



Services and Programs to Keep Older Adults Connected in Their Communities June 2017

Our Vision

“Seniors with improved quality of life.”

Our Mission

“Empowering seniors to live with dignity and choice.”

Summary of Services

In support of promoting social connectiveness, these programs and services are part of the Senior Connections Four Year Plan for Aging Services:

- **Adult Day Care** (*Partnership with local Adult Day Care Centers*)
- **Advance Care Planning** (*National and State Award Winner*)
- **Care Coordination** (*Assessment of Service Needs*)
- **Care Transitions** (*Hospital-to-Home Partnerships with Hospital Systems*)
- **Caregiver Counseling and Support** (*Help with Duties*)
- **Chronic Disease Self Management Program** (*Classes over Six Weeks Period; National and State Award Winner*)
- **Communication, Referral, Information & Assistance** (*CRIA*)
- **Congregate Meals and Activities** (*Friendship Cafes*)
- **Disease Prevention/Health Promotion** (*Education and Activities*)
- **Emergency Services** (*Critical Needs: Help with Payments for Housing, Utilities, and Medications*)

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Senior Connections, The Capital Area Agency on Aging

Established as a private nonprofit organization in 1973 and governed by a Board of Directors, the Agency provides services for older adults and caregivers residing in Planning Service Area (PSA) 15, which includes the City of Richmond and the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan. The Agency also serves as the Region’s designated No Wrong Door Service Coordination Lead. In partnership with No Wrong Door Community Partners, the Agency supports resources for adults with disabilities.

Senior Connections is designated as the Area Agency on Aging for the development and enhancement of comprehensive, coordinated home and community based services for older adults and caregivers. Roles and responsibilities include: advocacy, planning, coordinating services, information/assistance, leadership, partnerships, collaboration, focal point for services, and assessing/meeting the needs of older adults.

Planning for the Future

The Agency’s Board of Directors, Advisory Council and Staff engaged in a multi-year Planning Process. This process involved the integration of several planning initiatives: The Greater Richmond Regional Plan for Age Wave Readiness, Updated Strategic Plan, and the Implementation of the Four-Year Plan for Aging Services, which is approved by the Virginia Department for Aging and Rehabilitative Services (DARS).

An Update to The Greater Richmond Regional Plan for Age Wave Readiness was released in 2016 and the Agency is partnering with the Department of Gerontology at VCU to lead the 5th phase of the Plan. Four results oriented action teams are implementing strategies: Business for Life, Neighborhood Livability, Wellness Equity, and Aging for Life. Senior Connections is leading implementation of several components, including Coordinated Transportation (Mobility Management), Medicare Benefits Counseling, Aging for Life Toolkit, Care Transitions, and Promotion of Volunteer Opportunities. The Age Wave Coalition has been instrumental in applying for and receiving several awards including the best Intergenerational Community and the Richmond History Maker Award.

Strategic Plan Update sets goals and directions for Agency Programs and Activities through fiscal year 2019 based on three focus areas: Visibility/Marketing, Programs/Services, and Funding/Resources. Goals are:

- Create distinctive and recognizable public image (brand) for Senior Connections.
- Increase development and delivery of comprehensive and collaborative programs that address the short term and long term needs of older adults, adults with disabilities and their caregivers.
- Develop diverse, sustainable funding sources while continuing strong stewardship of all resources.

The May 2017 Retreat for the Board of Directors, Advisory Council and Management Team focused on Visibility/Marketing, specifically ways to align with the business community. Recommendations for closer alignment include:

- Membership in local Chambers of Commerce
- Engage volunteers from local companies
- Establish media partnerships
- Promote multigenerational partnerships

Area Plan for Aging Services serves as the blueprint for the work of Senior Connections and is the official funding application to the Virginia Department for Aging and Rehabilitative Services (DARS). It also informs interested persons about the intent of the Agency to deliver services outlined under the Older Americans Act. The Plan also describes the manner in which the Agency will continue to develop a comprehensive and coordinated delivery system for older adults, caregivers, and their families. This is a Four Year Plan that covers the time period October 1, 2015 – September 30, 2019. We are currently updating the Plan for the time period October 1, 2017 through September 30, 2018.

Funding Sources

Senior Connections receives funding from the federal Older Americans Act and the Virginia General Assembly through the Virginia Department for Aging and Rehabilitative Services (DARS). The Corporation for National and Community Service provides funding for volunteer initiatives - the Foster Grandparent Program and RSVP. Other federal and state funds support the Agency's Programs and local funds are provided by city and county governments. Senior Connections also receives contributions from citizens in the communities it serves in addition to grants from the United Way of Greater Richmond & Petersburg, local corporations and foundations. Corporate sponsors include Dominion, Genworth, and Owens & Minor. Local foundations include the Richmond Memorial Health Foundation, The Community Foundation, Bon Secours Foundation, and Jenkins Foundation. The Agency also receives grants from Altria's Employee Community Fund. Local fundraising efforts include the Empty Plate Campaign which provides money to help meet critical needs and service gaps. Numerous organizations and individuals contribute to the Empty Plate Campaign.

Needs Assessment

Impact of Demographics

The Plan reflects important population trends in our area. The number of older adults in PSA 15 is increasing, with 177,730 individuals age 60 and over according to the 2009-2013 American Community Survey, Special Tabulation on Aging. The number of persons age 85 and over is the fastest growing group. The population is also becoming more diverse and there is a growing minority population of older Asian Americans and Hispanics. By the year 2030, we will see a doubling of our older population, with the Baby Boomers continuing to retire. At-risk groups include older adults with low incomes, older adults living with disabilities, individuals age 85 and older,

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Summary of Services

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- **Employment and Training Assistance** (*Job Training and Referrals/Matches*)
- **Home Delivered Meals** (*Meals on Wheels; Partnership with FeedMore, Inc.*)
- **Legal Assistance** (*Partnership with Central VA Legal Aid and Senior Law Day*)
- **Long-Term Care Ombudsman and Elder Abuse Prevention** (*Information and Complaint Resolution*)
- **Money Management** (*Check Writing for Bills and Budget Management*)
- **No Wrong Door Service Coordination**
- **Options Counseling** (*Choices for Service Selection*)
- **Personal Care, Homemaker and Respite Services** (*Partnership with Home Care Providers*)
- **Public Information & Education** (*Presentations, Health/Resource Fairs, Newsletters, Publications, Press Releases, Advertising, Website*)
- **Socialization & Recreation** (*Exercise, Arts, and Activities*)
- **TeleBridges Telephone Support** (*Volunteers Connect with Seniors*)
- **Transportation and Mobility Management** (*Ride Connection for Medical Appointments*)
- **Virginia Insurance Counseling and Assistance Program/VICAP** (*Help with Medicare and Other Insurance*)
- **Volunteer Opportunities** (*Engagement*)

Needs Assessment, Impact of Demographics *(continued)*

and older adults who are geographically isolated. Advanced age, disability, poverty, and geographic isolation are risk factors in and of themselves, and the combination of two or more of these risk factors is likely to have significant impacts on the independence and well-being of older adults, putting them at-risk for decreased quality of life, social isolation, loss of independence, poor health outcomes, and shortened lifespan. A project is underway in the greater Richmond area to integrate existing networks, such as Age Wave and No Wrong Door, to develop a risk index that will help stakeholders identify those who might be socially isolated and promote social connectedness. No Wrong Door is a virtual system and statewide network of shared resources, designed to streamline access to long term services and supports. Currently there are almost 20 local organizations that are committed to using No Wrong Door for communications, referrals, information and assistance. In March, Bon Secours Health System joined as the 100th Partner Statewide with the No Wrong Door Program.

Meetings with Local Officials

Staff from Senior Connections, Greater Richmond Age Wave Readiness Coalition, and Richmond Regional Planning District Commission held meetings during March and April 2015 with local officials in the eight localities served. Some of the themes that emerged from the meetings are:

- Enhance Agency's visibility through presence on local government websites.
- Strengthen collaboration with local agencies and groups.
- Continue to support local Age Wave activities.
- Encourage businesses to promote customer service to match needs of consumers as they age (Business for Life).
- Expand caregiver support activities.
- Support transportation in rural areas.
- Senior Law Day provides the opportunity for local partnerships.

We also receive ongoing updates from the localities we serve through involvement in the Greater Richmond Age Wave. Local governments provide funding support and guidance to Senior Connections and local partners.

Public Comment Sessions 2016

Senior Connections conducted four Public Comment Sessions at the Deep Run Friendship Café on 6/2/2016, the Powhatan Friendship Café on 6/14/2016, Linwood Robinson Friendship Café on 6/21/2016, and the New Kent Friendship Café on 6/23/2016 to gain public input and make the community aware of the Area Plan Update.

Key issues/needs identified at the comment sessions are:

- Affordable, accessible transportation for medical appointments and personal business
- Information about services and resources to older adults and their families using a variety of means to disseminate information
- Education on and assistance with legal documents, life planning, and advance care planning
- Affordable housing and livable communities
- Home repair services
- Checking on individuals who are vulnerable/isolated
- Educating individuals, businesses and medical providers regarding abuse, neglect and exploitation
- Lack of home care providers in rural areas

Priorities for the Four Year Plan for Aging Services

1. Continue Older Americans Act core programs including Access and Supportive Services, Health and Wellness, Caregiver, and the Elder Rights Programs. Programs and services need to be defined individually based on local needs.
2. Maintain Mobility Management Services to help residents find and use accessible and affordable transportation services, especially for medical needs.
3. Expand Care Transitions and Evidence-based Programs, including Chronic Disease Self Management and Healthy Habits for Adults.

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Priorities for the Four Year Plan for Aging Services *(continued)*

4. Provide person-centered planning for older adults and their caregivers across the spectrum of long-term care services, including home, community and institutional settings.
5. Work with other community stakeholders to develop “Risk” Index / Social Network Scale (rubric) to identify and connect clients at-risk and to provide data necessary to support interventions and service strategies to address isolation.
6. Expand the No Wrong Door System to add additional community partners in order to capture information for referral networks that can both inform regional dashboard of community health for our aging demographic and lead to pre-emptive interventions that improve access to services and reduce risks of social isolation. Current partners are: project:HOMES, Circle Center Adult Day Services, Feedmore, Inc. (Meals on Wheels), Riverside PACE, Jewish Family Services, Family Lifeline, Hanover Adult Day Care Center, South Richmond Adult Day Care Center, United Spinal Association of Virginia, A Grace Place Adult Day Center, Bon Secours (100th community partner), Alzheimer’s Association, HumanKind Financial, VA Poverty Law Center, Open Door Veteran’s Resource Center, Rebuilding Together Richmond and Resources for Independent Living.
7. Expand volunteer opportunities within and outside of the Agency by integrating internal Agency volunteer programs and coordinating a forum on volunteering in the Greater Richmond area.
8. Continue to participate in Age Wave implementation which promotes engagement and connectedness of older adults in our community.
9. Promote use of advance planning through assistance with legal documents such as wills, powers of attorney and advance medical directives.
10. Develop strategies to reach and serve culturally diverse older individuals and caregivers.
11. Provide information and assistance to Veterans, Military Dependents and family members.
12. Work with local governments to ensure that information about resources and services is available to their citizens by increasing our presence on locality websites and partnering with local agencies, such as libraries, as a means to distribute information about resources and services.
13. Provide information and assistance to caregivers of individuals with Alzheimer’s disease and other dementias.

Area Plan Waivers

Wherever possible, the Agency contracts for services with qualified vendors. We request waivers for services that are appropriate to provide directly based on needs and Agency capacity: Care Coordination, Care Transitions, Checking, Congregate Meals, Disease Prevention/Health Promotion, Emergency Services, Employment, Money Management, and Volunteer. We also request a waiver to use nonfederal funding for In-Home Services to meet the required spending percentage.

Please submit comments and questions by Friday, June 30, 2017 to:
Marge Boynton, Senior Connections, 24 E. Cary Street, Richmond, VA 23219;
or email mboynton@youraaa.org; or call (804) 343-3054.