

The Senior Advocate

Senior Services of Southeastern Virginia • THE CENTER FOR AGING

Spring 2011

Grant Highlights

Transportation

Western Tidewater – I-Ride, Senior Services' transportation service with semi-fixed routes in Isle of Wight County, Franklin and Southampton County will receive \$5,000 from Franklin-Southampton Area United Way in 2011. A \$5,860 grant from Franklin Southampton Charities is providing transportation to the Western Tidewater Free Clinic for Franklin and Southampton residents. The Camp and Ruth Camp Campbell Foundations awarded a \$25,000 grant to add a route to the Ivor Medical Center, continue I-Ride to the Western Tidewater Free Clinic and for other I-Ride funding needs. The Suffolk Foundation contributed \$5,000 to help transport seniors and people with disabilities to medical appointments.

Norfolk – The Norfolk I-Ride Wellness Shuttle is off and running with stops in the Wards Corner area, along Granby Street, south to the Eastern Virginia Medical School complex and Sentara Norfolk General Hospital area. A 10,000 grant from Sentara Health Foundation provided funding for the project's first phase. For route information, visit www.ssseva.org.

Wellness Programs

The Chronic Disease Self-Management Program for Older Adults is one year underway with the two-year grant received from the Virginia Department for the Aging. Senior Services is implementing the South Hampton Roads program in partnership with five municipal health departments and community organizations.

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Volunteer Ombudsman Program Honored

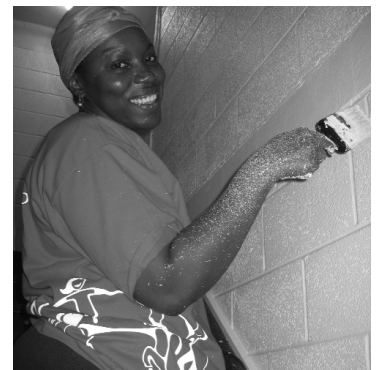
Senior Services' Volunteer Ombudsman Program received a 2011 Hampton Roads Volunteer Achievement Award at the annual VOLUNTEER Hampton Roads event on April 6. Congratulations to the 24 Volunteer Ombudsmen and staff who every month, year-round make more than 100 visits and devote more than 200 hours to elders who are receiving long-term care services in nursing homes, assisted living facilities and in the community. They monitor quality of care issues, resolve problems and provide companionship and information. Their dedication is appreciated by the seniors, their families and nursing home and assisted living facilities administrators.



Willie Alston, Volunteer Ombudsman Coordinator, Veda Wenrick, volunteer, Susan Blackman, Willcox & Savage, presenting the award, Dr. Katie Davis, volunteer, Capt. Charles Melcher, United States Navy and presenter, Adrienne Jackson, Ombudsman

Volunteer Partnership Brightens Lives of Seniors

Amerigroup volunteers teamed up with volunteers from Landmark Hotel Group and Senior Services staff in partnership with the Norfolk Redevelopment and Housing Authority staff to brighten up 17 homes of Calvert Square and Young Terrace seniors. A 2011 "Paint Day" is planned for the fall. Thank you Amerigroup, Landmark Hotel Group and NRHA.



2010 Paint Day volunteer helps to make home a little brighter

From the CEO



May is Older Americans Month and this year's theme is Older Americans: Connecting the Community. Many older Americans continue

to strengthen and enrich their communities by volunteering, such as those participating in Senior Services' Retired and Senior Volunteer Program, Senior Companion Program and Volunteer Ombudsman Program. We are grateful for what our older citizens bring to our communities.

This issue of The Senior Advocate recognizes seniors who make a difference in our communities and tells the story of how community and corporate volunteers partner with us.

We thank them as they further the mission of Senior Services by serving as members of our board of directors, our services advisory council, helping with special projects and being a voice for seniors and people with disabilities.

Please get involved, whether it's inspiring your company to partner with Senior Services or even lend a hand to an elderly neighbor with some day to day tasks so that they may live with choice and dignity in their community. Please call us; we can help you help others.

Sincerely,

John N. Skirven,
Chief Executive Officer

Save This Date

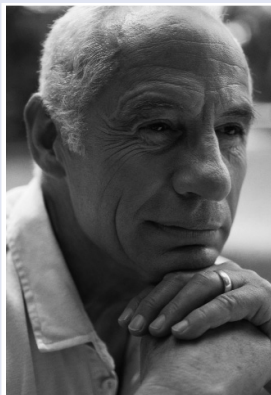
Oct. 6: Aging in Place Conference

Oct. 6 is the date for the fifth "Aging in Place: Creating Livable Communities" conference, the annual major gathering for seniors, caregivers and professionals from throughout South Hampton Roads. The event will be held at the Chesapeake Conference Center. Please keep checking www.ssseva.org for up- dates and registration information.



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
- Designating a gift to a program or project
- 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.

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

May is Older Americans Month.

For a list of activities, visit us on facebook:
www.facebook.com/pages/Senior-Services-of-Southeastern-Virginia/139571506103732



A Conversation with Delceno Miles, Senior Services 2011 Board of Directors President

Delceno Miles, President and CEO of The Miles Agency, a niche marketing and public relations firm in Virginia Beach, has many years of serving on non-profit boards in the Hampton Roads region, recently as the board chair for the Hampton Roads Chamber of Commerce. Miles' most current volunteer service is her election to the position of president of the Senior Services board of directors at the January 27 annual meeting.



Delceno Miles

Senior Services: Why did you become interested in serving on Senior Services' board?

D. Miles: "I was originally appointed by Virginia Beach City Council, but as I learned more about the agency, I was impressed how much they helped in the community. Most importantly, I had some family members who were beneficiaries of their services and I wanted to give back.

Senior Services: What was the most surprising aspect about Senior Services of which you learned after joining the board?

D. Miles: There was more than one. The breadth of services the agency offered was enormous such as Medicare counseling, the Volunteer Ombudsman program and more. The staff is committed to excellence and dedicated to great customer service. The partnerships created with area agencies as well as municipalities to better serve the needs of seniors and adults with disabilities are remarkable.

Senior Services: What are some of your and the board's goals during your tenure as board president?

D. Miles: We're finishing our strategic plan and are getting ready to put some teeth to it and implement it. Also, we have a few board vacancies and we'd like fill those spots and create a full strength board. We need to continue to raise awareness in the community as to what Senior Services offers its citizens. And we have to be diligent and keep a close watch on public policy and any changes to existing laws which may prove to be a detriment to the people we serve.

Senior Services: If there was one message that you would want the community to take away about Senior Services, what would it be?

D. Miles: I'd say it was to support and assist Senior Services, not only by financial means, but through volunteering as well as partnering with us. As we've begun to see the graying of America, we need to allow seniors to age with dignity and choice for as long as it's possible.

“
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OUR MISSION *and* VISION

Our mission describes our core purpose: We help seniors to live with choice and dignity in their communities.

Our vision for Hampton Roads describes our desired future: South Hampton Roads will become a livable community for all ages.



Board of Directors

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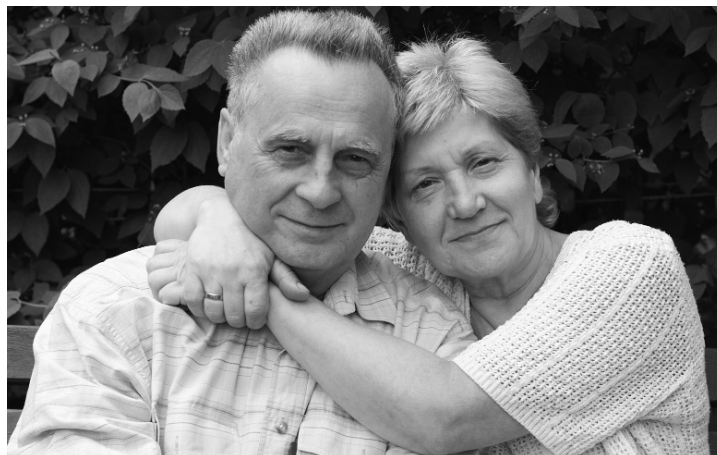
First Boomers Turn 65 in 2011

Are you a “Baby Boomer” and turning 65 this year? Got questions such as

- “If I have private insurance, do I need Medicare coverage?”
- “If I am still working, do I need Medicare?”
- “I’m retired. How does Medicare work with my employer’s retiree medical coverage?”
- “I hear there are several parts to Medicare, A, B and D. What Medicare options are right for me?”
- “What is the ‘Extra Help’ program for the Medicare Part D prescription drug plan and am I eligible?”

Senior Services can answer all of your questions.

If you live in Chesapeake, Norfolk, Portsmouth or Virginia Beach, call (757)461-9481 or (757)222-4512 and ask for a Medicare Education Counselor. Their free, confidential advice and assistance is made possible by a grant from the Virginia Insurance Counseling and Assistance Program (VICAP).



If you live in Franklin, Isle of Wight County, Southampton County or Suffolk, call Western Tidewater MedCare Access Specialist Brenda Lawrence at 328-4217. Her free, confidential advice and assistance is made possible by a grant from the Obici Healthcare Foundation.

Also, counselors can help you if you are currently enrolled and want to change to a different Part D plan during the 2011 open enrollment period (October 15 – December 7).

Grant Highlights *Continued from page 1*

The Anthem Blue Cross and Blue Shield Foundation’s \$30,000 grant funded the successful PUSH (People Ultimately Staying Healthy) program. Over 200 seniors received health education, health screenings and risk factors evaluation preceding a 26-week intervention. Weekly strength training and aerobic exercise for endurance, flexibility and balance was taught by exercise physiologist Venisha Lambert. Each participant recorded food intake, exercise and physical activity they completed outside the class diary pages. The program results include increased confidence and energy, decreased muscle stiffness, less arthritic pain, greater mobility and range of motion, and improved balance.

Western Tidewater MedCare Access Program

The Obici Healthcare Foundation awarded a \$57,825 one-year grant for the MedCare Access Program. MedCare Access Specialist Brenda Lawrence provides Medicare counseling and enrollment assistance to residents in

Franklin, Isle of Wight County, Southampton County and Suffolk. A previous 2-year grant from the Foundation and a grant from the Franklin Southampton Charities funded the program in 2008 through 2010.

In-Home Care Grants for Franklin and Southampton County Residents

The Franklin Southampton Charities’ \$25,000 grant in December provided homemaker and personal care assistance to help seniors remain in their homes and avoid unnecessary nursing home placement.

Respite Care Initiative

A Virginia Department for the Aging \$17,764 grant is providing services for caregivers of persons 60 and older who suffer from Alzheimer’s disease or related disorders. The two-part goal is to (1) reduce the emotional and physical stress and (2) improve the health and quality of life of the caregivers.

The One-Question Interview

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

Her name was Oppie Jackson Roach Harvey. And I will always remember her as the best grandma ever and the senior who has had the most influence on my life. I liked the fact that she called me baby girl because I was her youngest granddaughter. I used to think, "How can someone be so nice?"



Janet Roach

"Oh, how's my baby girl? I'm so happy to see my baby girl," she would say. Then, as always, she'd reach into her purse and pull out a piece of peppermint candy and hand it to me.

Grandma was very religious. So, whenever my siblings and I went to Pinehurst, North Carolina to visit her, we knew we would be going to church. Proudly, she would introduce us to other elder mothers of the church. When I was about ten years old, glaucoma stole Grandma's eyesight. But as her whole world went dark, she continued to light up the lives of her

loved ones. Being blind didn't stop her from making her famous country biscuits or teaching Sunday school at church.

I could tell Grandma was so proud of her grandchildren. She would show us off every chance she got, even after she could no longer see the young adults we were becoming. Grandma was one of 13 children. So every year at the family reunion, there were always new cousins to meet. Grandma managed to be the center of attention, never denying a relative a hug or a kiss. Often, we'd spend the evenings singing and playing the guitar. We were guaranteed to hear her sing her favorite gospel song. I still remember the words, "This joy that I have, the world didn't give it to me. The world can't take it away."

And she truly did live a life of joy. She died peacefully in 2007 at the age of 95. My last image of her was of her holding my baby son, Trevor, in her arms and reaching into her purse and handing my little girl, Gabrielle, a piece of peppermint candy.

Janet Roach is a news anchor with WVEC 13.

How to reach us

- Visit our website at www.ssseva.org
- E-mail us at services@ssseva.org
- Contact the office nearest you, listed below

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

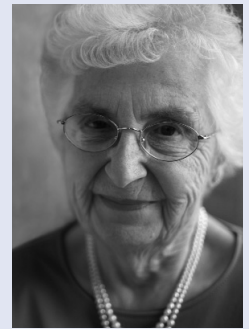
Franklin
(757) 569-8206

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 of 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 or call (757)963-9220.

Senior Services Welcomes New Director of Volunteers

Senior Services is pleased to introduce its new Director of Volunteers, Season Roberts. Roberts, formerly with Children's Hospital of The King's Daughters, leads the recruitment, orientation, placement and support of Senior Services' myriad of volunteer programs such as the Retired and Senior Volunteer Program (RSVP) and the Senior Companion Program (SCP) as well as internal volunteer opportunities.



Season Roberts



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

Help Yourself

If you have diabetes, hypertension, high cholesterol, heart disease, asthma or any other chronic health condition, Senior Services wants to help. To learn more about the *You Can! Live Well, Virginia!* program and how to participate in a free workshop, call Renè Bryant at (757) 963-9207.



2011 United Way Campaign

Help seniors in your community by designating Senior Services **#5065** on your United Way "Combined Charities Campaign" and "Commonwealth of Virginia Campaign" forms or **#47980** on your United Way "Combined Federal Campaign" form.



Eat well. Live well.

For information about this year's Farm Market Fresh for Seniors program, call (757) 963-9231.

