

*2030 Plan:  
Preparing for the Future Age Wave*

**Area Plan for Services  
October 1, 2009  
to  
September 30, 2010**

**SUMMARY**

**Senior  
Connections**  
The Capital Area Agency on Aging  
**Resources for Aging Well  
Since 1973**

Senior Connections, The Capital Area Agency on Aging  
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**About Senior Connections, The Capital Area Agency on Aging**

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. 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 and Service Area 15 (PSA 15), which includes the City of Richmond and the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan.

**Our Mission:** “To assist seniors to live with dignity and choices in their homes and communities.”

**Goals:** The Agency’s Strategic Plan goals relate to advocacy, service enhancement, and business opportunities.

**Our Vision:** “To encourage and empower seniors to improve and maintain their quality of life.”

**Funding Sources**

Senior Connections receives funding from the federal Older Americans Act and the Virginia General Assembly through the Virginia Department for the Aging. 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 local corporations and foundations. Local fundraising efforts includes the Empty Plate Campaign that provides money to help meet critical needs and service gaps.

**The Area Plan for Aging Services**

The Area Plan for Aging Services is the official application for Senior Connections to the Virginia Department for the Aging to obtain Title III funding from the Administration on Aging and funds allocated through the Virginia General Assembly. It is also the document that informs interested persons about the intent of our 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 and their families and caregivers, who need services in PSA 15.

**Senior Population in PSA 15**

**Projected Number of Individuals Age 60 and Above in PSA 15:**

<b>Demographic Profile of Persons Over 60 Years of Age Residing in PSA 15</b>	
Total number of Women	73,982
Total number of Non-whites	31,368
Total number of Hispanics	872
Total number of Native Americans	386
Total number over 60 with incomes below poverty	9,204
Total of Minorities over 60 with incomes below poverty	5,489
Total number of Persons over 60 residing in rural jurisdictions	1,207
<b>Total Number Over 60: 125,392</b>	
The above figures are based on 2000 Census information.	

2010 Projected	179,584
2020 Projected	256,110
2030 Projected	312,209

*(Local data from the Virginia Employment Commission, aggregated by the Virginia Department for the Aging)*

The number of older adults in PSA 15 is increasing. 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. Senior Connections has documented a thirty percent increase in the number of caregivers requiring assistance. Workforce trends include the “brain drain” caused by retirement of Baby Boomers, older adults wanting flexible work options, issues related to employed caregivers and shortage of workers in the healthcare industry. The estimated number of older adults needing health care is projected to increase by one-third by the year 2020. The number of older patients with complex health

needs will outpace the number of health care providers with the skills and knowledge to care for them. These trends will place significant demands on our programs and require adjustments to our service strategies.

**Agency’s Vision and Accomplishments**

The Agency is preparing for the coming wave of older adults by building on our past accomplishments. Our vision for the future includes leveraging new business opportunities, building partnerships, meeting workload

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demands, maximizing our Board and Advisory Council leadership and planning according to population trends and service needs.

- **Business Opportunities:** A recent Agency Retreat with members of the Board, Advisory Council and Staff focused new business opportunities to meet the needs of seniors living in the community. The Agency wishes to have innovative programs that will support community living for seniors, caregivers and the boomers. Goals include meeting preferences for community support, helping people plan, reducing dependence on Medicaid for long-term care and helping people on an individual basis stay at home as long as possible. Some opportunities that the Agency plans to pursue are retirement toolkit, opportunity to adopt a senior or program, nursing home partnerships, advocacy at pharmacies, project with technology companies, private consulting, volunteer expansion with Hands on Richmond, training initiatives with colleges/universities and enhanced fundraising. Other needs that have been identified include home cleaning assistance and help with the installation of ramps.
- **Partnership Opportunities:** The Agency has positioned itself to leverage additional partnerships to support the provision of needed services. A successful initiative, Workplace Partners for Elder Care, has laid the foundation for us to work with the corporate sector in supporting the needs of working caregivers. We are expanding on Workplace Partners for Eldercare to promote CareCompass (connecting families to resources) and Virginia Easy Access (on-line resource) to the corporate community and other employers. We are also meeting with the local hospital systems to promote a Community Living Program (CLP) that is intended to reduce nursing home placements, decrease hospital admissions and eliminate Medicaid spend-down. We will work with the hospitals and other partners to develop processes and protocols to improve hospital discharge planning. Ongoing partnerships exist with Feedmore, Inc. through collaboration for the Home Delivered Meals Program and the Friendship Cafés. Collaborations are also continuing with ElderHomes, Inc. for housing support. Additional partnerships are continuing with adult day care centers and home health agencies for personal care and respite services.
- **Services Provided and Increased Demands:** One of the critical issues that seniors and caregivers need help with is insurance. For many years, we have seen a significant increase in the number of persons seeking assistance from our volunteer and staff insurance counselors. This trend has continued as seniors and caregiver seek help in making decisions about Medicare Part D plans for prescription drug assistance. Our counselors are assisting more than 3500 persons each year. We are also seeing a great demand for basic computer classes for seniors. We have held more than 50 classes and the demand is growing as technology becomes the focus of so many programs that impact seniors. Since 2004, we have successfully implemented a technology program, No Wrong Door. This program allows our staff to more efficiently coordinate services, facilitates easier access for consumers and provides more opportunities to coordinate service delivery among our partner groups. We now have 34 staff users who are managing varying levels of services for more than 3300 consumers. We plan to offer the system to our partner agencies to help facilitate information and referral processes.
- **Involvement of the Board of Directors and Advisory Council:** The Agency has a wealth of experience and expertise among the members of our diverse Board of Directors and Advisory Council. Members represent advocacy groups, local government, other nonprofits, business and education. These members also work with other Boards and Task Forces that impact the community. The Board meets every other month and has opportunity for public input and reports on community needs. The Advisory Council meets quarterly and provides input on development of the Agency's four year plan for aging services. The Board and Advisory Council hold joint annual meetings during May and periodic retreats to facilitate strategic directions and long term planning. Committees focus on public relations, long-range planning, public policy, service needs, human and funding. Board and Advisory Council members represent the interests of seniors, caregivers and persons with disabilities at special sessions that address transportation, housing and technology.
- **Population Trends and the 2030 Age Wave Plan:** The Agency is playing a lead role in the development of a 2030 Age Wave Plan that reflects on the changing demographics of the Richmond Metropolitan Region. In the Richmond Metropolitan Region, one in every four adults is age 65 or over. Today, 13 percent of the population is 65 or over. By 2030, this number will increase to almost 20 percent. To get our communities engaged in helping to create livable communities for all ages, we joined with partner groups in June 2009 for an Aging in Place Forum. This was the kick off for a year long process that will result in a livable communities

toolkit that will be shared with other communities. This new and innovative project will address aging in place related needs in all of our communities. The Age Wave Collaboration will facilitate our planning for the dramatic demographic changes that we are experiencing. We will address the demands on public services and infrastructure in the areas of economic development, the environment, long term care and civic engagement/advocacy.

- **Senior Center Partnership:** Since 2006, the Agency has engaged in an extensive strategic planning process to insure the future of the Senior Center. The Center has been a Richmond resource since 1959 with the vision of “supporting livable communities for a vibrant senior population.” A Strategic Planning Team developed guiding principles that support collaborative partnerships, empowerment for seniors and caregivers and shared leadership among partners groups. These values have led to the successful relocation of the Senior Center from Monument Avenue to its new home with the Virginia Hospital and HealthCare Association. The new location is accessible and futuristic. The Senior Center Partnership offers a range of health, education, recreation, fitness and volunteer opportunities.

### *Community Needs Assessment*

Senior Connections conducted Public Comment Sessions to gain insight on what services are needed from the community. The Agency has also reviewed key findings from the 2008 Older Dominion Study. The Study provides a framework for local planning efforts based on surveys conducted of Virginia residents and businesses. Key issues identified include:

- ◆ **Availability of Transportation Services**  
There is a need for affordable and convenient transportation for seniors and persons with disabilities to medical and other essential appointments. This need is greater in the rural areas.
- ◆ **Nutrition and Meals**  
Older adults who are experiencing a range of health issues and chronic diseases have a need for good nutrition and balanced meals. Meals and nutrition are also preventive measures that help prevent chronic diseases and other illnesses.
- ◆ **Affordable In-Home Care and Services**  
Seniors and caregivers benefit from in-home services, including both personal care and homemaker/companion services, are an important area of concern for seniors and caregivers. They are concerned about eligibility for these services and what they will have to pay to receive assistance.
- ◆ **Help in Obtaining Information and Services**  
The public does not know where to turn for information and services. We must develop more opportunities for people to receive information about available resources.
- ◆ **Support for Caregivers**  
Services are needed to support caregivers, especially respite services. Employed caregivers need help finding services. One in five (22%) of persons in Virginia who are in the Baby Boomer generation (born between 1946 and 1964) report that they or someone in their household cares for or helps to provide care for an older relative. These caregivers will need to have a range of housing options to facilitate caregiving.
- ◆ **Community Activities for Seniors and Lifelong Learning**  
Seniors need a range of services offered by Senior Centers and related facilities. Such services include education, social, recreation and health/wellness activities. These activities need to include opportunities for older adults to share experience through learning and teaching.
- ◆ **Legal Assistance, Security and Crime Prevention**  
There is a need for help with financial planning, developing wills, designating powers of attorney, and guardianship. Related needs are neighborhood security, crime prevention and support for partnerships such as TRIAD, an initiative of AARP, State Attorney General and local law enforcement.
- ◆ **Housing and Economic Security**  
There is a lack of affordable housing and housing options for seniors and persons with disabilities, particularly in the rural areas. The Baby Boomer population means that for the next 20 years, the population of adults age 65 and over will increase by 2.3% each year. The population will need housing that is designed for healthy aging. Economic Security relates to employment and increased costs of living.

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◆ **Health Promotion/Wellness and Healthcare**

There is a need to address the availability and affordability of health care. Related issues are substance and alcohol misuse and the accessibility of mental health services. Also, there is need to provide nutrition education and meals.

◆ **Financial Management**

Seniors and caregivers often have difficulty managing their financial affairs. They need assistance with a range of assistance and counseling with money matters, credit, loans and banking.

### *Summary of Services*

Senior Connections is proposing to provide the following Programs and Services under the Area Plan:

**Adult Day Care Scholarships** provide a safe and protected daytime place for senior adults to go to when they are unable to be alone during the day.

**Care Coordination/Case Management Services** include a person-to-person interview and an assessment of the person's needs to find out what specific services are needed and development of a Plan of Action for service delivery.

**Caregiver Assistance** provides assistance with accessing supportive services, individual counseling and training to help with problem solving and decision making, respite care for temporary relief from caregiving roles and, chore services.

**Congregate Meals or Friendship Cafés** are neighborhood gathering places for seniors where a hot midday meal, good friends, and diverse activities assure that seniors remain active and connected to the community while meeting their nutritional needs.

**Disease Prevention/Health Promotion Service** includes health education and screening activities provided through various public information and outreach efforts and health education presentations and exercise activities at our Friendship Cafés.

**Elder Abuse and Long Term Care Ombudsman Services** include investigating and attempting to resolve complaints relating to quality of care received from residents or their families concerning nursing homes, adult care residences, and home health care agencies.

**Emergency Services** provides funds to assist older adults with critical needs. This assistance includes help with cooling and heating equipment and the purchase of prescription medications.

**Employment Services** to assist seniors to find employment through work experience and community service and job referrals.

**Financial Literacy Assistance** provides classes to seniors and caregivers about managing financial, how to budget and the facts about loans and credits. This is an elder consumer education program.

**Homemaker/Companion Services** assist with meal preparation, housekeeping, laundry, transportation, shopping, and minor home maintenance.

**Home Delivered Meals** are made available through an agreement with Meals on Wheels, are delivered to the homes of seniors who cannot prepare a nutritious meal for themselves.

**Information and Assistance Services** help seniors, caregivers, and those with disabilities identify and locate services to meet their needs and interests.

**Legal Assistance** is provided through an agreement with the Central Virginia Legal Aid Society and with assistance from the Virginia State Bar Senior Lawyers Conference to develop simple wills, durable powers of attorney, and advanced medical directives.

**Medication Assistance** provides emergency medication assistance funds to low-income seniors in crisis and coordinates an application process that helps eligible seniors to apply for free prescription drugs from participating pharmaceutical manufacturers.

**Money Management** provides in-home financial management service and one-on-one check writing and bill paying services to assist with managing personal finances.

**Personal Care Services** provides access to 80 hours of in-home care to seniors on a sliding fee scale.

**Public Information and Education** provides information and education through the Agency's newsletter, "Mature Life," the Agency website, press releases, and community presentations.

**Transportation Services** are provided through agreements with transportation vendors so older adults can reach needed services, including the Friendship Cafés.

**Volunteer Programs** offers rewards for both those who need the volunteer service and those who volunteer their time providing services through Agency programs. The programs funded under the Area Plan for Aging Services are enhanced by programs funded by other federal grants, including the Virginia Insurance Counseling and Assistance Program, Foster Grandparent Program and Retired and Senior Volunteer Program (RSVP).

### *Area Plan Waiver Requests*

Senior Connections is requesting waivers allowed by the Virginia Department for the Aging as follows:

- (1) Waiver to provide the following direct services: Care Coordination, Congregate Meals, Checking, Disease Prevention, Emergency Services, Employment, Individual Counseling, Medication Assistance, Money Management, and Volunteer Services. The provision of these services is necessary to assure an adequate supply and Senior Connections can provide the service more economically and with comparable quality.
- (2) Waiver to use nonfederal funding for In-Home services to meet the required spending percentage.

### *Priorities for the 2010 Area Plan*

Based on the needs assessment data, requests for services and the Agency's Strategic Plan, the Agency priorities represent areas of need as well as identified trends.

#### **1. Transportation**

- a. Coordinate with other community agencies to increase transportation services for medical appointments and other essential trips.
- b. Expand transportation partnerships to increase rides for older adults and persons with disabilities.

#### **2. Home Care**

- a. Identify grant opportunities to increase funding sources for temporary personal care services, homemaker/companion, and respite for caregivers to be provided on a sliding fee scale.
- b. Provide chore services to include: yard maintenance; removal of snow and ice; and household cleaning.

#### **3. Access to Information and Services**

- a. Provide information to persons who are not currently served by the Agency. Expand outreach efforts to the unserved population which are essential.
- b. Continue to expand the Resource Center for seniors and caregivers, including providing basic computer classes.
- c. Participate in the No Wrong Door system which enhances access to long term care services, streamlines processes and provides for effective service coordination.
- d. Provide use and understanding of the Virginia Easy Access website and 211 Virginia.

#### **4. Services and Support to Caregivers**

- a. Support expansion of adult day care services in the rural areas and increase public awareness of adult day care services in the urban areas.
- b. Provide forty-hour personal care training for family caregivers, Senior Employment participants and other older workers who are interested in providing services as personal care aides.
- c. Continue services for caregivers and conduct an educational awareness campaign about caregiver needs and resources.
- d. Continue Workplace Partners for ElderCare grant by increasing the number of participating businesses and outreach to caregivers, promoting Care Compass and building awareness of other resources.

#### **5. No Wrong Door/Easy Access/Aging and Disability Resource Center**

- a. Continue No Wrong Door Pilot Program in collaboration with other Area Agencies on Aging. The goal is to make it easier for seniors and caregivers to access services and to coordinate service delivery.
- b. Establish Easy Access for older adults, persons with disabilities and their families through the Aging and Disability Resource Centers. These centers build on existing services and make it easier for citizens to find and use long term care services.

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## 6. 2030 Age Wave Plan for the Richmond Region

### a. Develop 2030 Age Wave Plan

In 2030, residents in the Richmond Metropolitan Region over the age of 65 will increase from 10 percent of the population in the year 2000 to almost 20 percent. The 2030 Age Wave Plan addresses ways that the Region can prepare for the population growth. Areas of focus are economic development, the environment, long-term care and advocacy.

### b. Incorporate the 2030 Age Wave Plan with the Agency's four-year Plan for Aging Services. This collaboration will facilitate a comprehensive planning process.

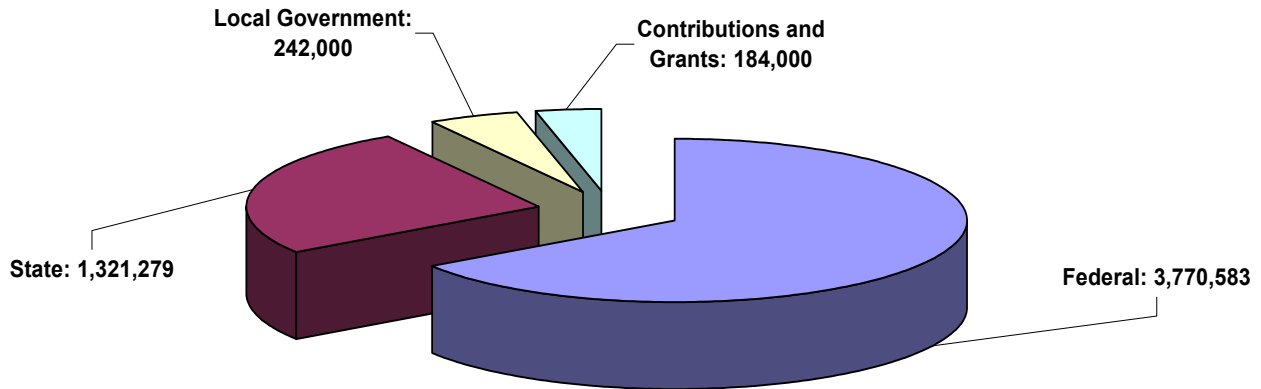
## 7. Work Force and Employment

### a. Join with the Capital Work Force Investment Board and One Stop Job Centers to expand employment opportunities for older adults in conjunction with the Senior Employment Program and other initiatives.

### b. Identify work force issues for the future and help employers who are confronting the loss of older workers as well as an aging work force.

### Projected 2010 Funding: \$5,517,862

Senior Connections receives funds from federal, state, localities and private sources.



### For Additional Information, Please Contact:

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