

Helping Older Virginians Live Independently.



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

Annual Plan, Oct. 1, 2007 – Sept. 30, 2008

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, 2007– Sept. 30, 2008.

About Senior Services

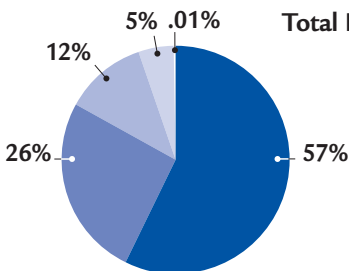
A private, not-for-profit organization, Senior Services is the designated Area Agency on Aging and serves residents in Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk, Virginia Beach, and Isle of Wight and Southampton counties. We are the regional organization in South Hampton Roads that plans, administers, 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 and Expenditures

Senior Services receives funding from federal, state, municipal and private sources. Projected FY2008 Funding:

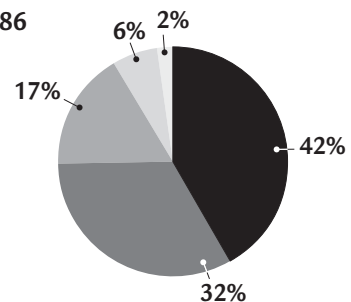
Public Support and Revenue

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



Expenditures by Service Priorities

■ Access Services	\$3,016,265
■ Long-Term Care	2,384,965
■ Health Promotion	1,199,385
■ Administration	448,370
■ Seniors Careers	158,101
Total Expenditures	\$7,207,086



Senior Services Leadership and Staff

Senior Services is governed by a regional board of directors, consisting of 30 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. FY2008 staffing levels are projected to include 65 full-time employees, 55 part-time employees and subcontracts with 31 private, public and not-for-profit providers.

Service Projections, Fiscal Years 2007 and 2008

For FY2006, Senior Services served 17,541 people and reached 61,790 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	FY2007 Goal	FY2008 Goal	% Change	FY2008 Service Goal	Type of Unit
Care Coordination (CCEVP)	250	310	56%	2,000	Hours
Center for Aging Adult Services	New	840	N/A	9,360	Hours
Center for Aging Food Stamps	New	1,800	N/A	1,800	Cases
Center for Aging Medicaid	New	4,800	N/A	4,800	Cases
Elder Abuse Prevention	200	75	-63%	75	Contacts
Information & Referral/Assistance	2,180	2,000	-8%	16,500	Contacts
Ombudsman: New Cases	100	110	10%	850	I&R
Ombudsman: Info & Assistance	850	850	0%	110	New Cases
Ombudsman: Volunteer I & R	215	300	40%	300	I&R
Volunteer Ombudsman: New Cases	35	50	43%	50	New Cases
LTC Coordinating Activity	N/A	N/A	N/A	1,700	Hours
Public Information & Education	65,000	70,000	8%	70,000	Contacts
Transportation	1,250	1,750	8%	45,000	Trips
LONG TERM CARE					
Adult Day Care	125	125	0%	85,000	Hours
Center for Aging Companion Services	New	375	0%	156,000	Hours
Home Delivered Meals: Non Fee	1,000	1,100	10%	177,000	Meals
Home Delivered Meals: Fee	200	200	0%	34,000	Meals
Home Maker	150	100	-33%	10,500	Hours
Personal Care	125	150	20%	15,500	Hours
Respite: In-Home	6	10	67%	2,520	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%	104,000	Meals
Health Education & Screening	4,100	4,100	0%	7,000	Hours
Legal Services	120	120	0%	120	Hours
Medication Education - TPC/Part D	2,500	2,300	100%	2,500	Contacts
VICAP Medical Insurance Counseling	250	250	0%	10,000	Contacts
GRANTS					
Altria Home Delivered Meals	20,860	0	-100%	0	Meals
VOLUNTEER SERVICES					
Retired & Senior Volunteer Program	1,200	1,300	8%	220,000	Hours

Service Delivery Challenges – and Strategic Solutions

Wellness

Senior Services integrated its transportation and nutrition programs into a single operating unit in December 2006 to prepare for the new national direction of evidenced-based programming, improve efficiency and eliminate internal duplication. The new Transit and Wellness Department is re-focusing the traditional meals services toward individual and group interventions that will assist participants in improving self-efficacy, health and wellness literacy and chronic disease management. The two-year plan includes converting traditional nutrition centers into wellness centers by relocating several delivery sites and opening new sites. A pilot exercise program, a health-focused nutrition program and proven wellness education and chronic disease management programs will be introduced in FY2008. Wellness and nutrition programs will be offered at the following locations in FY2008:

- ~ Bayside Recreation Center, Virginia Beach
- ~ Southside Senior Center, Norfolk
- ~ Chesapeake Senior Center
- ~ Christian Home Baptist Church, Isle of Wight
- ~ Great Neck Recreation Center, Virginia Beach
- ~ Jewish Community Center, Virginia Beach
- ~ Nike Park, Isle of Wight
- ~ Martin Luther King Center, Franklin
- ~ Norfolk Senior Center
- ~ Ocean View Senior Center, Norfolk
- ~ Portsmouth Senior Station
- ~ Seatack Recreation Center, Virginia Beach
- ~ Suffolk Center for Seniors at the Suffolk Center for the Cultural Arts
- ~ Young Terrace, Norfolk
- ~ Zuni Wellness Center

Other components of the plan include:

- ~ Implementing a new “Senior Value Card” at all wellness centers to record service participation
- ~ Hiring wellness program staff, plus cross-training to staff
- ~ Establishing participant advisory boards at wellness centers
- ~ Providing freshly prepared meals as often as possible

- ~ Improving “start of service” for home-delivered meals to 10 days or less
- ~ Maintaining home-delivered meals to customers after the Altria grant expires
- ~ Establishing a new wellness center site for the Route 17 Corridor
- ~ Collaborating with health education and screening sub-contractors to deliver wellness services to wellness centers and home-bound customers
- ~ Securing a location for adult day care in Western Portsmouth/Suffolk
- ~ Transferring contract management for adult day care to Transit and Wellness Department

This Spring, Senior Services conducted a regional survey. Participants were asked to rate, in order of priority, the problems they face, and to rank the top five needs they would like Senior Services to address in 2008. The results appear here. The information will be used as a basis for future surveys.

Top five moderate and major problems for senior citizens in South Hampton Roads

1. Not being able to pay for prescription medications	66.7%
2. Not being able to pay for housing costs	59.2%
Not being able to find affordable housing	58.4%
3. Unable to get transportation on weekends	55.3%
Unable to get transportation to help	52.1%
Unable to get transportation to medical appts.	49%
Unable to get transportation to shopping	47.9%
4. Not knowing where to look for help	52.5%
5. Too much bureaucracy	52.4%

Top five issues that Senior Services should address

1. Provide access to discounted or free medications	71.2%
2. Help with affordable housing	62.9%
3. Locating and managing services for elders at home	55.8%
4. In-home care including adult day care	54.3%
5. Expanded medical and shopping transportation	52.4%

Transit

Transit is evaluating current operating protocols to increase ridership. Currently, limited, high quality, on-time service is provided to senior centers. The turn-down rate for individual requests for medical transportation continues to be 700 to 800 persons per year. Efforts to coordinate volunteer transportation with other organizations has met with some success and will continue.

Scheduling methods, operating routes, integration of trip types and guaranteed return ride policies are being examined. Improved coordination with other providers is also occurring so that passenger service can be offered to multiple ages and people with disabilities. Additional challenges include rising fuel costs, rising maintenance costs and identification of new sources of revenue. Making full use of the existing fleet so that unit costs are reduced remains the greatest challenge.

A major strategy of the plan is to better use existing resources to open Senior Services vehicles to riders of all ages. This practice is allowed under current federal aging policy so long as an older person is not displaced.



The new transit service, "I-Ride," was introduced in Isle of Wight County in late-February and has grown steadily during the first 100 days. South Hampton County and Franklin are scheduled to begin "I-Ride" service in the fall of 2007.

Other components of the plan include:

- ~ Maintaining gains in driver retention through improved management, better wages and the Driver Appreciation Program
- ~ Building new relationships with rider bases, such as hospitals, colleges and housing authorities
- ~ Streamlining asset management
- ~ Diversifying ridership to increase cost efficiencies
- ~ Integrating nutrition deliveries and passengers

The Center for Aging

The Center for Aging (CFA), a partnership with the Norfolk Department of Human Services, is being extended through 2013. The major strategic directions are to expand services in a collaborative manner to people with disabilities; to further develop collaborations with additional Human

Service Departments in South Hampton Roads; and to increase the capacity of the region to care for its aging and disabled citizens. Collaboration occurs when different organizations co-locate and when different organizations have the capacity to serve the same person by blending the information and services they provide. The Center for Aging plan for 2008 includes:

- ~ Co-location of the Alzheimer's Association and the Norfolk Commissioner of the Revenue Senior Citizens tax rebate office at The CFA building in Norfolk
- ~ Expanding The CFA locally by developing a pilot affiliate program in Norfolk
- ~ Establishing "No Wrong Door" pilot status with the Virginia Department for the Aging with a regional Advisory Council including members from the public sector, private sector and disability organizations
- ~ Establishing a formal working relationship with Endependence Center to cross-train staff, conduct collaborative regional planning for accessible housing and increase the number of persons discharged from nursing homes to their own homes
- ~ Developing a regional coordinated, long-term care community education program to increase access to information about key issues for long-term care customers
- ~ Evaluating the feasibility of a regional, long-term care Medicaid eligibility program with staff from at least two other jurisdictions at The CFA
- ~ Evaluating the feasibility of a regional Adult Protective Service Coordination Center



VISION

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



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.

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

Even though the surge of new enrollments in Medicare Part D has concluded, priorities include:

- ~ On-going enrollment and open enrollment assistance for new Medicare beneficiaries
- ~ Requests for counseling and advocacy from current beneficiaries
- ~ Training for other professionals

The challenge is to integrate the various programs so that service is provided as cost effectively as possible. The plan for FY2008 includes:

- ~ Conducting a Medicare Part D and The Pharmacy Connection enrollee study to determine future medication program directions
- ~ Seeking foundation funding for a regional Medication Access Resource Center
- ~ Expanding the training program for volunteers and professionals regarding Medicare Part D advocacy and counseling

How To Reach Us

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