

Helping Older Virginians Live Independently.



THE CENTER FOR AGING

A R E A P L A N 2 0 0 8 - 2 0 1 2

Annual Plan, Oct. 1, 2008 – Sept. 30, 2009

Executive Summary

The Area Plan

Senior Services of Southeastern Virginia develops a comprehensive Area Plan every four years to ensure that we provide the best possible services for seniors and caregivers in our service area. Updated annually, the plan describes our organization’s governance, management and service delivery areas. It presents issues at hand, as well as recommended solutions. The Area Plan also addresses advocacy activities pursuant to one or more of the national purposes of the Older Americans Act. The Area Plan is then incorporated into the Virginia statewide plan for aging services.

The major objectives of the Older Americans Act, reauthorized in 2006, are to assist older people to secure equal opportunity to:

- ~ An adequate income in retirement
- ~ The best possible physical and mental health without regard to economic status
- ~ Obtaining and maintaining suitable housing that supports special needs and is affordable
- ~ Full restorative services for those who need institutional care; a comprehensive array of community-based services that are long-term and adequate to sustain people in their own homes; and support for family members and other caregivers
- ~ Opportunity for employment without age discrimination
- ~ Retirement in health, honor and dignity
- ~ Participating and contributing to meaningful activities, such as civic, cultural, educational, training and recreational opportunities
- ~ Efficient community services, including access to low-cost transportation, which provides a choice in supported living arrangements and social assistance in a coordinated

manner, available when needed with emphasis on a continuum of care for vulnerable elderly

- ~ Immediate benefit from proven research knowledge that can sustain and improve health and happiness

This is the first year of the Area Plan for 2008–2012. This annual plan covers the period from Oct. 1, 2008– Sept. 30, 2009.

About Senior Services

A private, not-for-profit organization, Senior Services is the designated Area Agency on Aging and serves residents in Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk, Virginia Beach, and Isle of Wight and Southampton counties. We are the regional organization in South Hampton Roads that plans, administers, provides services and advocates for senior citizens and their caregivers. Our organization dates to 1968 when the Senior Citizens Service Center incorporated as a 501(c) (3) organization to serve the needs of seniors and their families. In 1972, the name changed to the Southeastern Virginia Areawide Model Program, or SEVAMP, and was designated as the Area Agency on Aging in 1973. Our name changed once again, in 1997, to Senior Services of Southeastern Virginia.

Public Support and Revenue

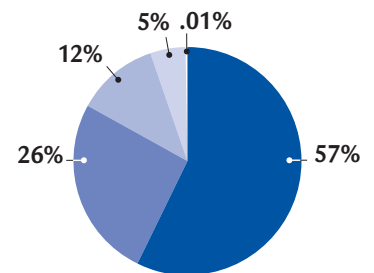
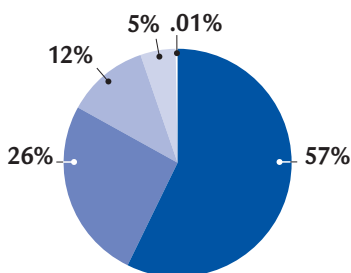
Senior Services receives funding from federal, state, municipal and private sources. Projected FY 2009 Funding:

Public Support and Revenue FY 2008

■ Federal	\$4,139,276
■ State	1,856,689
■ Contracts	833,623
■ Local	368,248
□ Other	9,250
Total Revenue	\$7,207,086

Public Support and Revenue FY 2009

■ Federal	\$4,080,846
■ State	1,848,941
■ Contracts	874,800
■ Local	383,248
□ Other	9,000
Total Revenue	\$7,196,835



Senior Services Leadership and Staff

Senior Services is governed by a regional board of directors, consisting of 31 members. Our leadership circle is completed with the Planning Advisory Council, operating as a “think tank” on aging issues and programs, and the Volunteer Advisory Council. FY 2009 staffing levels are projected to include 68 full-time employees, 48 part-time employees and subcontracts with 33 private, public and not-for-profit providers.

Service Projections, Fiscal Years 2008 and 2009

For FY 2007, Senior Services served 21,322 people and reached 67,839 individuals through public information and education. Services are supported by public and private funding and are delivered in the most cost-effective way possible, while assuring the best care for customers.

Hampton Roads Senior Population

Significant growth of South Hampton Roads’ older population will place new demands on services, prompting changes to respond to this burgeoning demographic.

	2000	2010	2020
Chesapeake 60+	24,666	29,226	36,514
Franklin 60+	1,929	2,876	4,202
Isle of Wight 60+	5,079	8,923	15,725
Norfolk 60+	32,026	35,223	41,770
Portsmouth 60+	17,615	22,460	27,227
Southampton 60+	3,412	5,728	8,253
Suffolk 60+	9,827	15,624	23,805
Virginia Beach 60+	48,815	74,662	100,014
Total:	143,369	194,722	257,510

ACCESS SERVICES	FY 2008 Goal	FY 2009 Goal	% Change	FY 2009 Service Goal	Type of Unit
Care Coordination (CCEVP)	310	250	-19%	1,200	Hours
Center for Aging Adult Services	840	960	N/A	12,240	Hours
Center for Aging Food Stamps	1,800	1,800	N/A	1,800	Cases
Center for Aging Medicaid	4,800	4,800	N/A	4,800	Cases
Elder Abuse Prevention	75	75	0%	75	Contacts
Information & Referral/Assistance	2,000	2,000	0%	10,000	Contacts
Ombudsman: New Cases	110	110	0%	N/A	New Cases
Ombudsman: Info & Assistance	850	850	0%	N/A	New Cases
Ombudsman: Volunteer I & R	N/A	N/A	N/A	300	I&R
Volunteer Ombudsman: New Cases	50	50	0%	50	New Cases
LTC Coordinating Activity	N/A	N/A	N/A	3,250	Hours
Public Information & Education	70,000	80,000	14%	80,000	Contacts
Transportation	1,250	1,750	8%	39,600	Trips
I-Ride	5,475	N/A	N/A	5,475	Trips
LONG-TERM CARE					
Adult Day Care	125	125	0%	85,000	Hours
Center for Aging Companion Services	375	375	0%	156,000	Hours
Home Delivered Meals: Non Fee	1,000	1,000	0%	147,000	Meals
Home Delivered Meals: Fee	200	225	13%	35,000	Meals
Home Maker	100	175	75%	13,000	Hours
Personal Care	150	175	17%	13,000	Hours
Respite: In-Home + IIIIE	67	100	49%	35,000	Hours
Respite: Institutional	20	20	0%	2,500	Hours
Senior Companion Program	270	275	2%	74,000	Hours
WELLNESS					
Congregate Meals	1,000	1,000	0%	86,320	Meals
Health Education & Screening	4,100	4,100	0%	7,000	Hours
Legal Services	120	120	0%	120	Hours
Medication Education - TPC/Part D	2,300	2,300	0%	2,500	Contacts
VICAP Medical Insurance Counseling	10,000	15,000	50%	15,000	Contacts
GRANTS					
Obici Part D Outreach	250	250	N/A	250	Enrollment
VOLUNTEER SERVICES					
Retired & Senior Volunteer Program	1,300	1,325	2%	230,000	Hours

Service Delivery Challenges – and Strategic Solutions

The Center for Aging

The new Center for Aging (CFA) Affiliates program will expand Senior Services' support of other organizations to increase their capacity to enhance the lives of seniors, caregivers and people with disabilities through advocacy, education, information and comprehensive services.

The Affiliate sites will be located where residents can have access in their own neighborhoods to information about wellness and community-based, long-term care services and resources. In addition, information about volunteer services and opportunities will be available.

Training sessions took place May 2 and May 5, 2008 for Affiliate sites volunteer representatives. The following CFA Affiliate sites will open this summer:

- ~ Advent Episcopal Church (Norfolk)
- ~ Calvary Revival Church (Norfolk)
- ~ First Church of God (Norfolk)
- ~ First Baptist Church (Norfolk)
- ~ Miles Memorial United Methodist Church (Norfolk)
- ~ Ocean View Presbyterian Church (Norfolk)
- ~ Philippine Cultural Center (Virginia Beach)
- ~ The Salvation Army

CFA Affiliates program benefits include:

- ~ Affiliate relationship with Senior Services
- ~ Inclusion in strategic Senior Services initiatives for Long-Term Care, No Wrong Door and the Hampton Roads Regional Lifelong Planning Partnership
- ~ Assistance with establishing Senior and Disability Navigator Centers
- ~ Availability of professional social work including Medicare Part D, Medicaid, Food Stamp outreach and access to comprehensive services and resources
- ~ Affiliate volunteers orientation, training and in-services
- ~ Comprehensive health information and self-assessment tools
- ~ "Ask an Expert" how-to information about selecting long-term care insurance, housing, nursing homes and assisted living facilities
- ~ Educational speakers and mentoring

- ~ Human resources advice and expertise for older workers and employees
- ~ Wellness and senior dining programs participation
- ~ Co-marketing in the Senior Services Center for Aging newsletter, *The Senior Advocate*, on the Senior Services Web site and at community events
- ~ Affiliates networking opportunities
- ~ Access to group purchasing and Gifts In Kind International

Hampton Roads Lifelong Planning Partnership

In October 2007, Senior Services launched the Hampton Roads Regional Lifelong Planning Partnership (LLPP), an initiative committed to making the region an attractive place for seniors and people with disabilities to live and age in place. The partnership is guided by a steering committee, chaired by Senior Services staff, and composed of regional leaders who represent the full range of community service providers and other professionals involved in all aspects of long-term care and planning.

The steering committee members serve as the Local Advisory Council for No Wrong Door, a Virginia Department for the Aging statewide initiative that will establish new partnerships among local, public and private human service providers and health service referral agencies. No Wrong Door will improve access to and delivery of services for seniors, adults with physical disabilities and their caregivers. Senior Services was selected to be a No Wrong Door pilot site in February 2008.

The Partnership steering committee meets quarterly. The initial stage of a 30-month planning process is underway with the objective of creating a 10-year plan that "defines public policy, provides practical guidelines and promotes successful models to increase the region's capacity to address housing, transportation and access to services in Hampton Roads for seniors and people with disabilities."

The plan will fundamentally change the way the region addresses the needs of seniors and people with disabilities by increasing the overall capacity and ability to provide an effective and efficient infrastructure for long-term care and related services. The ultimate benefit will be extended independence and improved quality of life.

Transit and Wellness

In December 2006, Senior Services integrated its transportation and nutrition programs into one department, Transit and Wellness. Now in the second year of the plan, the Transit and Wellness Department team focuses on continued efficiency through planning, partnerships and cost sharing with customers.

In 2007 and 2008, the Transit and Wellness Department began offering health literacy and an exercise program at four regional Wellness Centers.

You Can!, a health-focused nutrition and walking program first introduced by the Administration on Aging, drew 90 pilot participants. The more intimate and personalized "Help Yourself! Chronic Condition Self Management Program," developed by Stanford University, may prove to be more popular than *You Can!* The two-part program focuses on sensible strategies for better living.



The Transit and Wellness Department, with Senior Services' Planning Advisory Council, continues to follow the progress of the pilot group.

Health screenings continue to be conducted in Wellness Centers, income subsidized housing centers and minority or rural communities. Wellness services are available at the following sites:

- ~ Bayside Recreation Center (Virginia Beach)
- ~ Southside Senior Center (Norfolk)
- ~ Chesapeake Senior Center (Chesapeake)
- ~ Jewish Community Center (Virginia Beach)
- ~ Nike Park (Isle of Wight)
- ~ Martin Luther King Center (Franklin)
- ~ Norfolk Senior Center (Norfolk)
- ~ Ocean View Senior Center (Norfolk)
- ~ Portsmouth Senior Station (Portsmouth)
- ~ Seatack Recreation Center (Virginia Beach)
- ~ Suffolk Center for Seniors at the Suffolk Center for the Cultural Arts
- ~ Young Terrace (Norfolk)
- ~ Zuni Wellness Center (Isle of Wight)
- ~ Senior Housing Complex (to be announced, Norfolk)

Other components of the plan for FY 2009 include:

- ~ Expanding the "Senior Value Card" at Wellness Centers
- ~ Using input from customer, partner and professional focus groups to develop advisory boards at Wellness sites
- ~ Continuing to meet the 10-day goal set for home-delivered meals start of service. Next-day services are available for critical customer situations
- ~ Increasing revenues and expanding services by increasing the minimum fee to \$25.00 per month and revising cost sharing methods for the fee-for service home-delivered nutrition programs and transit services
- ~ Partnering with the Endependence Center, Inc., offering transportation to people with disabilities who often need "door-through-door" transit
- ~ Building on the I-Ride public transit services offered in Isle of Wight County, Southampton County and Franklin



VISION

Senior Services is the one place where information, services and products come together to support older people and their families.

Volunteer Programs

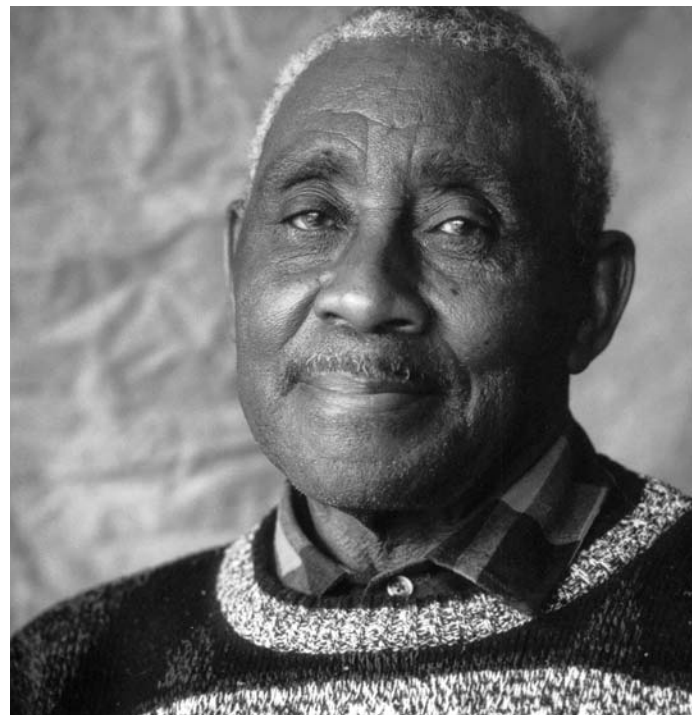
The Retired and Senior Volunteer Program and the Senior Companion Program have proven to be very successful. The challenge is to use these models to serve people with disabilities and expand the use of volunteers within Senior Services. The plan to meet these challenges includes:

- ~ Conducting a local recruitment program for baby boomers based on analysis of current participation and community surveys
- ~ Analyzing additional age cohorts for preferred volunteer opportunities to create pathways for lifetime volunteering as abilities change
- ~ Developing a prospectus of internal volunteer opportunities, including a budget pro-forma and program plan to establish The Center for Aging Volunteer Office

Medication Education Program

The Medication Education Department will continue to assist Medicare beneficiaries in enrolling for the Medicare Part D prescription drug plan, as well as helping individuals find ways to save money on their prescription drugs. The plan for FY 2009 includes:

- ~ Assisting Medicare beneficiaries during the Medicare Part D open enrollment period, Nov. 15 – Dec. 31, 2008
- ~ Reaching out, engaging, educating and enrolling current and new beneficiaries throughout the year in Part D Extra Help (LIS) benefits with additional attention to Western Tidewater funded by the Obici Foundation
- ~ Educating and assisting those new to Medicare. Since January 2008, there has been an increase of beneficiaries new to Medicare, and the staff is presently assisting an average of 20 – 50 new enrollees per month
- ~ Using The Pharmacy Connection to help Medicare Part D beneficiaries who have reached the “gap” in their prescription drug plan by finding cost savings on their medicines during this period
- ~ Expanding the training program for volunteers and professionals regarding Medicare Part D advocacy and counseling. Utilizing a systematic approach of volunteer management focusing on volunteers as counselors, recruiters, educators, administrators and marketers



OUR MISSION

Senior Services of Southeastern Virginia is the regional organization in South Hampton Roads that supports and enriches the lives of older Virginians and their families through advocacy, education, information, products and comprehensive services.

How To Reach Us

Chesapeake, Norfolk, Portsmouth, Virginia Beach, Ombudsman Program:

(757) 461-9481
 (757) 461-1068 fax
 Interstate Corporate Center
 6350 Center Drive
 Building 5, Suite 101
 Norfolk, VA 23502

Ombudsman Program toll-free telephone:

1-800-766-8059

Franklin

(757) 569-8206
 (757) 569-7646 fax
 100 West 4th Avenue
 Franklin, VA 23851

Isle of Wight

(757) 357-4050
 (757) 357-4050 fax
 Mary Wells Community Center
 13036 Nike Park Road
 Carrollton, VA 23314

Southampton

(757) 653-2105
 (757) 653-2849 fax
 PO Box 194
 Courtland, VA 23837

Suffolk

(757) 925-1449
 (757) 925-1448 fax
 110 West Finney Avenue
 Suffolk, VA 23434

E-Mail: services@ssseva.org

Web: www.ssseva.org