Rules:

1. Know the customer
2. Bring new ideas to the table
3. Location, location, location
4. Value what you already have
5. Develop sources of revenue
6. Work within the community
7. Create a quality product



# Current and Future Challenge

- Do You Know?
  - Your mission and purpose
  - Your current and future customer
  - Your current and future service needs
  - Your image within the community
  - Your community partners
  - Your resources
  - What are the barriers to change



# Resources

- **Aging Statistics**

- [http://aoa.gov/AoARoot/Aging\\_Statistics/index.aspx](http://aoa.gov/AoARoot/Aging_Statistics/index.aspx)

- **AoA Performance Information**

- [http://aoa.gov/AoARoot/Program\\_Results/OAA\\_Performance.aspx](http://aoa.gov/AoARoot/Program_Results/OAA_Performance.aspx)

- **Profile of Older Americans 2011**

- [http://www.aoa.gov/aoaroot/aging\\_statistics/Profile/index.aspx](http://www.aoa.gov/aoaroot/aging_statistics/Profile/index.aspx)

- **Title III D Evidenced Based Programs**

- [http://aoa.gov/AoARoot/AoA\\_Programs/HPW/Title\\_IIID/index.aspx](http://aoa.gov/AoARoot/AoA_Programs/HPW/Title_IIID/index.aspx)

- **Evidenced Based Programs**

- <http://www.ncoa.org/improve-health/center-for-healthy-aging/where-to-find-evidence-based.html>

# ***JOHNSON COUNTY AREA AGENCY ON AGING***

## ***NUTRITION PROGRAMS***

*Presented by:*

Dan Goodman,

Director

Johnson County, Kansas

Area Agency on Aging

[dan.goodman@jocogov.org](mailto:dan.goodman@jocogov.org)

# CHAMPSS

Choosing **H**ealthy **A**ppetizing  
**M**eal **P**lan **S**olutions for **S**eniors



# 1<sup>st</sup> CHAMPSS - April 14, 2008



- New store selection process
- Dietitian on site
- Health oriented
- Food court system
- Large dining area
- Location

# Dining Area – 1<sup>st</sup> Store

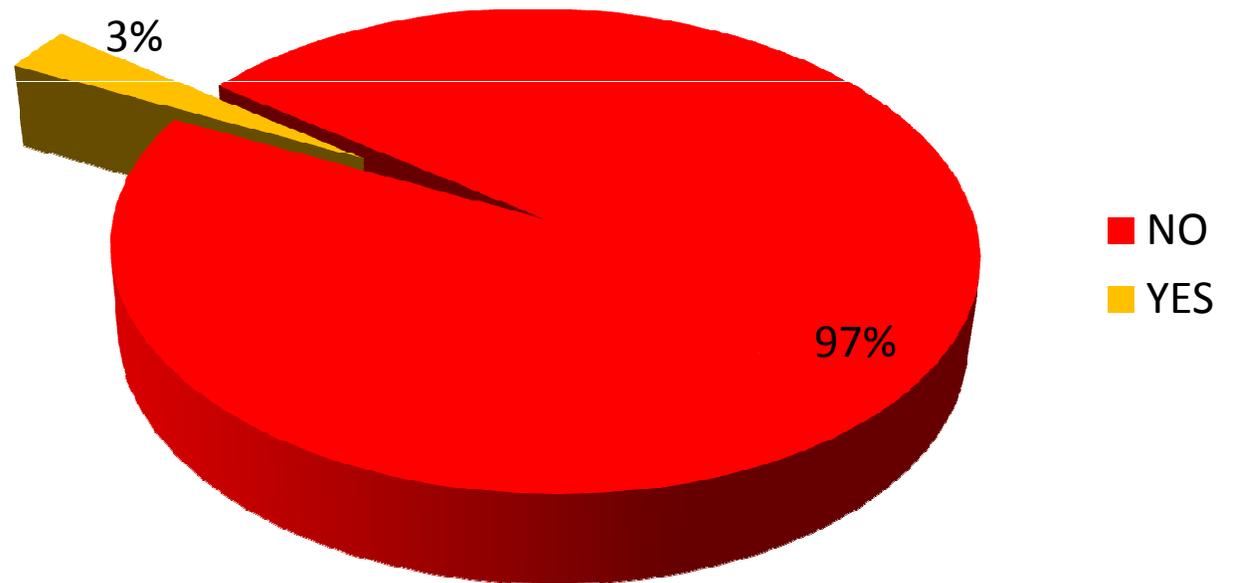


# Dining with Friends



# Survey Results

*I also attend a Senior Nutrition Center for lunch.*



# Today's Statistics

- **3 Grocery Store Partners**
- **2000 Active Participants**
- **100 Meals Served Daily**
- **700 Meals Served Per Week**
- **Average Donation - \$3.50**



# SeniorDine

A web based nutrition management program that provides the following services:

- ✓ Assigns participant swipe card
- ✓ Loads number of meals on card
- ✓ Maintains meal history

[www.seniordine.com](http://www.seniordine.com)

# NEW PAPERLESS SYSTEM



# OLD SYSTEM



# **QUESTIONS ABOUT THESE PROGRAMS?**

[nancy.tanquary@jocogov.org](mailto:nancy.tanquary@jocogov.org)



# The New Congregate Meal Program: They're Growing, Partnering, and Focusing on Health

Carol Zernial, Executive Director  
WellMed Charitable Foundation  
N4A 2013 Annual Conference  
Louisville, KY  
July 29, 2013



## A Tale of 3 Nutrition Sites



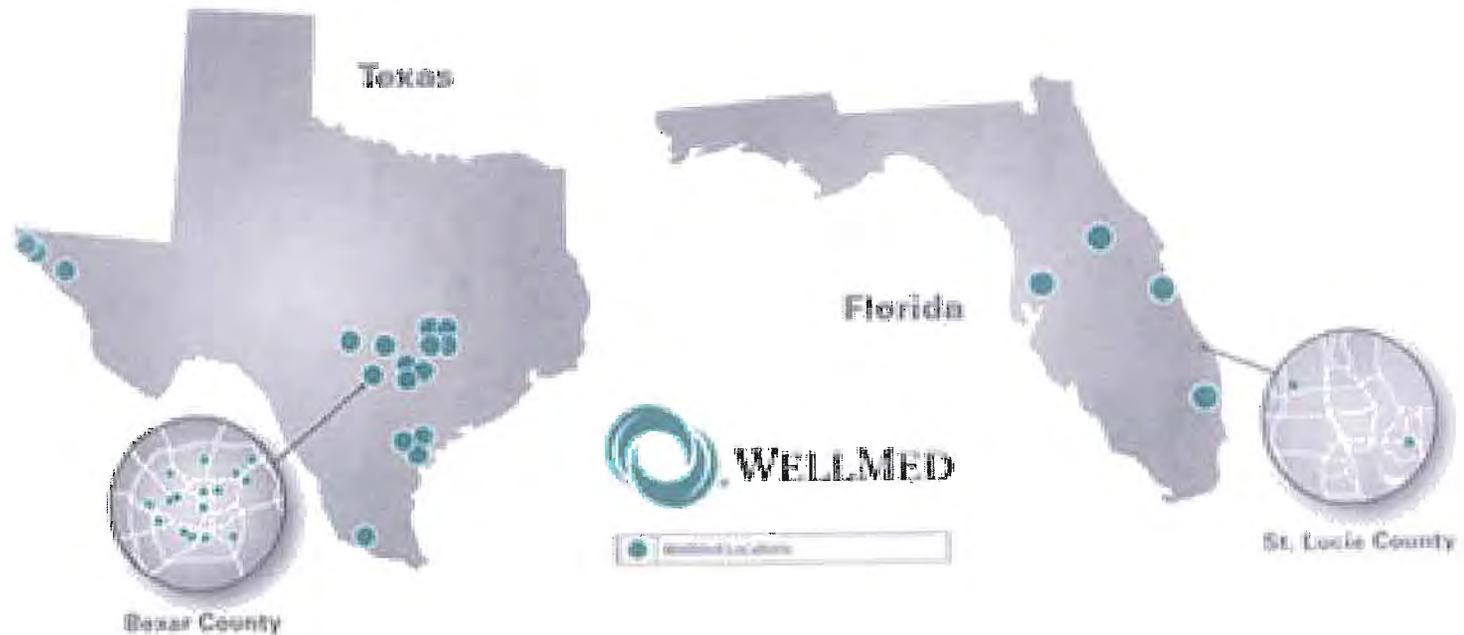
# WellMed Charitable Foundation

- Support programs serving seniors and their caregivers with a special focus on living well with chronic conditions
- Founded in 2006 by Dr. George Rapier III, a noted physician specializing in changing the face of healthcare delivery for seniors.
- The Foundation is the non-profit philanthropic partner of WellMed Medical Management, Inc.



# WellMed Medical Management Inc.

70 primary care clinics (in-house lab, x-ray, pharmacy) with more than 200 physicians in Texas and Florida



Primary Care Centric Medical Group (Family Practice, Internal Medicine + added Podiatry, Dermatology, Cardiology, Oncology, Pain Medicine)

Manages Full-Risk Capitated Insurance Contracts

Specialize in Medicare-eligible Seniors – responsible for almost 100,000 lives

Contracts for all Medical Services (Specialty, Hospital, Ancillary, Hospice)

- Fully functional primary-care-centric, patient-centered, medical home (PCMH) functioning as an accountable care organization (ACO)

# Typical Patient Experience

Other Services

PCP

Case Manager

EMR

Specialist

Disease Management

Hospitalist

Social Programs



# One Team, One Goal



# City of San Antonio – District 6



- Operates almost 80 nutrition sites
- Paying up to \$5 million to open one-stop senior centers that average 5,000 – 10,000 square feet
- Wanted to open a new center in City Council District 6
- Looked at a public/private partnership
- Had a good experience with WellMed

# WellMed Charitable Foundation

- Operating the only privately funded senior center in Bexar County
- Elvira Cisneros Senior Community Center is 30,000 square feet, with 5,000 members, and the largest Title IIIIC congregate meal site in the City
- Spends \$750,000/year for services

# Public/Private Partnership

- The City of San Antonio released an RFP for a private partner to open a new one-stop center
- The WellMed Charitable Foundation applied and sub-contracted the health care services to WellMed Medical Management

Opened July 2011



# Fitness Equipment



# Socialization



# Aerobics (Belly-dancing)



# Sit and Be Fit



# Wii Room



# Cyber Cafe



# Arts and Writing Program





# Congregate Meal Program



# Lobby and Adjacent WellMed Clinic





# Co-Management

- WellMed Responsibilities
  - Fitness
  - Recreation
  - Health Education and Screenings
  - Benefits Counseling
- City Responsibilities
  - Nutrition Program
  - Transportation Program
  - Social Services

# WIN-WIN

- **50/50 Partnership**
- Both organizations only pay \$400,000/year each
- Signed up 3,000 new seniors in 6 months, now have over 5,200
- Largest nutrition site in the city
  - 250-275 meals/day and 2-3 seatings
  - Choices between entrees
  - Food Bank distribution site

# Cutting the Ribbon in Austin



# Opening Day in Austin



## Austin Community Partners

AARP: 2 Senior Community Service Employees

Golden Outlook: Medicare 101 Education Series, Bingo

Area Agency on Aging of the Capital Area:

- Satellite office with 1 FTE
- Stress-busting Program for Caregivers
- Matter of Balance Falls Prevention

American Heart Association: Healthy Cooking demonstrations

City of Austin Parks & Rec:  
Line Dancing & Computer classes

Texas Agri-Life Extension: nutrition and other classes

Austin Groups for the Elderly:  
Caregiver University classes

Aging Services Council: monthly meeting of all aging services providers

Bella Beauty College: Haircuts

UnitedHealthcare: Tai Chi

Texas Department of Aging & Disability Services: Age Well, Live Well Program

Austin Community College:  
Certification Program for Senior Fitness Instructors

# Austin Senior Center Nutrition Program

- There isn't one (or wasn't)
- Put in small refrigerator for participants to bring in their own lunches
- We are the largest purveyor of peanut butter sandwiches west of the Mississippi
- If you don't build it – they will come

# Senior Centers (6)

- San Antonio
  - Elvira Cisneros Center
    - Opened April 2009 - 5,000 members (2<sup>nd</sup> largest nutrition site)
  - Alicia Trevino Lopez Center
    - Opened July 2011 - 5,200 members (Largest nutrition site)
    - 50/50 partnership with City of San Antonio
- Austin Senior Center
  - Opened May 2012 - 415 members (participant inspired nutrition)
  - WCF: building and fitness, Community provides programs
- Harlingen Senior Center
  - Opened February 2012 - 548 members (no nutrition site)
  - Area Agency on Aging partnership
- McAllen Senior Center
  - Opened July 2013, 80 members (to be determined)

# Re-imagine

- Senior Centers
- Nutrition Sites/programs
- Partners
- Funding
- Seniors



# Honoré de Balzac

- French Philosopher
- 1799 – 1850
- Author of *Le Père Goriot*

*“The exterior  
influences the  
interior.”*





# Types of Public/Private Partnerships

- Health Care
  - Medical groups
  - Hospitals
  - Insurance
- City/County/State Government
- Public/private foundations
- Corporate partners or sponsors
- AAA's
- Local Non-profits

# What Partners Might Want

- Exclusivity
- Space
- Shared expenses
- Grant partnership
- In-kind support
- Programming and content

# Reimagine Everything: City of Schertz



# NIH Grant

- Being awarded this year
- University of Texas Health Science Center to conduct 2 year study
- WellMed patients with diabetes who use senior center and those who don't
- Unique: we own both the senior center data and the patient medical record
- **Goal: Hard data on senior center benefits**

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## Fundraising Ideas

**Banks:** Approach local banks and ask for donations to fund activities at your site/senior center; it is generally easier to obtain such donations from **small** as opposed to major banks.

**Local Philanthropic Organizations:** Approach the following to ask if part of their mission is charitable work; if so, ask if they would include your site/senior center as a beneficiary of an upcoming fundraising project. Women's Clubs

- Rotary Clubs
- Elks Clubs
- Lions Clubs
- Business & Professional Associations
- Other

**In – Kind Donations:** - Approach entities such as the following to obtain prizes, decorations, etc. to enhance your events:

- Walmart/K Mart
- Party Specialty Stores
- Local florists
- Funeral Homes will often donate leftover flowers which you can use to create new floral arrangements
- Beauty Salons may donate gift certificates to their salons
- Food Stores – donations of food store gift cards as prizes

**Donation Request Letters** – Prepare letters for each site/senior center that staff can use to approach various entities for support (See Sample) (Somerset)

**Birthday Club** - When clients' family members offer to host a birthday cake/party at a center, ask instead if they would be willing to make a donation of a needed item for the center to enjoy; or obtain caregiver (Emergency Contact) information (esp. email addresses) when clients register at the site/center; build a database and use for future mailings requesting donations

**“Chair –a Tea”** – If, as part of your image improvement, you need to purchase chairs for your center and need to raise funds, host a “Chair – a - Tea” (tea party in which donors pay for (or contribute toward) a “chair” as their entrance fee. (Somerset)

**Site Council Fundraising** - Create site councils; since they are not “government entities” they have less restrictions on the types of fundraising they can do (i.e., games of chance/raffles, etc.)

**Gently Used Clothing Boutique** - Space permitting, create a “boutique” of gently used clothing, by approaching a local consignment shop and asking if they will donate any unsold items to your senior center. Sell items to clients to raise funds for the center. Note: By obtaining clothing from a consignment shop, it avoids the chance of obtaining unusable, dirty clothing from general public contributions.

**Raffle:** Do any of your board members have connections? Hunterdon County raffled off airline tickets

**Wine Tasting Parties-** Win –Win contact local wineries, they get exposure and sell some of their products and you get donations.

## Marketing Ideas

(Note: Please refer to “Fundraising Ideas” for the items below that have associated costs.)

### Improve Image of the Program/Site/Senior Center

Diversify Menus to offer choices including a mix of traditional foods and more youthful oriented menu items (i.e., salads, wraps, etc.) (Essex)

Offer a variety of new activities (exercise & wellness, current events, cultural discussions, Lunch & Movies, Lunch & Learn events, Wii games, art classes, baking or gourmet cooking classes, etc.) (All members)

Liven up the space with more homey furniture

Consider changing the name of your facility; in Australia, they refer to their senior centers as “Autumn Clubs”

Consider changing the name of the lunch program to something more upbeat “The Café”

Offer Bus Trips (for a fee) with a (Title III) Boxed Lunch to help draw in younger seniors.

### Use Technology to Market Centers and Special Events

Develop a Facebook page with information about your facilities

Use the outgoing voice message on your facility’s phone to promote upcoming special events (i.e., You have reached the ABC Senior Center located at 123 First Avenue.....Don’t miss Tuesday’s Mardi Gras party and Thursday’s Fun & Fitness Class..... (Somerset)

Generate a list of clients who have come to the center infrequently. This can be done through SAMS or other data bases.

Personally call clients to inform them of upcoming special events; invite/encourage their participation

Recruit volunteers (perhaps those who worked in Sales/Marketing) to place the calls; if using less trained volunteers, develop a “script” to help guide the conversation (See sample) (Somerset)

Create a Video/YouTube about your program that includes personal testimony from your clients; if possible, the video can be played in various doctors’ offices waiting rooms; will need financial support to create a video – perhaps from local corporations, pharmaceutical companies, etc. (Somerset)

Create a PowerPoint presentation that can be used for community presentations; it should include personal testimony from your clients; this can be played at health or community fairs, in waiting rooms, etc. (Somerset)

Explore online media publications who will post information about your sites/centers and their special events or will cover special events; often they include a scrapbook of photos from your special event and/or even a video clip. (Somerset)

Call various entities to request that you each establish links to each others’ websites to increase the number of places people can search to find information about sites/centers and their calendar of events; (i.e., websites for county/municipalities/special interest clubs, etc.)

### Community Networking

Identify staff who can search for Key Community Leaders who interact with senior citizens on a regular basis. Call to introduce

the program and request permission to add them to an email distribution list for ongoing updates on special events/monthly calendars of events. (Somerset)

**Possible Community Leaders to Contact:**

- **Faith Based Organizations** (Social Concerns Committees, Eucharistic Ministers (who visit homes of homebound and can promote center to those who will likely recuperate), temples, synagogues, Parish Nurses (reach out to needy in the congregation)
- **Funeral Parlor Directors:** can provide info about sites/centers as part of their routine bereavement counseling (Somerset)
- **Bereavement Support groups:** provide info about your sites/centers with Bereavement Group Leaders who can share this info with attendees as a resource for socialization and healing (Somerset)
- **Local Pharmacists (including those in major food stores)** – can distribute your fliers/program brochures to customers; this is especially good to do during flu clinics (Somerset)
- **Food Banks** - provide your fliers/program brochures or create a large poster that can be displayed at the food bank promoting your program
- **Recreation Dept.** – Many offer classes for senior citizens and may be willing to work on cooperative ventures that help promote both entities; for example senior exercise classes conducted by Recreation Dept. instructors can be done at your site. This will familiarize new people to your location and service. (Somerset)
- **Township (mailed) Newsletters** can list info about sites/centers (Somerset)
- **Libraries/book stores**
  - Create **bookmarks** that promote your facilities and/or special events; ask librarians to distribute them at the check out
  - Email or hand deliver your **monthly calendars** to be posted on their community bulletin boards (many senior citizens use the library on a daily basis)
  - Check if the library has an **Internet-based catalogue of community resources** – list information/mission about your sites/centers (Somerset)
- **Medical Discharge Planners** – distribute info about sites/centers so they can add this info to their discharge planning recommendations (Somerset)
- **Food Stamp Office** – provide brochures that can be distributed when clients sign up for food stamps
- **Farmer’s Market Fairs/Voucher Distribution points:** provide brochures that can be distributed when clients apply for Farmer’s Market vouchers
- **Real Estate agents/organizations** – provide info about your sites/centers that realtors can use as a selling point for moving to a particular town
- **Municipal Social Workers/Senior Housing apartments** (Somerset)
- **Affordable Housing offices** (Somerset)
- **Doctor, Eye Doctor, Dentist, Specialty Physicians:** Create brochures/fliers to promote sites/center and leave at front desk or in waiting room (Somerset)

- **Piggy Back Mailing - Check** if local tax office will allow you to insert a flier about your program with the tax mailing; often if your flier is only one page, it may not increase the postage for the tax office's mailing and is a way for people to connect their taxes with local services; the local tax office may be able to limit the mailing to seniors participating on the tax freeze program so you really target the seniors we need. (Somerset)
- **Contact Corporate Human Resource Depts.** Request permission to insert information about your site/centers including volunteer opportunities in their employee retirement packages; provide the fliers/brochures; people may start as volunteers and eventually become active participants at your centers (Somerset)
- **Plan a Resource Fair** – Invite Key Community Leaders to attend so they can learn about your service (invite clergy, funeral home directors, realtors, etc.) (Essex)

### Special Events that May Draw in New Members

Note: When designing invitations for any special events, you can try putting more emphasis on the event and less on the lunch unless it is a food – oriented event.

- **Pizza Day**
- **Bridge (or) Mahjong & Lunch Day** (Monmouth)
- **Bring Your Children to the Center Day** (Chances are an 85 year old client has a 60 year old child; by bringing both together, it exposes the younger senior to the center for future use)
- **Visiting Chef Events - to do food demos** (use chefs from local restaurants, VoTech, your caterer, etc.) (Somerset)

### Ideas for Special Menu Days with Visiting Chefs:

- Soup & Salad to Order Day - Chef tosses salads with a variety of ingredients that each client chooses); serve with choice of soup
- Panini Day – Chef demonstrates how to create a Panini and then offers 2 different choices as part of the lunch.
- Wok & Roll Day – Chef demonstrates wok cookery and meal is served for lunch
- Blueberry or Strawberry Festival – Chef cooks pancakes on site for a Pancake Brunch that features fresh blueberries/strawberries
- Omelet to Order Day – Chef cooks omelets with a variety of ingredients that each client chooses (Somerset)

### Incentive Events

#### Bring a Friend Day with Prizes

**Prize Drawings:** Plan special promotions in which a ticket is added to a drawing each time a client attends the center for an end-of-month prize drawing; the more often the client attends, the better the chance of winning

**Food Store Partnership/Incentive Project:** Create a partnership with a local food store for the following initiative. Create a game card (i.e., Bingo card – See Sample). The food store can announce over its loud speaker that people (age 60+) will receive the Game Card at the checkout (automatically to all regardless of age, so no one is embarrassed). Directions would specify that people age 60+ would need to participate at their local senior center 3 times to be eligible for the reward. (Senior Center/site staff would mark the game card each time the person participated). After 3 visits, the person would bring the game card back to the food store for some sort of discount or special coupon or other incentive that you will have negotiated ahead of time. If a Bingo

