

# The Senior Advocate

Senior Services of Southeastern Virginia • THE CENTER FOR AGING Fall/Winter 2011

## SENIOR SERVICES PREPARES SENIORS FOR EMERGENCIES

### Senior Services Teams Up with Foodbank for United Way Day of Caring



Senior Services of Southeastern Virginia partnered with the Foodbank of Southeastern Virginia as they celebrated Hampton Roads' single largest volunteer event, the United Way of South Hampton Roads 20th Annual Day of Caring.

This event, in the face of a challenging economic climate and following Hurricane Irene, took on even greater meaning to these organizations, volunteers and those benefiting from their endeavors.

30 volunteers from Sentara Healthcare, AAA of Tidewater and sister United Way organizations packed the bags at the Foodbank in Norfolk. The volunteers packed 660 Senior Meals Breakfast Bags packed in recyclable grocery bags donated by Farm Fresh.

Thanks volunteers for your hard work of support in lower income and/or homebound seniors and children who are food insecure! We'll see you next year!

### Target Employees Help Senior Emergency Preparedness

On June 7, 44 volunteers from the Target Import Warehouse in Suffolk and Chesapeake Square Mall, Hampton and Hickory stores packed 660 bags at the Warehouse. That equates to 7,920 emergency breakfast meals. Hundreds of senior citizens throughout South Hampton Roads received shelf-stable breakfast foods to have on hand during hurricane season and for use in other emergencies. Thank you Target volunteers from the board of directors, staff and seniors.

To learn more about our many volunteer opportunities, please contact Season Roberts at (757) 222-4520 or e-mail at [sroberts@ssseva.org](mailto:sroberts@ssseva.org).



## 2011 United Way Campaign

Help seniors in your community by writing in Senior Services of Southeastern Virginia on your United Way "Combined Charities Campaign" form, #5065 on your "Commonwealth of Virginia Campaign" form or #47980 on your "Combined Federal Campaign" form.



Inside: Meet our new board members | Change in Medicare Dates

### From the CEO



Vision. Growth. Future. This issue of The Senior Advocate focuses on Senior Services and its path toward the future.

Senior Services, led by the board president and executive committee, undertook the process of developing and adopting a new strategic plan. We were charged with recommending a new mission, a new vision, new goal and a corporate values statement that will take Senior Services to the next level of excellence. This plan will take us from July 2011 through September 2014.

Our region's needs are larger than any one organization can meet. Thus, to execute our plan successfully, our attention is turned toward expanding our community partnerships. We want to affect positive change for seniors and adults with disabilities as well as increase our regional network of Centers for Aging.

Please take the time to carefully read these pages and see how Senior Services shares its vision, grows its partnerships and looks toward a more livable and accessible South Hampton Roads for all. Please join us in these efforts.

Regards,

John N. Skirven,  
Chief Executive Officer

## Senior Services Strategic Objective- *Making the Region a Livable Community*

- **Improved Regional Transportation Services** – Our regional transportation solutions must be sensitive to the fact that 31% of our senior population is comprised of minorities. Based on these numbers, we estimate that 32,200 minority elderly will not be driving in 2020, in addition to 28,700 non-minority elderly drivers in South Hampton Roads.



and organizations in Hampton Roads must collaborate to provide access to services for seniors and adults with disabilities.

- **Increased Workforce Capacity** – A person's ability to live independently is affected by their health. As the person ages so does the need for care. The workforce that provides community-based healthcare services must increase to meet the needs of the growing aging population.

- **Increased Stock of Accessible and Affordable Housing** – Available and affordable housing is a direct link to seniors being able to age in place in their own communities and is ranked by seniors as their most pressing need.



*The keys listed above are from Regional Keys: Making the Region a Livable Community. Author: William H. Wade, Esq., a graduate of Vassar College and Cleveland Marshall College of Law, is long-term care capacity planner at Senior Services of Southeastern Virginia. The full Regional Keys document can be found at [www.ssseva.org](http://www.ssseva.org).*

## A Hearty Welcome to Our New Board Members!

### Franklin

- The Honorable Barry W. Cheatham, Franklin City Council
- Marian G. Lewis, administration, The Village at Woods Edge

### Isle of Wight

- Allan C. Hanrahan, freelance writer and pen-ink artist

### Portsmouth

- Mark A. Flores, vice president, Investments, Wells Fargo Advisors, LLC

### Southampton County

- Mechelle Blunt, Portsmouth Public Schools administrator; Paul D. Camp Community College adjunct professor and student activities coordinator
- Esther Francis, administrator, East Pavilion, Southampton Memorial Hospital

### Suffolk

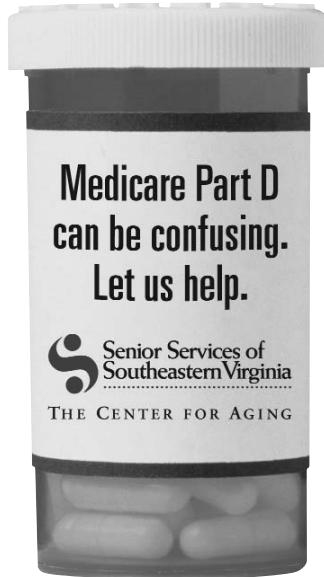
- M. Caroline Martin, president, Suffolk Partnership for a Healthy Community

**We look forward to working with you!**

*Special Cut and Save Section*

## New Medicare Open Enrollment Dates Oct. 15 – Dec. 7

Are you a “Baby Boomer” and enrolling in a Medicare Part D plan for the first time, currently enrolled and want a different Medicare Part D prescription drug plan or Medicare Advantage plan or think you may be eligible for the Part D Low-Income Subsidy/ “Extra Help” benefit? Call a Senior Services Benefits Counselor today.



## New Medicare Dates

For assistance with Medicare Enrollment, Review or Medicare Part D “Extra Help”, call Senior Services of Southeastern Virginia.

**October 15** – Enrollment Begins

**December 7** – Enrollment Ends

**January 1** – Coverage Begins

If you live in Chesapeake, Norfolk, Portsmouth or Virginia Beach call: (757) 461-9481 or (757) 222-4512

*This is a free service funded by the Medicare Improvements for Patients and Providers Act, State Health Insurance Assistance Programs and the Virginia Insurance Counseling and Assistance Program.*



If you live in Franklin, Isle of Wight County, Southampton County or Suffolk call: (757) 328-4217 or (757) 449-8706

*This is a free service funded by the Obici Healthcare Foundation.*

Informational presentations will be made throughout South Hampton Roads in October. Visit us at [www.ssseva.org](http://www.ssseva.org) for dates and locations.



## Wellness Programs Benefit Hundreds of Seniors

### Senior Services is #1

The statewide Chronic Disease Self-Management Program (CDSMP) for Older Adults or *You Can! Live Well, Virginia!* with chronic conditions, will complete its second year in February 2012. The program goal is to enable adults 60 and older to manage their chronic conditions.



In August 2011, Senior Services received the exciting news that its program had more completers than any other program in the state. By August 31 this year, we had reached 98% of the fiscal year goal with two months remaining. The first two years of the program are funded by a \$148,585 grant from the Virginia Department for the Aging.

If you have diabetes, hypertension, high cholesterol, heart disease, asthma or any other chronic health condition, Senior Services can help. To learn about our free CDSMP and PUSH workshops, call Wellness Program Supervisor Renè Bryant at (757) 963-9201 or [rbryant@ssseva.org](mailto:rbryant@ssseva.org).

### PUSH Program is a Winner

The first year of the People Ultimately Staying Healthy (PUSH) program was an overwhelming success. Over 200 seniors received health education, health screenings and risk factors evaluation prior to their PUSH participation. Weekly strength training, aerobic exercise and healthy eating practices were taught by exercise physiologist Venisha Lambert. The result was more confidence to continue their personal exercise and healthy eating program which they developed during the 26-week workshop. Thanks to the Anthem Blue Cross and Blue Shield Foundation for its \$30,000 grant to launch the program.

**OUR MISSION**

*We help seniors to live with choice and dignity in their communities.*

**OUR VISION**

*South Hampton Roads will become a livable community for all ages.*



**Senior Services Employee Focus – Renè Bryant**

Renè Bryant, wellness program supervisor, is getting ready to celebrate her first anniversary with Senior Services, but not her first year in helping others. She's been serving populations with specific needs for over a decade in many locales as Renè and her husband, who is an Inspector General for the Air Force, and her family (two married children and one grandchild on the way) have moved around quite a bit.

**SS:** What's the best part of your work with Senior Services?

**RB:** I love what I do and the people I work with. I take a lot of ownership in my work and Senior Services allows me to do so. I tell volunteers all the time that seniors still have much to give and we can learn so much from them.

**SS:** Favorite book read?

**RB:** Jurassic Park by Michael Crichton.

**SS:** Favorite local spot to visit?

**RB:** We have a boat, so we like to go up the James River toward Yorktown where the river splits. It's peaceful and there are some great homes to check out and a private beach.

Congrats to Renè celebrating her first year being part of the Senior Services family. We look forward to many more!



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George Harden

**You Can Make a Difference**

*Senior Services is grateful for the grants, contributions and in-kind support from federal, state and local government, individuals, foundations, corporations, United Way of South Hampton Roads and Franklin-Southampton Area United Way.*

These resources are critical for existing programs and services and to build new community-based partnerships to better serve seniors, adults with disabilities and their families. Opportunities include:

- Making an unrestricted contribution to the Annual Fund
- Acknowledging a special person or occasion
- Making a planned gift

An added benefit for individuals who contribute \$500 or more and for businesses \$1,000 or more is eligibility for Virginia tax credits worth 40 percent of the gift. This July, Senior Services was awarded \$7,000 in tax credits from the Virginia Department of Social Services Neighborhood Assistance Program. The credits are available for eligible contributions made before June 30, 2012. That could mean over \$17,000 in needed funds. All contributions are tax deductible as permitted by law.

Make a difference today by mailing your tax-deductible contribution in the enclosed envelope or call Mary Howell at (757) 963-9220.

# The One-Question Interview

Tell us about the senior who has influenced your life the most.

When asked to write about a senior that has influenced me, it was a difficult task because so many have enriched my life in many ways. My great-grandparents and grandparents, who came over from Italy had a great work ethic and much love to give, thus I was blessed with two incredible parents.



Holly Williams

A senior who I was very close to was my Dad. Losing him in February 2009 was tough on my immediate family. Dad was a hard worker who loved his family very much. He was one of the top graphic designers in Philadelphia in the days when everything was drawn by hand.

Unfortunately, Dad became sick early in his life. If there was any good that came from his illness, it was watching our mother's strength. She made sure he was well-cared for by doing most of it herself for about six and 1/2 years. There weren't as many resources or information for Alzheimer's patients

and their families at that time. Then, adult day-care centers started opening, so we investigated them.

I remember looking at my mom through this process and asking her how she could be so strong. She said she made a vow to my Dad a long time ago (at that point they were married 48 years) for better or for worse. She taught me the real meaning of for better or for worse and in sickness and in health. So, to answer the question about what senior has touched my life, I am very grateful and proud to say there were several, but most especially, my mom and dad.

*Holly Williams is the midday on-air personality at 93.7 Bob FM. She's been on the airwaves over 20 years.*

## Our RSVP Volunteers Visit White House in June

On May 17, President Obama invited volunteers participating in national service programs to attend the June 7 Arrival Ceremony honoring Her Excellency, Dr. Angela Merkel, Chancellor of the Federal Republic of Germany.

When asked about the experience, Senior Services director of volunteer services, Season Roberts commented, "It was an honor to be part of an official presidential ceremony and to be seated in the front row."

To find out about volunteer opportunities with Senior Services, please contact Season Roberts at (757) 222-4520 or sroberts@ssseva.org.



Retired and Senior Volunteer Program representatives Mildred Jones, Ruby Walden, Sarah Walden

### How to reach us

- Visit our website at [www.ssseva.org](http://www.ssseva.org)
- Visit [www.facebook.com/SSSEVA](http://www.facebook.com/SSSEVA)
- E-mail us at [services@ssseva.org](mailto:services@ssseva.org)
- Contact the office nearest you, listed below

**Chesapeake, Norfolk, Portsmouth, Virginia Beach**  
(757) 461-9481

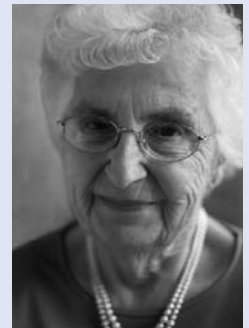
**Franklin**  
(757) 569-8206

**Isle of Wight**  
(757) 357-4050

**Southampton**  
(757) 653-2105

**Suffolk**  
(757) 925-1449

**Ombudsman Program**  
(757) 461-9481 or  
1-800-766-8059



## Spread the News!

If you know someone who wants to receive this free newsletter – or you would like to receive it via e-mail – please drop a line to Mary Howell at [mhowell@ssseva.org](mailto:mhowell@ssseva.org) or call (757)963-9220.



Advocacy. Action. Answers on Aging.



Connecting You to Community Services

1-800-677-1116



United Way of South Hampton Roads Community Partner

Services: Advocacy • Aging Planning • Care Coordination • Financial Assistance & Food Stamps • Home-delivered Meals & Senior Dining • Companion, Homemaker & Personal Care • Insurance, Medicaid, Medicare & Prescription Drug Assistance Long Term Community-based Care • Nursing Home Screening • Ombudsman & Care Concern Investigation • Transit and Wellness Services • Volunteer Opportunities by Seniors and for Seniors



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## Just Around the Corner

### Advocacy

#### Nov. 8, 2011: VOTE

Please be sure you exercise the most important bond you have to democracy.

#### Seniors Want to Know Hotline

Let us know what you think the Virginia General Assembly should do for seniors in the 2012 legislative session.



You can record your comments along with your name, address and phone number by calling (757) 222-4525.

Senior Services will post selected comments on [www.facebook.com/SSSEVA](http://www.facebook.com/SSSEVA) and forward to the legislators.

For general questions about Senior Services programs or services, please call (757) 461-9481.

## Caregivers Need Care, Too.

November is National Family Caregivers Month, a good time for caregivers and other family members to acknowledge the important role they play. If you find yourself without the time to take care of your own physical, mental and emotional needs, please take some steps to take care of yourself:

- Give yourself credit, not guilt.
- Ask for help from family or friends so you can take a break.
- Take part in support groups with other caregivers.
- Watch your diet and eat healthy foods.
- Exercise even if you have just a short time to go for a walk.
- Get as much rest as possible.
- Visit your doctor regularly.
- Visit a friend or grandchildren.
- Allow yourself time to go out for dinner, see a movie or go to the library.

Community resources are available. For information visit Senior Services' website [www.ssseva.org](http://www.ssseva.org), click on **Virginia Easy Access**, then **Community Supports** which links to **Caregiver Support** or call (757) 461-9461 and ask for a Senior Services Resource Specialist.

