

2010

National Association of
Area Agencies on Aging

n4a

Aging Innovations and Achievement Awards

**Recognizing
innovative
programs and
practices of
Area Agencies
on Aging
and Title VI
Native American
aging programs**

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Acknowledgment

The National Association of Area Agencies on Aging (n4a) is grateful to Critical Signal your Link to Life (CST-LTL) for its ongoing sponsorship of the n4a *Aging Innovations and Achievement Awards*. For the sixth year, this awards program provides n4a an opportunity to honor and showcase the outstanding program initiatives of Area Agencies on Aging (AAAs) and Title VI Native American aging programs across the country that play such a vital role in serving older adults and their caregivers.

“It is a privilege for CST your Link to Life to sponsor the n4a’s Aging Innovations and Achievement Awards again this year. Through our partnership with n4a and the Area Agencies on Aging, it is an honor to recognize those who develop and implement creative programs to better assist our older adults. Each year, I am impressed by your ingenuity, touched by your unwavering commitment to excellence and amazed by your eagerness to openly share your ideas with your peers. On behalf of myself and CST your Link to Life, thank you for your contributions to improve the care we provide to those most in need.”

Jeffery S. Prough, CEO, CST-LTL

n4a’s primary mission is to build the capacity of its members to help older adults and persons with disabilities live with dignity and choices in their homes and communities for as long as possible.

The nation’s 629 AAAs and 246 Title VI Native American aging programs are the part of the Aging Network that responds to the needs of more than eight million Americans ages 60+ and their family caregivers. They provide vital local programs such as home-delivered meals, home health care, senior center services, transportation and caregiver respite support. By providing options that allow older adults to choose the home and community-based services and living arrangements that suit them best, AAAs and Title VI programs make it possible for older adults to remain in their homes and communities as long as possible.

CST-LTL is a provider of Personal Emergency Response Systems and simple to use TeleHealth solutions. Offering innovative and cost-effective technology-based products combined with professional services enables CST-LTL to respond to the health care solutions that all individuals need to live independently. Visit www.criticalsignaltechnologies.com.

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Introduction

The n4a *Aging Innovations and Achievement Awards Program* recognizes Area Agencies on Aging (AAAs) and Title VI Native American aging programs that are innovative and reflect sound management practices. These programs exemplify creative strategies that the Aging Network can emulate to serve older adults, persons with disabilities and caregivers in communities across the country.

n4a and Critical Signal your Link to Life (CST-LTL) announced award winners on July 20, 2010, at the n4a Annual Conference and Tradeshow in St. Louis, MO. This year, 45 programs received *Aging Achievement Awards* with a certificate of recognition. Of these winners, nine (9) were honored with engraved *Aging Innovations Awards* and shared their award-winning programs with peers at the *Aging Innovations Showcase*. In addition, the three programs that scored the highest in the review process received monetary awards. Jeffrey Prough, President and CEO of CST-LTL and sponsor of the awards program, presented the following monetary awards:

- \$2,500 to the Los Angeles Department of Aging (Los Angeles, CA) for the **City of Los Angeles Senior Art Exhibit**, a partnership that features the artwork of senior amateur artists;
- \$1,500 to the Carroll County Bureau of Aging (Westminster, MD) for **Retirement Options for Persons with Disabilities**, a partnership that involves therapeutic art techniques in educating younger adults with developmental disabilities about retirement programs provided by senior centers; and
- \$1,000 to the Aging & Independence Services (San Diego, CA) for the **Workforce Academy for Youth (WAY)**, an intergenerational program that utilizes the strengths of older volunteers as Life Skills Coaches in mentoring youth ages 17-21 who 'age out' of the foster care system.

This year, the awards program also presented a *Leadership as Innovators in Aging Programs Award*, which honors one agency that cultivates a creative and flexible atmosphere to foster groundbreaking programs. **Aging & Independence Services of San Diego, CA** received this award as the winner of two *Achievement Awards*, two *Innovations Awards* and a monetary award.

The burgeoning aging population increases the demand for aging services and strains resources. AAAs and Title VI Native aging programs are the trusted resources for assistance to older adults and caregivers in their communities. They are the lifeline providing critical resources that help older adults remain in their homes and active, contributing members of their communities for as long as possible. The cutting-edge programs highlighted in this booklet are models for others who are looking for new ways to serve seniors, stretch their funding and resources, and work in coalitions with local partners.

All n4a member AAAs and Title VI programs are eligible to submit award applications. To qualify for an award, programs must be operational for at least one year, receive minimal assistance from outside experts and, most critically, demonstrate innovative approaches in either offering new services or improving existing services. Award criteria include demonstration of measurable results, such as cost savings, improved client service and enhanced staff productivity.

- The *Aging Innovations Awards* honor the most innovative programs nominated, with this year's recipient programs representing groundbreaking initiatives in the categories of Caregiving, Healthy Aging, Home & Community-Based Services, Intergenerational Programs, Nutrition and "You Name It!"
- The *Aging Achievement Awards* highlight programs in an array of key service categories including Caregiving, Community Planning/Livable Communities, Elder Abuse Prevention, Healthy Aging, Home & Community-Based Services, Information and Referral, Nutrition, Technology, Transportation and "You Name It!"

In addition to this booklet, highlights of all *Aging Innovations Award* recipients are available in the n4a members-only Best Practices Clearinghouse at www.n4a.org/members/best-practices.

We hope that the programs and practices shared in this publication will inspire the staff and governing bodies of more AAAs and Title VI aging programs across the country to develop their own innovative approaches to serving older adults and their caregivers.



Lynn Kellogg
n4a President, 2008-2010



Sandy Markwood
n4a CEO

2010

n4a

Aging

Innovations

Award

Winners

AWARD CATEGORY:
Caregiving

Livable Communities Caregivers Coaching
Westchester County Department of Senior Programs and Services

In Westchester, 33,000 caregivers are caring for loved ones aged 60 and older. An important need for them is help finding information, navigating unwieldy health and social service systems, and making informed decisions for their loved ones, themselves and their families.

The Livable Communities Caregivers Coaching Program responds to this need. The program is a resourceful partnership that trains knowledgeable and empathetic volunteers to provide support to caregivers. A curriculum and Caregiver Coach Resource Guide, developed by the Department of Senior Programs and Services and Fordham's Ravazzin Center on Aging, are the resources professionals use to train coaches.



AAA Research Analyst Colette Phipps share information about the program at the Aging Innovations Awards Showcase.

Coaches-in-training take classes once a week for three consecutive weeks for a total of 12 hours. The training follows a carefully-developed curriculum led by nurses, social workers and geriatric care managers. The volunteers learn coaching techniques and receive the Resource Guide containing local and national contacts for aging and caregiver assistance. After training, participants attend monthly Caregiver Coach Conversations to discuss specific issues, experiences, ideas and concerns. Coaches make a one-year commitment to the program, providing invaluable support to caregivers, often via telephone. The amount of time each coach devotes to a family caregiver varies depending on their needs and situations.

BUDGET: The professional trainers volunteer their time to the program. Classes are held at nonprofit sites throughout Westchester at no cost. The only cost is \$15,000 for curriculum development and program evaluation.

ACCOMPLISHMENTS: The partnership successfully formed an L3C advisory council comprised of experts in the field of aging and caregiving, and an L3C faculty of professional volunteer trainers for potential coaches. The program offers quarterly classes, which average 12 to 15 participants. Nearly 75 coaches have been matched with informal caregivers. Volunteer coaches are making a significant contribution to ease the lives of family caregivers—expanding the self-efficacy of caregivers and decreasing the incidents of premature institutionalization of older adults.

“Volunteers are in the vanguard of a pioneering concept while they are also enhancing their own quality of life.”

*— Colette Phipps
Research Analyst
Westchester County Department of
Senior Programs and Services*

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TEAM SAN DIEGO

Aging & Independence Services

“Improving chronic care management is a way to improve the delivery of health care in San Diego while reducing the rapid rise of health care costs.”

— Brenda Schmitthenner,
Aging Program Administrator
Aging & Independence Services

TEAM SAN DIEGO is improving access and delivery of coordinated health and social service programs for older adults and disabled persons with chronic illness by creating “virtual” care teams. This innovative community health initiative is a collaboration between San Diego County Aging & Independence Services, George Mason University and the University of California San Diego Extension. The program engages physicians, their office staff, and community-based health and social service providers in a targeted training program to better coordinate health and social service programs for individuals with complex needs. Multiple providers who often rely on electronic communications learn to work together to coordinate care.

TEAM SAN DIEGO is a blended training that consists of eight online modules and one half-day in-class session. The curriculum includes information about how to locate available resources, techniques and tools to empower consumers, and the need for coordinating care across settings and providers through a virtual team approach. Each module is a self-contained slide presentation by a different local expert on the subject presented. Students work at their own pace to complete each one-hour module, then attend the in-class training to reinforce and practice the lessons learned. The class training activates virtual care teams. By coordinating communication, patient education and record-keeping, providers act as a multidisciplinary team without having to be co-located.

BUDGET: Two-year grants from the California Endowment and the Alliance Healthcare Foundation fund TEAM SAN DIEGO. The total program cost of \$783,888 includes personnel (\$213,674), non-personnel and indirect charges (\$66,591), in-kind contributions (\$251,013), subcontractors and consultants fees (\$224,610), and technology (\$28,000).

ACCOMPLISHMENTS: To date, trainees include 121 health and social service providers, and the program’s vision has been presented to 211 local physicians. Of 92 students who completed the class evaluation, 95 percent agreed that course materials were useful, 89 percent found the course relevant to their jobs, and all but one student responded that they would recommend the instructors and training to others. The TEAM SAN DIEGO model and training were adopted by San Diego’s Geriatric Education Consortium for inclusion in medical, pharmacy, nursing, social work and geriatric classes at the University of California San Diego Medical School and San Diego State University.

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AWARD CATEGORY:
Home & Community-
Based Care

“This program helps people maximize what they can do for themselves, rather than becoming dependent on others for supportive services.”

— Charles A. Smith, Ph.D.
Evaluation & Planning
Montgomery County Health and
Human Services

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Better Living at Home
Montgomery County Area Agency on Aging

Better Living at Home is an innovative, cost-effective approach to serving older adults who desire to “age in place.” The program utilizes occupational therapists to conduct community-based assessments of older adults who are at risk of out-of-home placements due to functional impairments. The therapists collaborate with social work case managers and community health nurses in conducting a detailed assessment of the individual’s person-environmental fit and makes recommendations about how to maximize “fit” so that the individual (and family caregivers) can achieve maximum independence through their own resources and efforts. Where necessary and appropriate, Better Living at Home provides training and modifications, and procures and installs assistive technology to maximize independence. The occupational therapists typically conduct two to four follow-up visits after the initial assessment to determine if the environmental intervention is effective and if not, to modify it to meet the unique needs and circumstances of the individual.

BUDGET: Preliminary data suggests that the Better Living at Home program costs less than \$1,000 per client, including personal and operating expenditures. The major cost is staff, which is approximately 70 percent of total program expenditures. The remaining costs are for assistive technologies and installation.

ACCOMPLISHMENTS: The Montgomery County Area Agency on Aging, in partnership with the University of Maryland, Baltimore County, is evaluating the Better Living at Home program using a phased-delay randomized-control experimental design and validated assessment instruments. Preliminary results indicate that the program helped to reduce recommended hours of personal care service by 48 and to increase functional independence and safety (measured by the SAFER index) relative to the control group. In terms of cost-effectiveness, the program has generated an average program savings of over \$7,000 for each \$1,000 spent by the intervention. The AAA has training materials to share with interested agencies and, if needed, can arrange for on-site orientation and training of program staff.

AWARD CATEGORY:
Home & Community-
Based Care

“This is the first time we have seen anything like this that shows services to potential clients so they can have a better understanding of the resources available to them.”

— Linda J. Levin
Executive Director
ElderSource, Area Agency on Aging
for Northeast Florida

Virtual Tour of Services DVD

ElderSource, Area Agency on Aging for Northeast Florida

The Virtual Tour of Services DVD produced by ElderSource is breaking down barriers for elders and caregivers who have low literacy and difficulty understanding written brochures and techno-lingo. By providing a Virtual Tour of Services DVD—including senior center activities, in-home services, transportation, caregiver support and legal assistance—the agency increases the comfort level and understanding of its services for both staff and consumers.

ElderSource received grant funding from the Community Foundation of Northeast Florida to create the virtual tour of services. Working with a local production company, the agency demonstrates and explains the various services. A former State Representative and current board member narrates the DVD. Staff members use the DVD during outreach events, when working with clients and caregivers, and as part of new employee training. The DVD also is available on the agency’s website at www.myeldersource.org/tourofservices.shtml.

BUDGET: The \$20,000 grant from the Community Foundation of Northeast Florida funded production and replication of the video and DVD. Future costs are only the replication of the DVD, which is relatively low.

ACCOMPLISHMENTS: ElderSource administered a baseline services quiz before and after the DVD presentation to elders and caregivers. Providers and new ElderSource staff seeing the DVD as part of their orientation training were also administered the pre and post quizzes. After seeing the DVD, 92 percent of the viewers reported having a better understanding of available services, 90 percent reported they felt more comfortable using the services and 92 percent reported they better understand how to access the services.

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**AWARD CATEGORY:
Intergenerational Programs**

Workforce Academy for Youth

Aging & Independence Services

(\$1,000 Monetary Award Winner)

“This unique program provides positive outcomes for emancipating foster youth, older adult mentors, and the community.”

*— Diane CB Hunter
Intergenerational Coordinator
Aging & Independence Services*

Workforce Academy for Youth (WAY) is a groundbreaking intergenerational program that utilizes the strengths of older volunteers as Life Skills Coaches in mentoring youth ages 17-21 who ‘age out’ of the foster care system. The County of San Diego implemented WAY in September 2006 to provide workforce experience to youth transitioning from the foster care system to self-sufficiency. The mission is to give foster youth the opportunity to learn and gain work experience to prepare for a county position or equivalent job, and/or to encourage them to continue their education. WAY unites older adults with youth to support the acquisition of work and life skills in a six-month paid internship program that provides employment, training and mentorship.

BUDGET: Costs depend on the number of participants in each session. Annual costs for 20 youth and 20 Life Skill Coaches include: salaries/benefits for interns at \$150,000; stipends for Life Skills Coaches at \$30,000; one part-time project manager at \$25,000; and miscellaneous expenses at \$5,000. Total expenses equal \$210,000.

ACCOMPLISHMENTS: The Workforce Academy for Youth program has numerous positive impacts. Senior citizens participating as Life Skill Coaches are touching the lives of the youth in very personalized ways. County worksites contribute job coaches who take an interest in promoting the success of the youth in the program. After six sessions, the graduation rate is 89 percent. Of those who graduated, 89 percent were hired to continue working in County departments after graduation and 26 percent of those who were not previously enrolled in school registered for college.

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COUNTY OF SAN DIEGO



HHSA
HEALTH AND HUMAN SERVICES AGENCY

Aging & Independence Services

Elderly Nutrition Food Box Program **Hawkeye Valley Area Agency on Aging**

“The Elderly Nutrition Food Box enables older adults to use their dollars for other things and not worry about having food.”

— Sally Myers
Associate Director, Program Services
Hawkeye Valley Area Agency on Aging

A partnership between Hawkeye Valley Area Agency on Aging and the Northeast Iowa Food Bank is providing older residents in rural areas with a nutritious fifteen-meal food box once a month. The Elderly Nutrition Food Box addresses the need of elders on a fixed income who struggle to choose between food and medications or other bills each month. The program targets those at risk of malnutrition and who may have transportation difficulties.



(Center) Janet Buls, Livable Communities and Advocacy Coordinator, accepts the program award from CST-LTL CEO Jeffery Prough and n4a President Lynn Kellogg.

Each month all Hawkeye Valley older adults in the home-delivered meals program received a fifteen-meal food box. The food bank orders the food and arranges for volunteers to pack the boxes. The food bank delivers the meal boxes to senior centers who in turn find volunteers to distribute them to the home-delivered meal participants. In January 2008, Hawkeye Valley AAA began offering a two-meal weekend bag to congregate meal participants to use when meals are not provided. The meals boxes include non-perishable foods, baked goods and fresh produce when available, and address food insecurity and additional health problems among older adults.

BUDGET: The Northeast Iowa Food Bank orders food through a \$20,000 grant from United Way. The food bank also has fundraisers with proceeds going toward the purchase of food for this program. Hawkeye Valley AAA offers to reimburse volunteers' mileage at 45 cents a mile. Many do not request it but for those who do, the cost totals approximately \$300 a year.

ACCOMPLISHMENTS: The Elderly Nutrition Food Box enables older adults to use their dollars for other things and not worry about having food. Because boxes are delivered in the late afternoon, Hawkeye Valley AAA has been able to tap into a whole new group of volunteers to deliver them—including youth church groups, Boy Scouts, Girl Scouts, 4-H members, parents and their children, service organizations, and home-delivered meal volunteers.

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MarketRide New York City Department for the Aging

“While the city is encouraging supermarkets to locate in low-income neighborhoods, Market Ride meets the interim need by giving seniors in these neighborhoods access to healthful food.”

— Christopher Miller
Director of Public Affairs
New York City Department
for the Aging

The New York City Department for the Aging’s (DFTA) MarketRide program uses school buses during the hours when they are idle to shuttle seniors to supermarkets and other venues. Seniors living in low-income neighborhoods often rely on convenience stores that do not offer a variety of fresh produce or healthy options. Many seniors have mobility problems that prohibit walking or taking public transportation. MarketRide addresses these issues as one of New York City’s initiatives for an “Age-friendly NYC” aimed at making the city more livable for its aging population.

For many years, an arrangement between the DFTA and the Department of Education (DOE) provided thousands of seniors with school bus trips to museums, parks and other public places. In September 2008, DFTA began working with a group of senior centers in one borough on a 12-month pilot expansion of the school bus program to focus on food shopping trips. Named “MarketRide” to highlight its purpose, the program expanded to all boroughs in October, 2009. DFTA coordinates the program. Senior centers schedule trips by calling the agency’s coordinator, who makes arrangements with DOE. Buses depart from the centers in the mornings and return just before lunchtime.

BUDGET: There are no direct costs for the program. New York City’s contract for school buses covers driver salaries (drivers are paid for “down time”) and fuel costs.

ACCOMPLISHMENTS: Since October 2009, the DFTA has scheduled 72 food-related school bus trips for senior centers, about 20 percent of total school bus trips scheduled. Several reporters attended the formal launch of the citywide program in and interviewed seniors participating in a MarketRide that day. The seniors said: “This is fun! It’s like a little outing!”... “When you’re older, it’s hard to get around to a good market, especially if you don’t have a car”... “The program takes us to better markets than we have in our own neighborhood.”

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AWARD CATEGORY:
You Name It

“Senior artists appreciate sharing their work with a broad public audience.”

— *Laura Trejo, General Manager
Los Angeles Department of Aging*

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City of Los Angeles Senior Art Exhibit

Los Angeles Department of Aging
(\$2,500 Monetary Award Winner)

The Los Angeles Department of Aging developed a partnership with the Los Angeles City Department of Cultural Affairs that manages the City’s galleries, and the University of Southern California School of Fine Arts to create an annual Citywide Senior Art Exhibit. Held at the Bridge Gallery in the Los Angeles City Hall, the exhibit celebrates Older Americans Month. The event, starting with 40 artists in 2004 and growing to 80 in 2010, features art works by senior amateur artists who present various mediums, including painting, photography, poetry, fabric arts and jewelry. The citywide showing attracts more than 10,000 people annually, many of whom contact the Department of Aging with positive feedback.



General Manager Laura Trejo and Community Program Assistant II Helen Davis participate in the Aging Innovations Awards Showcase.

BUDGET: The primary costs of the Senior Art Exhibit are production, volume and quantity of print materials, which include a postcard, poster and catalog. In 2010, the total out-of-pocket cost was \$6,000. A lead AAA staff person coordinates the solicitation of art pieces from senior center arts programs, helps to prepare the print materials and works with the exhibit location staff to ensure the art is properly displayed.

ACCOMPLISHMENTS: Through the Los Angeles Senior Art Exhibit more than 300 senior amateur artists have seen their work exhibited and about five percent sell their work as a result. In 2007, the exhibit’s catalog won recognition from the International Publishing Association for excellence in catalog publications. The program’s success inspired a local private partner to donate prize money and select an artist for recognition during this year’s exhibition. Donated artwork by several of the senior artists decorates the AAA’s office.

AWARD CATEGORY:
You Name It

“The Art Collaborative is a therapeutic art format used to educate adults with developmental disabilities about retirement and to create links between local Developmental Disabilities Agencies and the Bureau of Aging.”

— Charlene Fischer
Senior Inclusion Program
Coordinator
Carroll County Bureau of Aging

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Retirement Options for Persons with Disabilities

Carroll County Bureau of Aging
(\$1,500 Monetary Award Winner)

The Carroll County Bureau of Aging’s Senior Inclusion Program (SIP), which provides retirement services for 12 older adults with developmental disabilities in a senior center setting, formed a unique partnership with the Carroll County Arts Council and the ARC of Carroll County. The partners created an Art Collaborative that encourages dialogue between local service providers and educates younger adults with developmental disabilities about retirement programs provided by senior centers.

This year, the Art Collaborative involved twenty artists, ages 40–75, to create a mural. The carefully conceived design allowed participants to experience a variety of therapeutic art techniques rich in tactile and auditory stimulation. When the mural was completed, many participants who were unaware of the retirement programs continued to visit the senior center.

SIP, established in 1979, is the frontrunner in providing retirement services for older adults with developmental disabilities. The program is an integral component within the Carroll County Bureau of Aging and located within the Westminster Senior and Community Center. SIP was the first program of its kind to receive funding from the Developmental Disabilities Administration in Maryland as well as the country.

BUDGET: Program costs are minimal as supplies for the mural project—all paints, paper, tissue paper, etc.—were already available on hand. Cost for lunch at \$3.35 per person totaled \$67.00.

ACCOMPLISHMENTS: The program helps younger adults with developmental disabilities develop a basic understanding of retirement options and services available through the senior center. It also provides an opportunity for all participants to engage in an art program appropriate to their abilities, and increases the number of participants who will enter SIP.



(2nd left) Aging Program Administrator Brenda Schmitthenner accepts the \$1,500 monetary award from CST-LTL CEO Jeffery Prough, U.S. Assistant Secretary on Aging Kathy Greenlee and n4a President Lynn Kellogg.

2010

n4a

Aging

Achievement

Award

Winners

Caregiving

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Caregiver Resource Zone WACOG Area Agency on Aging

The Caregiver Resource Zone supports family caregivers in a cost-effective and innovative way. The program uses technology, programming and networking within other agencies to expand access to caregiver information and services. Caregiver Resource Zones in locations such as public libraries, a senior nutrition center, community colleges, hospitals and the town hall enable the AAA to reach and assist more caregivers in places that they frequent.

BUDGET: Carryover dollars, one-time grant money and older retired computers help to put together Caregiver Resource Zones. Each location includes a computer, printer and resource materials. Setup per site requires only staff time. Travel, space, desks and chairs, Kiosk and resource materials range from zero to \$1,500 per site.

ACCOMPLISHMENTS: Seven Caregiver Resource Zones are now in three counties. Both the AAA and local partners track hits and maintain the sites

Caregiving

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Caregiver Solutions Southeast Missouri Area Agency Aging

The Caregiver Solutions program is an economical approach to reach caregivers at local libraries. AAA board members and community organizations participate in fundraising and advocacy to supply new books on caregiving topics to 11 local libraries. Caregivers can access information conveniently in a familiar, supportive environment. To promote the program and the library as a caregiver resource, AAA board members and staff host Library Information Days across the region during National Family Caregivers Month and several times a year.

BUDGET: This year, four of the 11 libraries did not receive donations or have an advocate to provide books. Through the Family Caregiver Program, these libraries received a "Caring for Your Parents" DVD at \$10 each and a book, "Family Caregivers Guide," at \$7 each, for a total cost of \$68.

ACCOMPLISHMENTS: Libraries received 78 new books on caregiving. Information days, held in 11 communities, reached 142 people. Local news articles promoted the events. Unintended outcomes include finding caregivers interested in support groups and an off-shoot program called "We Deliver Services," in which a library teamed up with home-delivered meals programs to deliver books to the homebound.

Caregiving

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Yoga for Caregivers DVD Aging & Independence Services

To help caregivers relieve stress, Aging & Independence Services produced the Yoga for Caregivers series. The five-part videotape of low-impact yoga routines includes chair exercises that caregivers can do at home. It is available on DVD and on the Internet at www.caregiveryoga.org. Yoga for Caregivers includes evaluation forms and links to health information about the benefits of yoga in lowering blood pressure and improving concentration, sleep and digestion.

BUDGET: Yoga for Caregivers was developed with funding from the Older Americans Act, Title III-E. The Yoga exercises, professionally videotaped, cost approximately \$26,000. Reproduction cost \$1.64 per DVD for 5,700 copies, and the cover design was \$480. Total: \$35,828.

ACCOMPLISHMENTS: Aging & Independence Services distributed 90 percent of the videos in the first 16 months of availability through health fairs, website, phone orders and collaborative partnerships. Website visitors viewed the video 79 times. The National Association of Telecommunications Officers and Advisors' California-Nevada chapter recognized the series for production excellence in 2009.

Community Planning/ Livable Communities

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Livable Communities Walkability Audit Westchester County Department of Senior Programs and Services

The AAA, in collaboration with AARP New York and nine regional Livable Community Connections (LCCs), is helping to create pedestrian-friendly communities. In 2008, 100 volunteers conducted surveys of 12 major intersections for pedestrian safety and senior mobility to identify strengths and weaknesses that affect easy and safe use for persons of all ages. Through a series of education forums, the AAA shared the audit results with the LCCs, local planning and zoning boards and elected officials as a catalyst to help create pedestrian-friendly communities.

BUDGET: The program cost was \$1,330—including \$500 for T-shirts, \$100 for disposable digital cameras, \$700 for videotaping and \$30 for bottled water. In-kind donations included clip boards, paper, pens and pencils.

ACCOMPLISHMENTS: Though it takes time to affect change in the various levels of government, a major outcome was greater awareness about the impediments that seniors face as pedestrians and what is needed for safe crossings. The walkability audit was successful and will take place again in 2010.

New Planning Principles to Create New Communities Atlanta Regional Commission, Area Agency on Aging

The Atlanta Regional Commission AAA brought together national and regional professionals, residents, planners and developers to participate in a process called the Lifelong Communities Charette. This initiative identified seven principles for good community design: connectivity, pedestrian access and transit, neighborhood retail and services, social interaction, diversity of housing type, healthy living and consideration for existing residents. These principles now form the basis for integrating the needs of older adults into all aspects of planning, maximizing community involvement and working across all sectors and levels of government.

BUDGET: Two full-time program staff are supported by a grant through the Atlanta Regional Commission. Annual program cost is \$250,000—including meeting expenses, travel and materials.

ACCOMPLISHMENTS: The Lifelong Communities Initiative incorporates the following planning tools: a Vision Framework, the Seven Design Principles, an Evaluation Tool, Five Community Master Plans and a Final Design Guidebook. These tools help local leaders develop communities that provide housing and transportation options, encourage healthy lifestyles and expand access to services.

The State of Aging and Health Among Older Latinos Los Angeles Department of Aging

Concerns about the growing health disparities among Hispanic elders prompted the Los Angeles Department of Aging to convene leaders from community-based organizations, academic institutions, health care providers and others to identify how to address this issue. After examining a variety of public health, census and economic data on older Latinos, the partnership compiled its findings in the report *The State of Aging and Health Among Older Latinos in Los Angeles 2009*.

BUDGET: The Partnership shared resources to ensure the success of the project, such as expertise in publishing reports, data analysis, developing a media plan, etc.

ACCOMPLISHMENTS: This initiative mobilized local resources, resulted in national and international dissemination of the report, and inspired a five-day news series on Spanish language television. The County Department of Public Health and County AAAs selected the city AAA to lead a funding request to implement the Chronic Disease Self Management Program.

Elder Abuse Prevention

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Bexar AAA Assisted Living Task Force AACOG Bexar Area Agency on Aging

The Bexar AAA Ombudsman Program facilitates the one-of-a-kind 'gatekeeper' Bexar Assisted Living Task Force. Task Force members include a range of state and local agencies committed to improving the lives of exploited, abused and neglected older adults, and persons with developmental and intellectual disabilities. The Task Force provides education on government standards for assisted living to encourage licensing of eligible facilities, ensure compliance by agencies to increase safety for consumers, and promote awareness of the need for quality personal care facilities.

BUDGET: There is no cost to the AAA. Task Force agencies and local supporters sponsor all meetings and materials.

ACCOMPLISHMENTS: The Bexar Assisted Living Task Force accomplishes its goals to help eligible facilities become licensed, and ensure compliance and consumer safety by promoting awareness of the need for quality personal care facilities. It also coordinates enforcement efforts and resource sharing, which helps to identify, report and prosecute unlicensed facilities. In 2007 and 2008 the program contributed expertise to HB1168 & HB216 on unlicensed facilities.

Elder Abuse Prevention

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It's My Money! New York City Department for the Aging

The Department for the Aging and its nonprofit arm, the Aging in New York Fund, teach seniors about financial fraud and scams by using a creative interactive computer game called "It's My Money!" The game is suitable for individuals, two players or teams in senior and community centers. It features a dollar bill cartoon character in various scenarios attempting to perpetrate a scam or identity theft. Players score points by correctly answering multiple choice questions. The free game is at www.nyc.gov/aging and available in English, Chinese, Spanish and Russian.

BUDGET: Production of the game over five years cost nearly \$350,000. Expenses included software program design and development, staff salaries, testing in four languages with multilingual translators and social workers/students, and promotion materials.

ACCOMPLISHMENTS: The game is a successful learning tool. During focus groups and field testing seniors' comments to such questions as "What did you learn today?" or "What will you do when you leave here?" included "I'll take my Medicare card out of my wallet" and "I'm going to ask for my credit report."

Elder Abuse Prevention

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PEACE (Prevent Elder Abuse & Criminal Exploitation) TARCOG Area Agency on Aging

PEACE is a community coalition of organizations, including the university, police department, Better Business Bureau and private attorneys, to coordinate responses to elder abuse and neglect. PEACE hosts monthly meetings, sponsors seminars and conducts state advocacy to improve coordinated responses to resolving elder abuse issues. It also hosted a professional seminar on elder abuse case coordination for long-term care facility staff.

BUDGET: The operating cost for monthly PEACE Coalition meetings is zero. Registration fees and a few sponsorships defrayed the seminar cost. Coordination benefits...priceless!

ACCOMPLISHMENTS: PEACE increases communication between agencies, resulting in quicker response and resolution of elder abuse cases. Over 80 people attended the PEACE professional seminar with CEUs available for administrators, nurses and social workers. The program inspired the development of a comprehensive contact and resource listing of all agencies dealing with elder abuse.

Healthy Aging

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Elder Suicide Prevention

ElderSource, Area Agency on Aging for Northeast Florida

The Elder Suicide Prevention Task Force proactively addresses suicide among seniors age 65 and over. It engages social workers, case management agencies, elder advocates and mental health professionals to minimize late-life and double suicides. The Task Force first provided elder-specific suicide prevention training for paraprofessionals. Its next initiative is the development of an elder-specific suicide prevention training program, which will include a train-the-trainer component. The training focuses on warning signs to look for and how to address them.

BUDGET: The Task Force incurred no costs. The initial training, funded by the Community Foundation, cost \$15,344 to train 150 people (including new design, evaluation component and train-the-trainer). Additional trainings will cost significantly less (i.e., cost of local trainers and travel) and possibly include a charge to participants.

ACCOMPLISHMENTS: Outcomes of this program include greater awareness about the signs and symptoms of suicide risk in older adults, broader knowledge about proven interventions for elder suicide and increased use of confirmed interventions for seniors at risk of suicide. A video of the training is in development.

Healthy Aging

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Fall Prevention Toolkit and On-line Resource Guide Aging & Independence Services

The Fall Prevention Toolkit and On-line Resource Guide is designed to change the business mentality of service providers by giving them resources to support a multi-factorial approach to fall prevention. The Toolkit is a spiral notebook with materials that providers can copy and give to patients, and includes information on topics that providers can use in their practice, such as fall risk assessment. The On-line Resource Guide, at www.SanDiegoFallPrevention.org, contains contact information for local services that assist with fall prevention.

BUDGET: A grant covered the cost of producing 2,000 copies of the Toolkit. The program received technical assistance from California's Fall Prevention Center of Excellence, while AAA staff and Fall Prevention Task Force members conducted in-kind needs assessment, distributed 600 Toolkits and evaluated the program.

ACCOMPLISHMENTS: A survey of providers indicated that 60 percent of those who used the Toolkit and On-line Resource Guide made at least one change in their professional practice—the most common being distributing sections of the Toolkit to clients (44 percent). One-quarter used the Toolkit to train other providers, 22 percent conducted fall risk assessments more often and some made clinical and community program referrals based on the resources.

Healthy Aging

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Generations “Step It Up”

Generations, Area 13 Agency on Aging

“Step It Up” is a self-monitored exercise program that encourages agency staff to “walk the talk” and take care of themselves. Participants set personal goals for physical activity while receiving support from their peers. Over 12-week intervals, participants log their daily physical activity on a calendar. Team captains check progress and morale of team members and send health-related motivational tips. Completed calendars are entered into a drawing. Staff participants love the accountability and are improving their overall health.

BUDGET: The winner of the drawing receives \$10.

ACCOMPLISHMENTS: Staff participants logged more than 2,379 miles and 1,220 hours since the inception of this program in March 2009. The program is a successful activity that improves the health of staff. Participants praise the program. The initiative inspired meal site participants to begin their own activity, and with a second 12-week cycle in March 2010 they anticipate 60 seniors to participate.

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Stand Tall, Don't Fall Prince William Area Agency on Aging

Stand Tall, Don't Fall is a community intervention program to prevent falls among persons 65 and older. The program trains volunteer fitness instructors in specific techniques on strength, flexibility and balance improvements proven to prevent injury from falls among older adults. Classes take place twice a week at two Senior Centers and two Adult Day Care programs. A public health nurse oversees the agency's Health Promotion and Disease Prevention program.

BUDGET: With a \$15,000 grant from the Department of Public Health, AAA contracted fitness specialists from George Mason University to design the exercise program and train the first group of volunteers. When the grant ended, funding through the regular budget process provided retraining for the volunteer instructors.

ACCOMPLISHMENTS: An annual citizen survey shows 90 percent satisfaction with this program. Participants who attended 80 percent of the classes averaged a 10 percent improvement in strength and balance, and 95 percent increased their knowledge of intentional injury prevention.

Home & Community- Based Care

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Bed Bugs—Innovative Solutions to an Age-Old Problem Elder Services of the Merrimack Valley, Inc.

Elder Services of the Merrimack Valley (ESMV) is attacking an age-old problem through a partnership with a professional home care vendor, an exterminator and consumers. The program educates consumers about preventing and eliminating the spread of bed bugs. Home care workers receive training about eliminating bed bugs, supporting consumers with dignity during extermination process and working with an exterminator to ensure implementation of the aggressive pest control plan. The AAA Home Care program approves and authorizes all services.

BUDGET: The exterminator performs a free inspection of a consumer's home and treatment fees range from \$50 - \$200. The home care vendor's cost for preparation and for pre- and post-extermination is \$48.00 per hour per worker. The AAA costs are in-kind.

ACCOMPLISHMENTS: The AAA hosted several "Bed Bugs 101" presentations by the extermination partner to increase awareness and highlight prevention. AAA staff, vendors and housing managers who work directly with consumers in their homes received the training.

Home & Community- Based Care

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Health Care Consortium/Long Term Care Services AACOG Bexar Area Agency on Aging

Recognizing the need to address the health care staffing crisis in elder care, the AAA formed the Health Care Consortium (HCC) to advocate quality care for older Americans. An umbrella for a network of health care industry stakeholders—involving nursing schools, community colleges, home health agencies, assisted living facilities and more—the HCC focuses on work-based education to advance skills and career development opportunities for current and future frontline health care workers. The HCC serves as a repository, collecting and disseminating aging-related information and expertise.

BUDGET: All activity and program costs are absorbed through the dedication, commitment and sponsorship of the HCC stakeholders and partners.

ACCOMPLISHMENTS: The HCC conducted a 2004 and 2005 Symposium on "The Health Care Staffing Crisis" and produced a subsequent "Status of Aging Issues" report. In January 2010, the HCC hosted the Frontline Health Care Workers Conference and produced the video "Reflections of a C.N.A." (available at www.mmlearn.org). The HCC also created health careers academies with Alamo Colleges and Goodwill Industries.

Home & Community- Based Care

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Home & Community- Based Care

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Home & Community- Based Care

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Los Angeles City and County Directors Knowledge Fair Los Angeles Department of Aging

The City and County Departments of Aging, with support from the Department of Recreation and Parks, reach 180 senior center directors across the region through a successful event known as the Knowledge Fair. The day-long, biannual event convenes senior center director and offers them updated information and resources that support quality senior programming..

BUDGET: Financial and staff contributions from the four sponsoring departments support the event. Meals are the main cost. In 2010, due to financial challenges faced by the departments, a private sector partner sponsored the meals.

ACCOMPLISHMENTS: The program has a 77 percent attendance rate and helps to maintain a countywide database of senior centers and directors. In 2009, the centers mobilized over 3,500 older adults to protest proposed state cuts to senior services, which facilitated a meeting with the President of the California State Assembly, local AAA directors and other leaders to discuss the impact of the proposed cuts.

Project REACH (Ready to Extend a Caring Hand) Washington County Disability, Aging & Veteran Services

Project REACH helps isolated seniors who do not use services due to such barriers as absence of an advocate, difficulty navigating phone systems and challenges in completing applications. To address these challenges, the program trains volunteers as REACH senior advocates who provide outreach through home visits, personal assessment of care needs and access to the services that will enhance their quality of life and independence.

BUDGET: Operating costs for Project REACH are minimal and cover training materials, office supplies and volunteer recognition. A portion of one staff member's time supports the coordination and administrative assistance for the program.

ACCOMPLISHMENTS: With 136 referrals, REACH volunteers successfully linked elders to a range of programs, including Meals on Wheels, in-home services, transportation, home repair, prescription drug assistance, and more. Volunteers also provide emotional support to isolated elders who are going through difficult transitions.

Providing Alternatives to Transition Home (PATH) Area Agency on Aging 10B, Inc.

Assisting older adults to age in non-institutional settings is a major benefit of transitional care; saving Medicaid costs is another PATH model benefit. Building on partnerships with hospitals and a regional managed care organization, the AAA established PATH by aligning its transitional program initiatives with three managed care network nursing facilities. Nurses working with PATH attend weekly meetings and complete assessments of individuals who wish to receive home and community-based waiver services. AAA staff follow-up ensures that individual needs are met in the community before the senior transitions to the waiver program care manager.

BUDGET: The AAA's long standing partnership with the hospital system aligns it for future collaborative research projects, such as recent grants from the U.S. Administration on Aging.

ACCOMPLISHMENTS: In FY09, the AAA averaged 13 waiver enrollments per month from nursing facilities. With PATH, the number increased to an average of over 29 waiver enrollments per month, a 120 percent increase in FY10.

Information & Referral

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Carrier Alert Program at Hawkeye Valley Hawkeye Valley Area Agency on Aging

The Carrier Alert Program offers a community service to older adults and persons with disabilities who live alone without family or friends close by to check on their well-being. This cooperative effort between Hawkeye Valley AAA and the Postal Service identifies and registers residents age 60 or older. The AAA educates mail carriers to alert them of any suspicious situations noticed when delivering mail to registered participants. The AAA follows-up with the patron or their contact person to confirm their safety.

BUDGET: The only cost is for printing brochures and for postage to mail information to the Post Offices and patrons. The AAA reduced postage costs by distributing information to patrons during home visits and with home-delivered meals.

ACCOMPLISHMENTS: Implemented in 2000, the Carrier Alert Program has grown from one U.S. Post Office to 14 in eight out of the 10 counties and from 15 registered patrons to 157. In the last two years, Hawkeye Valley AAA was instrumental in taking the necessary steps to save the lives of three patrons involved in this program.

Nutrition

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Menu Choices Hawkeye Valley Area Agency on Aging

When Hawkeye Valley AAA noticed a decrease in the number of congregate meals served, their review found that seniors wanted more food choices. Menu Choices started with an opportunity for congregate meal consumers to choose from a selection of food options three days a week. Based on this success, consumers now have menu choices five days a week. The program now includes home-delivered meal consumers, who receive a menu once a month and return their selection via volunteers delivering meals.

BUDGET: The meal contractor helped the AAA implement the program. The AAA pays the same rate for the second menu choice as the first one, which is a sliding-scale fee, so there is no additional cost.

ACCOMPLISHMENTS: The program results in happier, satisfied consumers. Now, there are nearly no complaints about meals served. Congregate meal numbers increased, the AAA opened five new satellites during the past year and anticipates nutritional risk scores to improve.

Technology

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MAC Track ElderSource, Area Agency Aging for Northeast Florida

The ElderSource staff created the Medicaid Administrative Claiming (MAC) Track database to establish an efficient way to track clients at each stage of the Medicare Waiver application process. Staff can enter dates, client assessments, level of care provided, financial eligibility and other pertinent information. The shared Access database shortens the length of time to complete the process, allowing clients to start receiving services sooner. The system helps to compare providers, increases accountability, enables quick reporting, and allows staff to identify areas for improvement and best practices.

BUDGET: With MAC Track developed internally the only cost was staff time. The system actually saves personnel "cost" by making staff more efficient in tracking clients.

ACCOMPLISHMENTS: MAC Track increases accountability and efficiency. It has reduced the application process from 90 days or more to 45 days or less. The AAA can identify cases sitting with providers for more than 30 days and work with them to reduce the lists, moving clients through the process more quickly. The AAA also shared Mac Track with seven Aging Resource Centers in Florida.

Technology

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The Livable Communities Web Portal

Westchester County Department of Senior Programs and Services

A virtual collaboration between the Westchester County Department of Senior Programs and Services, AARP and other partners, the Livable Communities Web Portal is the county's gateway to livable community information, activities and resources. Various organizations throughout the county—Livable Community Connections—are central hubs of activity featured on the site. The Web Portal offers a consistent, easy-to-use interface to communicate and highlight the county's initiatives and progress toward creating senior-friendly communities that are safe for all ages. It is available at www.livablecommunitieswestchester.org and on the AARP website.

BUDGET: The AAA hired a website company to establish and host the Web Portal site at a cost of \$3,000. AAA staff provided in-kind administrative support. Website cost is \$599.98 per year. Total cost: \$3,599.98.

ACCOMPLISHMENTS: As a first within the Livable Communities spectrum, the Web Portal collaboration is highly successful. The www.livablecommunitieswestchester.org site receives about 35 hits per day and about half as many for the AARP site.

Technology

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The Virtual Senior Center

New York City Department for the Aging

NY City Department for the Aging, with Microsoft and other partners, designed a pilot project that keeps homebound seniors connected to their senior center. The Virtual Senior Center project provided six seniors with the necessary technology that enabled them real-time interaction with their peers at the center—such as art classes and arm chair yoga. The initiative expanded to include 18 seniors and continues to increase participation.

BUDGET: Hardware per senior: \$1,800 for touch-screen computers with assistive technology and \$200 for speaker headsets. Broadband installation: \$35 per senior. Broadband recurring fees: \$3500 per year for the senior center and \$425 per year per senior. Additional: \$450 for assistive technology support per senior, \$2028 per senior for local support at the senior center and \$936 for one-time set up per senior. Personnel costs were in-kind. Microsoft donated video cameras.

ACCOMPLISHMENTS: An assessment of each participant at the beginning of the project and at other points over a two-year period measured attitudes, health and emotional status. Participants showed improvement on these formal measures and embraced the internet for a range of communications.

Transportation

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Transportation & Mobility Options

Alliance for Aging, Inc.

The Alliance for Aging undertakes comprehensive, low-cost approaches to ensure driver and pedestrian safety, expansion of alternatives to driving and greater community awareness about the importance of transportation to the well-being of older adults. In addition to advocacy, the agency plans for volunteer driving programs, increases funding to transport new clients, supports education and training programs and is developing a proposal for a clearinghouse on elder transportation advocacy and policy.

BUDGET: While staff time is the primary operating cost, funding includes: \$12,500 for eight Jump Start grants, \$50,000 for pedestrian safety research, \$250,000 in OAA III-B funds to serve new clients and \$25,000 from various sources pending for a volunteer driver program.

ACCOMPLISHMENTS: Funding helped to increase access to transportation for new clients; planning for a volunteer driver program attracted private funds and academic support, and advocacy helped to prevent county elimination of free public transportation for older residents and to create an Elderly Pedestrian Safety Advisory Committees.

Transportation

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WellTran Shenandoah Area Agency on Aging

The Shenandoah AAA's WellTran Program demonstrates the value of inclusive public and private partnerships to provide door-to-door transportation for seniors and persons with disabilities. WellTran operates throughout and beyond the five-county service area, supplementing limited transportation by providing an accessible, affordable mobility option to major medical centers. Service is available five days a week with advance notice for reasonable fees or free for persons with lower incomes.

BUDGET: WellTran's funding is primarily through grants and donations. The annual operational budget for FY 2010 is \$215,000. WellTran provided just over 31,000 miles of transportation during the first five months of FY 2010 at a total cost of \$1.71 per mile with eight vehicles and drivers in operation.

ACCOMPLISHMENTS: WellTran is exceeding expectations and meeting very real needs. The service provides nearly 300 rides per month. Countless residents have a new level of independence and quality of life as they continue to live in their own homes.

You Name It

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Community Expansion of Nutritional Assistance Oklahoma Association of Area Agencies on Aging (O4A)

Community Expansion of Nutritional Assistance (CENA) is a state grant program that allocates funds to eligible independent senior centers in the most rural isolated parts of Oklahoma. This secure funding enables senior centers to keep their doors open and provide flexible programs without all the rules and policies associated with other government programs. Oklahoma AAAs provide oversight and monitoring of the grantees in their areas.

BUDGET: State appropriation has remained stable at 3 million dollars for the last decade. Each of Oklahoma's 11 AAA's receives funding based on the number of established independent senior centers in their service area. AAAs can use 10 percent of their funding for administration of the program.

ACCOMPLISHMENTS: In FY 2008, the CENA program benefited 26,778 older individuals at 449 independent senior centers statewide. In FY 2009, the program served 27,502 older persons at 442 centers. The program provides thousands of residents services that would not be possible without dedicated state funding.

You Name It

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Dorothy had it right! Hawkeye Valley Area Agency on Aging

The Hawkeye Valley AAA's advocacy program is gaining attention from legislators and others with a new rally cry, "Dorothy had it right! There's no place like home." Staff and volunteers wear campaign bracelets and conduct countywide meetings to help consumers, providers and government officials learn about the agency. The theme is a consistent message in all AAA communications.

BUDGET: Silicone bracelets imprinted with "Dorothy had it right!" cost \$.35 each. Staff used a video recorder for under \$130.00 and video-making software for \$60 to capture a consumer's presentation about what services meant to him, which is now on YouTube. Printing and postage were incidental.

ACCOMPLISHMENTS: In three weeks, the YouTube video received 300 viewings. In 2009, three of 21 legislators responded to the AAA's request for a visit. In 2010, 12 responded. Eleven energetic advocates joined AAA in a Capitol for Advocacy Day. Legislators and other aging and disability advocates now know the AAA for the "Dorothy had it right!" message.

You Name It

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Elders Advocacy Network: Education and Training AACOG Bexar Area Agency on Aging

The Bexar AAA Ombudsman program facilitates the Elders Advocacy Network (EAN), which offers a series of monthly, full-day educational workshops that cultivate a system of sensitivity for aging while expanding resource development opportunities for the long-term care frontline workforce. Workshop participants include nursing staff and aides, facility plant managers and administrators, social workers, volunteer ombudsmen and others. The program offers current license regulations and training curriculum with free CEUs.

BUDGET: There are no costs. For the EAN venue and equipment, the AAA houses a state-of-the-art multi-media conference room, which holds up to 130 participants. The Texas Department of Aging and Disability Services Education Service Division provides training materials.

ACCOMPLISHMENTS: During the past 10 years, the EAN offered 112 education workshops to 4,160 participants for 20,800 free CEUs. The EAN created a unique health care worker skills and training development resource. The program established an open-door environment with the long-term care industry, allowing for better and more professional consultations between facility staff and Ombudsman advocacy program.

You Name It

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Emergency Preparedness and Response Heritage Area Agency on Aging

Iowa's monumental flood of 2008 triggered the initiation of the Heritage AAA's Emergency Preparedness and Response (EPR) plan. The plan outlines innovative procedures to triumph through destruction including coordinated communication with subcontractors about emerging needs. By using home-delivered meal and case management client lists staff can quickly identify at-risk clients for Emergency Management Assistance.

BUDGET: The AAA's personnel costs for disaster response and recovery was \$48,005. Heritage temporarily housed 22 subcontract case managers at \$14,000. Subcontractor expenses related to the flood totaled \$705,558.

ACCOMPLISHMENTS: Post disaster, FEMA registered 2,189 older adults for whom Heritage AAA provided outreach. The AAA formed an internal recovery committee while maintaining a presence in the long-term recovery efforts. The AAA continues to provide support and advocacy for flood-affected seniors and providers still trying to rebuild their lives. The experience provided Heritage AAA with hands-on knowledge about what does and does not work in disaster response and recovery, and the lessons learned helped to sharpen the EPR plan.

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Helping Elderly Meet Essential Needs Ohio District 5 Area Agency on Aging, Inc.

The Ohio District 5 AAA applied for and received foundation funding to establish the Helping Elderly Meet Essential Needs Program (HEMEN). The program provides up to \$500 to help residents age 60 and older meet basic needs when they face situations not covered by a waiver program or other funding sources. HEMEN purchases such items as appliances, mattresses, left chairs, vacuums, magnifiers and more. Successful in one county, the program expanded using Title III E funds to all nine counties that the AAA serves.

BUDGET: Operating costs for the HEMEN Program are 10 to 15 percent of the total amount allocated to the program. No full-time staff is required when funding is \$60,000 or less per year.

ACCOMPLISHMENTS: Recipients of HEMEN assistance receive a survey. Those who respond overwhelmingly praise the program and the help they received. The responses demonstrate that HEMEN helps seniors remain independent in the community.

Hit Your Target With Waiting Lists

Area Agency on Aging of North Idaho

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With needs for aging services exceeding available resources, the AAA of North Idaho creates and manages waiting lists to accomplish significant outcomes. The reality of waiting lists required the agency to develop an operational system to intake, prioritize and track requests for assistance. The intake process includes scoring risk factors that address Older Americans Act requirements and ensures that the target population gets priority services. The collected information is a measurement of unmet needs that becomes pertinent data for funding requests.

BUDGET: This effort is an administrative function incorporated into the duties of information and referral, case managers and support staff.

ACCOMPLISHMENTS: This initiative ensures that services are directed to the target population. It also helps to gather compelling data including the number of people who cannot be accommodated, severity of needs, wait time to receive services and reasons for coming off the waiting list (i.e., entering nursing home, death, receiving services, qualified for Medicaid, etc.).

No Cost Needs Assessment and Data Analysis

Area Office on Aging of Northwestern Ohio, Inc.

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The AAA of Northwestern Ohio conducts periodic needs assessments of the 60+ population in its 10-county service area as part of the strategic planning process. To minimize the high costs of comprehensive assessments, the agency markets and sells its data and final report to recover costs. Data, obtained by Computer Assisted Telephone Interviews (CATI), are valued as they represent an in-depth look at the key issues, needs and characteristics of a specific segment of the population and have a high confidence level of 95 percent.

BUDGET: The needs assessment requires up-front funding only. Staff manages all marketing activities for a minimal cost.

ACCOMPLISHMENTS: The AAA generated revenue that exceeded the cost of the needs assessment and data analysis and met the information needs of a variety of consumers. Agencies purchasing the data and/or report include library systems, HMOs, insurance providers, county governments, planning commissions, regional hospital systems, regional non-profits and university planning institutes.

Positive Living Awards

Alliance for Aging, Inc.

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The Positive Living Awards is Alliance for Aging's annual event to showcase elders as contributing members of the community. Residents nominate active individuals age 60+ in one of 13 categories: Animal/Wildlife, Corporate Service, Education/Mentoring, Environmental, Faith/Interfaith, Health Care, Intergenerational, Legal/Judicial, Not-for-Profit, Positive Living, Philanthropy, Public Service, and Sports and Entertainment. Judges determine a winner in each category. Nominees attend a special reception and winners are announced at an awards dinner.

BUDGET: The AAA appoints an awards committee to coordinate the event. A local bank underwrites the nominees' reception. The awards dinner cost about \$55,000 but soliciting sponsors can offset expenses.

ACCOMPLISHMENTS: Increasingly, the AAA receives more nominations, with over 50 last year. The recognition inspires pride for the nominees and positive community awareness of elders. It also provides the community with an opportunity they might not otherwise have to recognize seniors who are doing positive things and great feature stories for the media.

You Name It!

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Retreats and Treats River Valley Area Agency on Aging

The River Valley AAA conducts quarterly “Retreats and Treats,” training opportunities for senior center managers to network and learn timely information about issues that impact their leadership and program operations. Site managers request topics to discuss—including efficiency with required reporting, health screening information and programs they can replicate. The training by AAA staff and occasional speakers empowers managers to operate effective, creative and beneficial programs.

BUDGET: The AAA holds “Retreats and Treats” meetings at a technical college and provides a continental breakfast and lunch, a treat from the C-1 meal! Annually, the meals average \$1,200 and supplies, handouts and materials cost \$5,000.

ACCOMPLISHMENTS: “Retreats and Treats” foster the AAA’s relationship with the site managers and participants become a close colleague support network. The AAA records participant feedback for each meeting and adjusts future trainings accordingly. Measurements include time spent on subject, topics covered and handouts, and usefulness of supplies.

You Name It!

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Senior Beat Eastern Area Agency on Aging

Eastern AAA provides outreach and information to its rural service area through Senior Beat—a 650-word weekly newspaper column. The column targets seniors and caregivers with trustworthy information about issues and resources to enrich their well-being. Appearing in a local weekly newspaper and syndicated to several rural weekly papers, Senior Beat reaches 126,000 homes.

BUDGET: Operating cost for the column only includes the communications director’s salary and mileage for interviews. Newspapers donate space, which is “in-kind.” Each column takes about three hours weekly to develop.

ACCOMPLISHMENTS: A regular newspaper feature provides an efficient venue to reach large audiences. Two weekly newspapers with a combined circulation of 94,000 carry the Senior Beat column. A study found that 48 percent of recipients read the Health/Senior page. The column increases call volume with inquiries for more information about a featured topic.

You Name It!

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Tell Me a Story...and We'll Spread the Word! Area Agency on Aging of Palm Beach/Treasure Coast, Inc.

Your Aging Resource Center magazine, published by the AAA of Palm Beach/Treasure Coast, is a 20-page full-color quarterly bilingual publication that tells the agency’s story to 552,852 seniors and caregivers in a five-county service area. The magazine is the AAA’s most critical educational tool—communicating advocacy, providing a voice for seniors and caregivers, and engaging community residents, service providers, partners and government entities.

BUDGET: Quarterly printing and graphic design expenses are \$7,325, advertising averages \$2,000 and a printer’s discount results in a full-color publication at no additional cost. Annual operating cost including staff time for 2009 was \$25,000.

ACCOMPLISHMENTS: The *Your Aging Resource Center* magazine helps increase awareness about a range of aging issues and AAA activities. It promotes the Elder Helpline resulting in callers with specific inquiries and feedback related to magazine content. It also boosts volunteer inquiries and collaborative partnerships. Subscription requests increased last year by 30 percent.

2010

*Agency Award
for Leadership
as Innovators
in Aging Programs*

AGENCY AWARD WINNER



Aging & Independence Services / San Diego, CA this year received the Leadership as Innovators in Aging Programs Award, which recognizes one agency that cultivates a creative and flexible atmosphere to foster groundbreaking programs. The award honors Aging & Independence Services as the 2010 recipient of two *Aging Innovations Awards*, two *Aging Achievement Awards* and a monetary award.

Aging Innovations Awards:

- TEAM SAN DIEGO
- Workforce Academy for Youth (\$1,000 Monetary Winner)

Aging Achievement Awards:

- Yoga for Caregivers DVD
- Fall Prevention Toolkit and On-line Resource Guide

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