

# Making a Difference in the Lives of Older Adults, Supporting Caregivers and Strengthening Communities.

## May 2020: Make Your Mark Recognizing the Contributions of Older Adults and Caregivers



### CONTACT INFORMATION:

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### Our Vision

*"Seniors with improved quality of life."*

### Our Mission

*"Empowering seniors to live with dignity and choice."*

### Senior Connections, The Capital Area Agency on Aging: Almost 50 Years of Service

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 Program. Additionally, the Agency co-manages the Greater Richmond Age Wave Coalition with the Department of Gerontology at VCU.

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. This designation is from the U.S. Administration for Community Living (ACL) through the Virginia Department for Aging and Rehabilitative Services (DARS).



## Summary of Services

In support of addressing social connections and helping individuals age successfully, Senior Connections is proposing these programs and services as part of the 2020-2023 Area Plan for Aging Services:

- Adult Day Care** (*Partnership with local Adult Day Care Centers*)
- Care Coordination** (*Assessment of Service Needs*)
- Care Transitions** (*Hospital-to-Home Partnership with Hospital Systems to Reduce Readmissions and Help Older Adults Connect with Community Resources*)
- Caregiver Counseling and Support** (*Information and Assistance to Help with Duties*)
- Chore Services** (*Heavy house work or yard work*)
- Communication, Referral, Information & Assistance** (*CRIA*)
- Congregate Meals and Activities** (*Friendship Cafés*)
- Emergency Services** (*Critical Needs: Help with Payments for Housing, Utilities, and Medications*)
- Employment and Training Assistance** (*Job Training and Referrals/Matches*)
- Health and Wellness Classes** (*Evidence based for workshops on Chronic Disease Self-Management and Fall Prevention*)
- 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 & Complaint Resolution*)
  
- Money Management** (*Check Writing for Bills and Budget Management*)
- No Wrong Door** (*Virtual system and statewide network of shared resources designed to streamline access to long term services and supports*)
- Nutrition Counseling**
- Options Counseling** (*Choices for Service Selection*)
- Outreach & Public Information & Education** (*Presentations, Health/Resource Fairs, Newsletters, Publications, Press Releases, Advertising, Website*)
- Personal Care, Homemaker and Respite Services** (*Partnership with Home Care Providers and Direct Payments to Caregivers*)
- Residential Repair and Renovation**
- Socialization & Recreation** (*Exercise, Arts, and Activities*)
- Telebridges Telephone Support** (*Volunteers Connect with Seniors*)
- Transportation and Mobility Management** (*Rides to and from Friendship Cafés and Ride Connection for Medical Appointments*)
- Virginia Insurance Counseling and Assistance Program/VICAP** (*Help with Medicare and Other Insurance*)
- Volunteer Opportunities** (*Engagement*)

## Planning for the Future

The Agency's Board of Directors, Advisory Council and Staff is engaged in a multi-year Planning Process. This process involves the integration of several planning initiatives: The Greater Richmond Regional Age Wave Readiness Plan, 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). Also, the Board is adopting a Communication Plan.

### **The Longevity Project (formerly Greater Richmond Regional Age Wave Coalition)**

Senior Connections continues to partner with the Department of Gerontology at VCU to lead work of the Longevity Project, which is intended to guide creation of livable communities for all ages. Senior Connections has a key role in implementing several important service components of the Coalition: Transportation Coordination, Homeless Diversion pilot program, Longevity Center, and the No Wrong Door partnership expansion with focus on increasing social connections.

### **Strategic Plan Update**

Strategic Plan Update sets goals and directions for Agency Programs and Activities based on focus areas: Visibility/Marketing, Programs/Services, Funding/Resources, and Sustainability.

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.
- Sustainability

### **Area Plan for Aging Services**

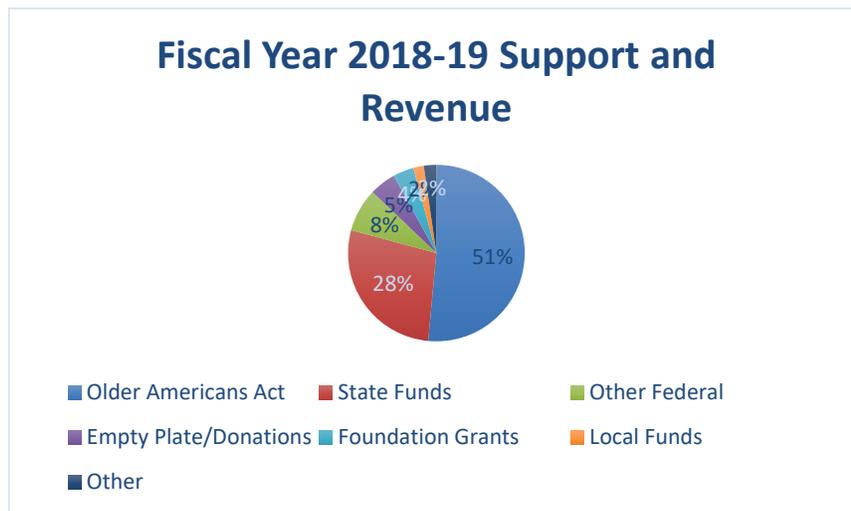
Area Plan for Aging Services serves as the blueprint for the work of Senior Connections and is the official funding application to the Virginia Department for Aging and Rehabilitative Services (DARS). It also informs interested persons about the intent of the Agency to deliver services outlined under 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 the second year of a Four-Year Plan and covers the time period October 1, 2020 – September 30, 2021.

### **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. Ride Connection for trips to and from medical appointments is funded by the Virginia Department for Rail and Public Transportation. Other federal and state funds support the Agency's Programs and local funds are provided by city and county governments. All the local governments support special initiatives for planning, services and recognition in support of older adults

and caregivers. They also support the Longevity Project and the No Wrong Door Service Coordination Program.

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 Energy, Bank of America, Genworth, Bon Secours, and Truist. Local foundations include the Richmond Memorial Health Foundation, The Community Foundation, and The Pawley Family Foundation, The Herndon Foundation, and the Regirer 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.



## Needs Assessment

### Impact of demographics

The Area Plan reflects important population trends in our region, Planning and Service Area (PSA) 15. The number of older adults in PSA 15 is increasing, with an estimated 206,200 individuals age 60 and over according to the *2012-2016 American Community Survey, 5-Year Estimates*. 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 aged 85 and older, older adults living alone, 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. Living alone is another factor that can put individuals at risk for social isolation and reduced quality of life. In our region, approximately 28.9% of older adults aged 65+ live alone.

## 2016 ACS Special Tabulation

Locality	Total Population	60+ Population	60+ in Poverty
Charles City	7098	2080	219
Chesterfield	331840	62765	2555
Goochland	21980	6015	265
Hanover	102200	22660	1064
Henrico	321920	63815	4000
New Kent	20050	4530	90
Powhatan	28285	6460	350
Richmond City	216775	37875	5365
Totals	1050148	206200	13908

## Community Input

### Public Comment Sessions:

For the four year Area Plan cycle, Senior Connections conducted five Public Comment Sessions at the Hanover Council on Aging meeting at the Department of Social Services on 6/10/2019, at Senior Connections on 6/12/2019, at the New Kent Friendship Café on 6/13/2019, at the Powhatan Friendship Café on 6/17/2019, and the Chesterfield Council on Aging meeting at Lucy Corr on 6/27/2019 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
- Need to partner with localities to address local issues and develop programs and services to meet local needs
- Affordable and accessible housing, housing stability and livable communities
- Need more health and wellness classes and recreational activities for older adults
- Reaching individuals who are vulnerable/isolated
- Education on use of technology

## Public Comment Survey

A Public Comment Survey was posted on the Senior Connections website during the month of June, 2019. The five greatest needs identified by survey participants in the greater Richmond area are:

- Affordable housing
- Knowing what services are available and how to access them
- Available and affordable transportation for shopping and errands

- Available and affordable transportation for medical trips
- Health insurance information and counseling

According to Public Comment survey participants, the most important services provided by Senior Connections to help older adults remain in their communities are:

- Transportation
- Medicare and Insurance Counseling
- Information on and assistance with services
- Home Delivered Meals
- Care Coordination

### Community Partner Survey

Senior Connections did an electronic survey of 110 community partners in April 2020 to obtain feedback on services and programs. Fifty-nine partners responded. One survey question asked which service areas should be expanded and the top responses were:

- Behavioral health issues
- Transportation Coordination
- Care Coordination
- Care Transitions
- Benefit Enrollment Center
- Housing related issues

### 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. Increase access to 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 Fall Prevention.
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.
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 and through education concerning other end of life issues.
10. Develop strategies to reach and serve culturally diverse older individuals and caregivers.
11. Provide information, referral and assistance to Veterans and 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, referral and assistance to caregivers of individuals with Alzheimer's disease and other dementias and behavioral health concerns.
14. Facilitate counseling related to housing assistance and transitions.
15. Conduct training/classes on the use of Smart phones and related technology.

## 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 Transitions, Checking, Congregate Meals, Disease Prevention/Health Promotion, Emergency Services, Employment, Money Management, Options Counseling, Socialization and Recreation, 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 Wednesday, July 1, 2020 to:  
Marge Boynton, Senior Connections, 24 E. Cary Street, Richmond, VA 23219;  
or email to [mboynton@youraaa.org](mailto:mboynton@youraaa.org); or call (804) 343-3054.**

