

The Senior Advocate

Senior Services of Southeastern Virginia

Spring 2006

Eleanor Bradshaw, First Citizen of Norfolk

Senior Services knows, first-hand, Eleanor S. Bradshaw's devotion to volunteerism. Her work to aid area seniors dates to 1966 when she helped open a small senior center in Norfolk. From this effort, Senior Services was born and has since grown into the region's Area Agency on Aging, serving more than 50,000 seniors and their caregivers annually.

Through her long-term and tireless service to Senior Services' board of directors, Eleanor's drive for better senior health care and community-based services has improved the lives of thousands of our region's elderly.

In recognition of the countless hours she has logged helping civic and charitable organizations, like ours, throughout Hampton Roads, the Cosmopolitan Club of Norfolk named Eleanor First Citizen of Norfolk for 2005. On behalf of everyone at Senior Services, Eleanor, we salute you!



Got Medicare Part D?

Beneficiaries have until May 15 to enroll in the Medicare Part D prescription drug benefit that can help them save hundreds of dollars, and Senior Services encourages seniors to take advantage of the resources available to them in the area.

My Medicare Matters™ has been in the Hampton Roads region since January and continues to help seniors learn more about their prescription drug benefit options. This free program includes an opportunity for individuals and their family members to sit down at a computer with a trained educator. Often local partners, such as Senior Services, are on hand to answer questions about Medicare enrollment and extra help for those who have low incomes.

My Medicare Matters™ is the free and objective community-based Part D education program from the National Council on the Aging and Access to Benefits Coalition that can help individuals and caregivers understand insurance plan choices, enabling them to make informed benefit decisions. The program is supported by a grant from AstraZeneca Pharmaceuticals, LP. For a list of upcoming enrollment events, go to www.MyMedicareMatters.org or call Senior Services at (757) 461-9481.



Anyone planning to attend a My Medicare Matters education session should bring:

- ❖ A current list of prescriptions, including dosage strengths and instructions
- ❖ Medicare and/or Medicaid card
- ❖ A list of preferred pharmacies
- ❖ Any correspondence from former employers, a Medigap insurance provider, or government agencies about the new Part D Medicare drug benefit.

Those who think they might qualify for extra help under the low-income subsidy should also bring information from sources such as bank statements, tax returns, life insurance policies, payroll stubs and any documentation of other income.

The Senior Advocate is published three times a year by Senior Services of Southeastern Virginia. To subscribe, call (757) 461-9481 or go to www.ssseva.org

For a list of upcoming enrollment events, go to www.MyMedicareMatters.org or call Senior Services at (757) 461-9481.

From the Executive Director



This issue of *The Senior Advocate* finds the Virginia General Assembly struggling to address the state's long-range transportation needs. At Senior Services, we are doing the same thing: conducting an in-depth analysis of our transportation systems, nutrition programs, information/referral services and medication education.

We are on track in meeting our fiscal year 2006 service goals, yet we face the major challenge for fiscal year 2007 of retooling our nutrition centers. Limited funds from state and federal sources require us to plan for a different future. And the new Older Americans Act Reauthorization proposes the use of evidence based health programs to serve both today's seniors and baby boomers, so we can all age with greater success.

This combination of realities offers real opportunities that will require different approaches. Our fiscal year 2007 Area Plan will present the first steps in accomplishing these changes. It includes:

- A plan for the nutrition centers
- Methods to serve more riders, including non-seniors
- Ways to broaden the reach of medication education
- Tactics for capitalizing on the Center for Aging's collaborative outreach efforts with the Urban League and Catholic Charities

Watch for *The Senior Advocate Alert* in June. It will contain the summary of the fiscal year 2007 Area Plan for Aging Services.

John N. Skirven

John Skirven
Executive Director

Coming Soon to a Computer Near You

Seniors without Internet access will soon be able to go to their neighborhood library, community center or favorite gathering spot to surf the Web for free senior-related resources, articles and information. Senior Services has entered into a partnership with the Virginia-based SeniorNavigator to provide dedicated computers with access to www.seniornavigator.org at selected community sites throughout Southeastern Virginia. Designed for individuals without a home computer or Internet access, the community-based centers have trained staff that use the Web site to assist seniors and caregivers find the information they seek.



The Web site features timely and in-depth news with sections devoted to health and aging, financial concerns, legal questions, health facilities, assisted living and housing, exercise programs and support groups. By typing in their zip code, browsers can identify resources available to them right in their own community.

Senior Services and SeniorNavigator are working now to identify and set up SeniorNavigator Centers in South Hampton Roads, the Peninsula and Eastern Shore. Those with browsing capability can take a sneak peak by going to www.seniornavigator.org

We'd love to hear from you! For information about how your neighborhood library, recreation center, church, synagogue or community gathering spot could become a Senior Navigator Center, call SeniorNavigator Community Specialist Barbara Rodriguez at (757) 222-4527.

A Fond Farewell to Judy Riedel

After more than a decade serving seniors in Hampton Roads, Judy Riedel is retiring from Senior Services. As the organization's management information systems director, Judy was instrumental in developing Senior Services' Web site, local area network, interface with Norfolk's Department of Human Services system and telephone and mobile communications network. "Judy designed a technological environment second to none among Area Agencies on Aging in Virginia," said John Skirven.



During the nearly 12 years she was with Senior Services, Judy coordinated the volunteers at the 1997 National Association of Area Agencies on Aging (N4A) national conference and assisted with Senior Services' involvement on N4A's national board for eight years. She was among the original staff members of the Hampton Roads Caregivers Coalition. Judy also worked diligently on her own personal advocacy for the elderly.

"She leaves us with a deep understanding that our purpose is to serve our elders and their families and to make life as good as we can for others," said John. "We will miss her."

Just Say No to Unsolicited Medicare, Medicaid Sales Calls

It's one thing to receive an unexpected telephone call from a friend or a gift package at your door. But when it comes to unsolicited Medicare and Medicaid sales calls, Senior Services advises seniors to just say no.

Each year, people lose millions of dollars to Medicare and Medicaid fraud, cons and scams – with little of the money being recovered.

Criminals involved in these activities are looking for personal information, such as Medicare, Medicaid and Social Security numbers. Senior Services encourages people to treat these numbers just as you would your credit card numbers; don't give them out to anyone unless you have solicited the service.

Seniors should also:

- ❖ Be wary of individuals claiming to sell door-to-door prescription drug coverage insurance
- ❖ Record medical appointments and services, and check these items against monthly medical statements to make sure they are right
- ❖ Never provide personal information in exchange for "free" medical equipment or any other "free" offer
- ❖ Never accept medical supplies or equipment from a door-to-door salesperson
- ❖ Never sign a blank form

If you suspect fraudulent activity – or if you have been the victim of fraud – contact Senior Services' **Medicare Fraud Patrol at (757) 461-9481**. As a free service, patrol members will investigate reports of Medicare and Medicaid fraud and help seniors receive the reimbursements they deserve.

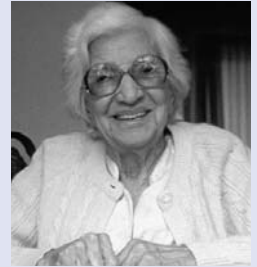
The Virginia Department for the Aging publishes a free "Medicare & Medicaid Fraud, Waste and Abuse" brochure. Download the brochure at www.aging.state.va.us or call 1-800-552-3402.

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Ombudsman Needed!

If you care about those who live in long-term care facilities – and are a diplomatic and skilled communicator – the Hampton Roads Long-Term Care Ombudsman Program could use your help.

Senior Services is seeking new volunteers for its Ombudsmen program, which advocates for older people receiving long-term care in nursing homes and assisted living facilities, and for those receiving care in the community.



Following training, volunteer Ombudsmen are assigned to a specific long-term care facility where they serve as advocates, monitoring the quality of care provided and ensuring that residents' rights are protected. Volunteers are expected to contribute four hours per week, Monday through Friday. Ongoing training and support are provided.

Authorized by the Older Americans Act and Virginia law, the local Long-Term Care Ombudsman Program for South Hampton Roads is administered by Senior Services.

Care to volunteer? Call Willie E. Alston Jr. at (757) 461-9481, ext. 114. The next three-day training session will take place June 12, 13 and 16.

Board of Directors

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|-------------------------------|--------------------------------|
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WHAT OUR CLIENTS SAY

I'd just like you to know how I've been helped by the many services your organization offers in assisting seniors. Most recently, I needed assistance in filing a Medicaid application for my Mom. I was referred to Ms. Boyette, who proceeded to help me so that when I went to the office to file the claim, all the needed documents would be in order. I marveled at how she took the time out of her busy schedule to help me. In the past, I've been assisted by Mrs. Cathy Spriggs and Mrs. Bonnie Ellick, who also extended the same courtesy, kindness, compassion and professionalism. I really appreciate what each of them did. They are to be commended. Continue to keep up the good work.

— Ms. N.S., Virginia Beach, VA

New Gathering Spot for Seniors in Suffolk

When it opens later this year, the Suffolk Center For Cultural Arts will be both a grand new place to meet and celebrate the arts – and an exciting gathering spot for seniors.

In addition to a 550-seat performing arts theatre, galleries and art studios, the Center will house the city of Suffolk's Center For Seniors, as well as offices of the city's Department of Parks and Recreation and Early Childhood Development.

"This is an exciting time for seniors in Suffolk," said Center Executive Director Michael Bollinger. "Through our partnership with the Center For Seniors, older residents will be able to enjoy the galleries, see films, take art and exercise classes, use the computer lab and dine in the on-site restaurant. There are plenty of volunteer opportunities as well for those who wish to stay active as art gallery docents and theatre ushers."



The Center will have a "soft" opening on July 15 when it presents an adaptation of Bizet's "The Tragedy of Carmen," as a highlight of the Todi Music Fest. The Center will also stage a summer film series. A grand opening gala is planned for September when the Center officially kicks off its fall performance season, featuring world-class performances in theatre, dance and music.

Costs to transform the former 1922 Suffolk High School building into the dazzling new arts center complex total \$20 million. The facility will also include a ballroom, a school museum, banquet hall and restaurant.

Located in the heart of downtown Suffolk, the Center is at 301 N. Saratoga Street. For information, visit www.suffolkcenter.org

Eat Your Vegetables!

Eligible seniors in Norfolk, Franklin, Suffolk, and Isle of Wight and Southampton counties can enjoy fresh fruits and vegetables straight from the garden, courtesy of the Senior Farmer's Market Nutrition Program. To find out more about this program that provides eligible seniors with \$40 in "checks" they can redeem at participating farmer's markets and roadside produce stands, call the Senior Services' Nutrition Department in the city or county nearest you. The deadline to apply is May 6.

- ❖ **Franklin/Southampton County, (757) 569-0768**
Monday – Friday, 10 a.m. to 12 p.m.
- ❖ **Isle of Wight County, (757) 357-3531**
Monday – Friday, 10 a.m. to 12 p.m.
- ❖ **City of Suffolk, (757) 923-2372**
Monday, Wednesday, Friday, 10 a.m. to 12 p.m.
- ❖ **City of Norfolk, (757) 461-9481 ext. 125**
Monday – Friday, 9 a.m. – 1 p.m.

Now Serving: Squash Casserole

A southern Sunday dinner favorite, squash casserole is a great way to use this plentiful summer vegetable. This recipe – and a bounty of others – is featured in the Senior Servings cookbook, compiled by Senior Services' volunteers. To purchase a copy (\$7), call Barbara Weekly at (757) 461-9481, ext. 127. Proceeds help to offset costs of Senior Services' volunteer programs.

SQUASH CASSEROLE

- 1 lb. fresh squash
- 1 c. chopped shallots or onions
- 1/4 c. mushrooms
- 1/2 c. quick oats
- 1 egg, beaten
- Salt and pepper to taste
- 1 tsp. salt
- 1/2 c. chopped celery
- 1/4 c. pimento
- 3/4 c. milk
- 2 hard-cooked eggs, chopped
- Ritz crackers, crumbled



Cover squash with water, cook until tender. Drain and set aside. Sauté celery, shallots, mushrooms and pimento. Add to squash. Add remaining ingredients, except cracker crumbs, and place mixture in buttered casserole dish. Bake at 400 degrees for 15 minutes. Remove from oven, cover with Ritz cracker crumbs and bake an additional 15 minutes.

Board Spotlight: Lakita S. Frazier, President

Lakita S. Frazier is a busy woman. As director of Parks and Recreation for the city of Suffolk, she puts in a full workweek overseeing the staff, programs and facilities. She serves on the board of directors of the Suffolk Center of Cultural Arts, Zeta Phi Beta Sorority, Inc., Suffolk Festivals and Phoenix Bank Task Force. When Lakita's home, she likes playing with her two children, coaching youth sports and curling up with a good book.



In January, Lakita was elected president of Senior Services' board of directors. *The Senior Advocate* caught up with her this issue to find out how she's enjoying this new volunteer role – and what she sees for the future of South Hampton Roads' Area Agency on Aging.

When did you first become involved with Senior Services?

In January 2003 I was appointed by the Suffolk City Council to represent our city on the Senior Services board of directors.

How do you feel Senior Services best serves seniors in South Hampton Roads?

By providing programs, services and education to seniors that strengthen them emotionally and physically, as they continue to live independently longer.

This year, the first of the baby boomer generation begins turning 60.

What challenges do local governments, and organizations like Senior Services, face in meeting the aging needs of this growing senior population?

Challenges include: educating the citizens on the changes in Medicare; ensuring that services are still provided to those in need, regardless of the decrease in federal funding; and identifying other sources of funding to provide programs and services to seniors.

In your job with Suffolk Parks and Recreation, you make sure that Suffolk residents have ample opportunity to achieve a healthy and active lifestyle.

How important is it for seniors throughout the region to do the same?

In Suffolk, the department of Parks and Recreation is responsible for the development and implementation of recreational and leisure activities for seniors at our various facilities. Recognizing the changes in the needs for the senior population, the city identified non-traditional facilities to offer senior programs. As a result, a new senior facility will open this summer in the Suffolk Center for Cultural Arts. Collaborating with other agencies to maximize resources will become essential to providing services and advocacy for our seniors.

Is there a senior that has influenced your life in a meaningful way?

My great-grandmother, Margaret E. Harris, was very influential in my life. She was an advocate for seniors and provided support to various churches and our neighbors.

What would you like to see Senior Services achieve during your term?

I would like to see Senior Services continue to provide quality services to seniors and their caregivers; continue implementation of the strategic plan; and increase awareness to the overall citizenry of the services they offer.

We Appreciate Your Help

Thank you to everyone who designated Senior Services through their United Way contributions this past winter. United Way funds approximately 1.5 percent of the work we do to provide services and programs for the region's elderly. Currently, we need additional funds for our Summer Cooling Assistance program, In-Home Services for frail and elderly seniors and Home-Delivered Meals program. Please use the enclosed envelope to supplement these efforts that help seniors live independently at home. For information, contact Cindy Creede at (757) 963-9220 or ccreede@ssseva.org

Where We Are

Main Office, Norfolk

Serves Chesapeake, Norfolk, Portsmouth, Virginia Beach, Ombudsman Program
(757) 461-9481 phone
(757) 461-1068 fax

Ombudsman Program

1-800-766-8059

E- Mail: services@ssseva.org

Web: www.ssseva.org

Franklin

(757) 569-8206 phone
(757) 569-7646 fax

Isle of Wight

(757) 357-4050 phone
(757) 357-4050 fax

Southampton

(757) 653-2105 phone
(757) 653-2849 fax

Suffolk

(757) 934-1661 phone
(757) 539-3189 fax

Spread the News!

We hope you are enjoying your subscription to *The Senior Advocate*. If you know of someone who would like to receive this newsletter – or if you would like to receive it via e-mail – please drop a line to Cindy Creede at ccreede@ssseva.org, or call at (757) 963-9220.

O U R M I S S I O N

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.



Services: Advocacy • Aging Planning • Care Coordination • Employment • Financial Assistance, Food Stamps & Medicaid • Home-delivered Meals & Senior Dining • Companion, Homemaker & Personal Care • Insurance, Medicare & Drug Discount Card Counseling • Long Term Community-based Care • Nursing Home Screening • Ombudsman Office & Care Concern Investigation • Prescription Drug Assistance/ Pharmacy Connection • Transportation Services to Medical & Other Appointments • Volunteer Opportunities by Seniors and For Seniors.

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Norfolk, VA 23502

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Just Around the Corner



Thank You, Volunteers!

More than 1,200 seniors, who lend a hand through our Retired and Senior Volunteer Retirement Program, or RSVP, will be honored at special recognition luncheons during the months of April and May. It's our way of saying, "thank you!"

April 20: Isle of Wight/Southampton counties RSVP; 11 a.m. at Smithfield Center

April 27: Virginia Beach RSVP; 11 a.m. at Holiday Inn Executive Center

May 4: Norfolk RSVP; 11 a.m. at Holiday Inn Executive Center

May 19: Chesapeake RSVP; 11 a.m. at Chesapeake's Grand Affairs

May 31: Suffolk/Franklin RSVP; 11 a.m. at Bethlehem Christian Church

Advocate Accolades

Crystal Award Winners

Senior Services extends its heartfelt appreciation to recipients of its 2005 Crystal Awards, presented at this year's annual meeting:

- ❖ **Checkered Flag Motor Company**, for gifts of four vehicles to help expand Senior Services' transportation services for seniors;
- ❖ **The Virginian-Pilot and WVEC-TV**, for their coverage of Senior Services' need for fans and air conditioning units to cool seniors over last year's sweltering summer
- ❖ **WAVY-TV**, for helping seniors learn about their prescription drug options by airing a series of Medicare Part D interviews on its public affairs program, "The Bottom Line."

The Crystal Awards recognize businesses and organizations that have helped Senior Services better assist seniors in South Hampton Roads.