

SUMMER

2016



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A letter from PCA President and CEO Holly Lange



My entire career has been dedicated to the field of aging, and to making life better for others as they age. When I began working in the field of aging almost 40 years ago, all we had was transportation and senior centers. Over the years, services have expanded and developed tremendously. Today, more than 20,000 older Philadelphians

are able to remain in their homes, in the community, because of the services we provide. This means the world to me. But there are many more we are unable to help due to lack of funding.

As I write this letter, we have a waiting list of more than 1,700 seniors in need of in-home care and other services to enable them to remain in their homes, in the community. Another 377 senior homeowners are on a waiting list for modifications and repairs that will enable them to age in place safely.

In this issue, you will read about some of our fundraising efforts. On June 16, the Emergency Fund Coalition held its 27th annual luncheon for this crisis fund which helps older Philadelphians when they have exhausted all other resources. And on June 23, we held our annual fundraiser for the Philadelphia Fund for Seniors (PFS). More than \$450,000 has been raised for the PFS to date. These are challenging times both in terms of public and private

funding, and we are gratified by the support we have received from so many individual donors, businesses and foundations.

We are also mindful that there is more to life than the things money can buy; as the saying goes, we need bread, but we need roses too. It is in that spirit that PCA has, for the past 14 years, presented “Celebrate Arts & Aging,” during Older Americans Month. The celebration showcases the extraordinary talents of senior citizens, this year with exhibits in five different venues. It also highlights opportunities to cultivate and experience creativity, through classes, workshops, exhibits and performances. UPDATE’s cover this month features “Summer Strawberries,” a painting by Ellen Baer, which was the signature piece for this year’s celebration.

We are committed to doing our best to help older Philadelphians live with dignity and with as much independence as possible. We deeply appreciate all of the support we receive in this endeavor, both from donors, and from the many individuals and organizations that comprise the Aging Network in Philadelphia, who share our goals and work to better the lives of seniors every day.



Holly Lange
President and CEO, Philadelphia Corporation for Aging

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PCA, senior centers distribute produce vouchers to low-income seniors

Now in its 16th year, the Senior Farmers’ Market Nutrition Program (SFMNP) makes \$20 of produce vouchers available to 36,000 low-income Philadelphia seniors. To be eligible, recipients must be Philadelphia residents who will be age 60 or older by the end of the year and meet income limits. The program in Philadelphia is managed by PCA.

Vouchers will be distributed beginning July 11 at PCA, 642 N. Broad St., on weekdays from 9 a.m. to 4 p.m.; and at other sites throughout the city, including senior community centers, while supplies last. The program, funded by the U.S. Department of Agriculture and the Pennsylvania Department of Agriculture, is designed to make fresh produce more available to senior citizens and support Pennsylvania farmers.

For more information, including distribution sites and times, call the PCA Helpline at 215-765-9040. Produce vouchers must be used by November 30, 2016.

**PCA Gala “An Evening in Paris” raises more than \$162,000.
Proceeds benefit The Philadelphia Fund for Seniors**



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Vital Support Home Health
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Affordable Care Act's impact on seniors is focus of 2016 Lawton Conference

Changes in health care policy and practices, and the challenges and opportunities posed by the Affordable Care Act (ACA) for senior-serving organizations and institutions will be examined by three panels at the 2016 M. Powell Lawton Conference on November 14.

The first panel will consider policy changes put in place by the ACA which are intended to shift the power structure away from complete control by medical professionals to patient engagement, autonomy and shared decision-making.

The second panel will address the changes in practice that have resulted from the ACA, specifically in relation to medical care and facility-based long-term care. The role of senior community centers and other community organizations as agents of change will round out the discussion. Barriers to implementation of these patient-centered practices will be

the topic of the third panel, which will consider the requirements and financial incentives of insurers; the perspectives and ethical considerations of medical providers; and the impact of socio-economic status of senior citizens on the decision-making process.

During the event, Robyn I. Stone, Ph.D., executive director for the Center for Applied Research and senior vice president for research of LeadingAge, will be recognized with PCA's 2016 M. Powell Lawton Quality of Life Award.

The award honors those who demonstrate a commitment to public service, are nationally-recognized in their fields and contribute to improving the quality of life for others. Information on the conference will be available after Sept. 1 at www.pcaCares.org.

Regional Conference on Aging and National Senior Center Conference: Perfect together

The 2016 Regional Conference on Aging, presented by Philadelphia Corporation for Aging Sept. 28-30, will again offer a cutting-edge program with 30 sessions over three days. The first day will feature a focus on senior centers, in collaboration with the National Institute of Senior Centers (NISC) whose national conference this year is in Philadelphia, Sept. 26 and 27. Sessions for both conferences will take place at PCA, with some field trips planned to visit senior centers.

"This is a winning combination, offering an outstanding array of experts assembled by PCA and NISC to provide a unique opportunity for professional development," said PCA Chief Planning, Development and Government Relations Officer David Nevison.

Nationally and locally recognized experts will present relevant, practical and current information that will be immediately beneficial to anyone working in the aging arena. Designed to help stretch both education and training budgets, the conference is a cost-effective and convenient way to increase knowledge and skills and obtain continuing education units. CEUs will be available on approved sessions for professionals who work with older adults. The conference is sponsored by Always Best Care, FHS SeniorCare Payment Solutions, Health Partners Plans, Mom's Meals, and SarahCare Home Health Agency. For registration and details, visit www.pcaCares.org or email tshea@pcaphl.org.

For information about the NISC Senior Centers 2016 Conference, contact NISC Member Services at 800-373-4906 or email membership@ncoa.org.

PCA Advisory Council member devoted to performing mitzvot

Since retiring from his 36-year career as a teacher and reading specialist for the Neshaminy School District, Jack Belitsky has taken on a volunteer schedule that's equivalent to a full-time job. Belitsky says he's motivated first of all by his Jewish faith. "I believe in performing mitzvot, sometimes called 'good deeds.' Actually, in Jewish tradition, a mitzvah is a commandment. I believe we are required to help other people, especially older people."

Two days a week, he helps pack food for KleinLife's home-delivered meals program. "Many older people have difficulty shopping and cooking for themselves. The lunch they get at a senior center is often their main meal of the day," says Belitsky, who is a member of the KleinLife Center's Senior Advisory Council and RSVP Advisory Council. At KleinLife's Rhawnhurst location, he leads lunch-and-learn programs and a twice monthly book discussion group. He also participates in KleinLife's RSVP pen pal program, corresponding monthly with a fifth grader from a local school.

As a member of PCA's Advisory Council, he helps provide input for the agency's board of directors and acts as an advocate for older adults. Belitsky is also a regular contributor to PCA's Emergency Fund for Older Philadelphians that helps low-income seniors in crisis pay for critical needs like heat, food and medicine and to PCA's Philadelphia Fund for Seniors, which helps strengthen PCA's financial resources.

"PCA is very important to me because it provides so many services for older people, especially the most vulnerable," he says.

PCA events roundup

Classes engage seniors' bodies and brains

PCA collaborated with Osher Lifelong Learning Institute at Temple University on a senior education event, "Engage Your Body and Brain," on March 3. Each of the 255 participants was able to participate in up to three classes, choosing from offerings including comfort food cooking, tai chi and mobile device technology. Always Best Care Senior Services, Health Partners Plans, JEVS at Home and Open Systems Healthcare sponsored the event.

PCA provides training for social workers serving Latino communities

Programs and resources for older adults were the topic of a training PCA provided at Concilio on April 6 for 125 social workers serving Latino communities. Sponsors included Always Best Care Senior Services, Gateway Health, Health Partners Plans and SarahCare Home Health Agency.

PCA's holds annual "Celebrate Arts and Aging"



"Fancy Fish" an acrylic painting by George Servais, was displayed at Philadelphia City Hall.

PCA presented a visual feast in May for the agency's 14th annual "Celebrate Arts and Aging." Participating artists ranged from 58 to 93 years old. Artwork was displayed at Center on the Hill ... the place for active adults; Philadelphia City Hall; Philadelphia Senior Center - Avenue of the Arts; and at two new venues: the Gershman Y in Center City and West Philadelphia Senior Community Center. Celebrate Arts and Aging was sponsored by Always Best Care Senior Services, Health Partners Plans, JEVS at Home and PECO.

More than 200 attend Vietnamese Health & Information Fair

PCA presented a Health & Information Fair for Vietnamese seniors at the Saigon Maxim restaurant in South Philadelphia on April 17. More than 200 people attended the event, which featured presentations on BenePhilly, the Centers for Medicare & Medicaid Services, PCA and senior centers. Sponsors were Always Best Care Senior Services, Health Partners Plans and Penn Asian Senior Services.

Take Our Daughters & Sons to Work Day hosted by Human Resources

PCA employees joined the rest of the nation in celebrating this annual event in April. PCA's Human Resources Department prepared a variety of activities for the day, including an agency tour, lunch, and learning games to build the children's self-esteem and introduce them to PCA's mission.

Information & Referral Council forum

PCA's Information & Referral Council, an open forum for providers of aging and disability services, met on May 5 at NewCourtland Education Center in Germantown for a networking luncheon and service overviews from PCA, NewCourtland and the Alzheimer's Association. The event drew 90 participants, and was sponsored by Always Best Care Senior Services, Bayada Home Health Care, Health Partners Plans, JEVS at Home, NewCourtland and SarahCare Home Health Agency.

GenPhilly presents "Buzz on the Budget"

GenPhilly, a program of PCA, sponsored a forum focusing on the Pennsylvania budget process in May, featuring Kathy Cubit from CARIE and Ray Landis from AARP Pennsylvania. Twenty-six people attended the event, which was held at United Way of Southeastern Pennsylvania and Southern New Jersey.

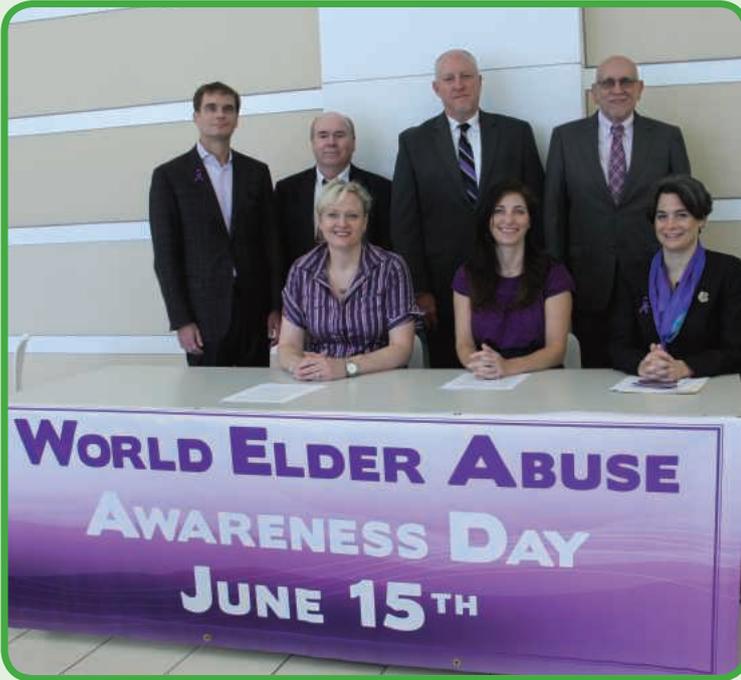
Spring Clergy and Seniors Day focuses on spirituality and mental health

PCA's Clergy-Aging Interfaith Coalition presented a program on "Understanding the Connections between Depression, Medicine and Spirituality" on May 19. Sponsors for the event, which drew 220 participants, were Always Best Care, Health Partners Plans and JEVS at Home.

Volunteer ombudsmen honored at luncheon

PCA honored 18 volunteer ombudsmen at a special training and recognition event on June 23 at the Hilton Garden Inn. Volunteers' years of service ranged from one month to 16 years. Volunteers were invited to bring a guest who might be interested in volunteering in the future.

Forum on financial exploitation marks World Elder Abuse Awareness Day



The Philadelphia Financial Exploitation Prevention Task Force presented a free forum about keeping money and assets safe, making good financial decisions as you age and accessing resources. The June 15 event marked the 10th Anniversary of World Elder Abuse Awareness Day and featured representatives from local banks, the Philadelphia Police Department and District Attorney's Office, the Alzheimer's Association, PCA, and SeniorLAW Center. PCA is a founding member of the Task Force.

Pictured at the World Elder Abuse Awareness Day event are panelists (front row, from left) Linda Johnson, financial crimes investigator for TruMark Credit Union; Emily Cardin, caregiver/advocate; and Dana Goldberg, coordinator of SeniorLAW Center's Project S.A.F.E (Stop Abuse and Financial Exploitation). In back are panelist Jason Karlawish, M.D., co-director of the Penn Memory Center/Healthy Brain Research Center; Mike Cullen; of the Delaware Valley Security Officers Group; and panelists Ken Spaide, supervisory special agent for the U.S. Department of Homeland Security and Joseph Snyder, director of PCA's Older Adult Protective Services.

Department of Aging honors PCA volunteer ombudsman as "trailblazer"



The Pennsylvania Department of Aging (PDA) recognized PCA volunteer ombudsman William Magwood as a "trailblazer" during May, Older Americans Month. The agency shared Magwood's story on its website as one of the older Pennsylvanians who has had an immeasurable impact on the

community. "Blaze a Trail" was the theme of Older Americans Month 2016. He was also awarded the PDA volunteer spotlight award.

Magwood had been a registered nurse since the 1960s, but took early retirement two years ago for health reasons. To keep busy, he became a volunteer ombudsman with the Center for Advocacy for Rights and Interests of the Elderly (CARIE), one of the organizations subcontracted

by PCA to provide long-term care ombudsman services in Philadelphia. In just two years, Magwood obtained the most comprehensive level of Ombudsman training (Tier II); completed a record 285 activities in Philadelphia; and contributed more than 450 hours of his time, impacting the lives of more than 5,000 residents.

Millie Ofray, ombudsman and volunteer coordinator for CARIE, related one example of his dedication. "When Ms. B, a nursing home resident, first approached Mr. Magwood last summer, she was extremely frustrated with staff in the nursing home. Ms. B needed special diabetic shoes. For months, the nursing staff had been promising her assistance to get the special shoes," she said. "As a former nurse, Magwood understood the need for these shoes and was tenacious and skilled in his interventions through which she was able to get the shoes," Ofray said.

About the Philadelphia Long-Term Care Ombudsman Program

Two organizations are subcontracted by PCA to provide ombudsman services in Philadelphia, based on geographic areas of the city:

South, West and North Philadelphia

CARIE

www.carie.org

215-545-5728; Toll free: 800-356-3606

Northeast and Northwest Philadelphia

Center in the Park

www.centerinthepark.org

215-844-1829

For information about the program, contact Lynda, Pickett, Philadelphia Long-Term Care Ombudsman Program manager, at 215-765-9000, ext. 3109 or by email at lpickett@pcaphl.org.

Emergency Fund for Older Philadelphians: Resource of last resort

During the 2015 fiscal year, 1,768 senior households received emergency assistance totaling almost \$216,000 for food, fuel, medical expenses and other critical needs through the Emergency Fund for Older Philadelphians. The Emergency Fund is a crisis assistance program for Philadelphia seniors who have exhausted all other resources for help. PCA administers the fund on behalf of a coalition of 24 community-based social service organizations and service providers which both raise funds and make referrals for assistance. Referrals are made through the PCA Helpline by coalition members, other social services agencies, and members of the clergy; and payments are made directly to vendors.

PCA undertakes a direct mail fundraising campaign during the winter months, and coordinates the annual Emergency Fund Luncheon and Rose Epstein Silent Auction on behalf of the coalition. This year, the winter campaign raised nearly \$21,000 and the 27th annual luncheon and silent auction raised nearly \$30,000.

A total of \$40,500 in donations also were raised from the following foundations and organizations to help seniors in crisis pay for heat and other basic needs: the Beckett Family Foundation, the MKM Foundation, and Western Association of Ladies for the Relief and Employment of the Poor. This included the first \$30,000 installment of a \$ 90,000 three-year grant from the MKM Foundation.

For more information about the Emergency Fund, call 215-765-9000, ext. 5340 or email rspector@pcaphl.org. To donate, visit www.pcaCares.org and click on "Donate;"

email jzaremba@pcaphl.org; or send your contribution to PCA, 642 North Broad St., Philadelphia, PA 19130.



Pictured at the Emergency Fund Luncheon (from left) are Glenn D. Bryan, PCA board chair; David Goetz, producer of 6abc's "Art of Aging" series; Anika (Niki) Hawkins, 6abc public affairs manager, accepting the Bright Star of Aging Award honoring the station; Holly Lange; PCA president and CEO; and Dorothy Ann Gleason, 6abc senior marketing manager. (Photo by Evangelina Iavarone)

Emergency Fund Luncheon Sponsors

Gold Sponsors

Always Best Care Senior Services and Health Partners Plans

Silver Sponsors

Better Home Care and NewCourtland

Bronze Sponsors

A Place Like Home II, Bayada Home Health Care, Einstein Medical Center Philadelphia, Federation Housing, Gateway Health, Independence Blue Cross, Penn Asian Senior Services, Salus Health and SarahCare Home Health Agency.

In Memoriam: Skip Voluntad, tireless advocate for Asian immigrants



Pioquinto "Skip" Voluntad, 86, a longtime member of PCA's Board of Directors and chair of PCA's Asian Advisory Committee, died April 26. Voluntad was crucial in helping PCA develop strategies to reach a diverse Asian population — working to overcome language and other barriers that can be significant impediments to obtaining services.

Voluntad served as a member of the Pennsylvania Council on Aging, advising the Secretary on Aging and the Governor on aging issues. He developed cultural education programs for the Pennsylvania Department on Aging staff, and assisted in having informational materials produced and translated into Asian languages.

As a volunteer Executive Council member of Pennsylvania AARP, Voluntad lobbied for senior issues in the legislature and served as the "conscience" of AARP as he advocated for Asian

seniors' concerns. He was instrumental in forming the first Asian AARP Chapter on the East Coast, here in Philadelphia.

He worked with the Delaware County Office of Services to the Aging to increase senior services to the minority communities in Delaware County and was chair of the Mayor's Commission for Asian Pacific American Affairs in Philadelphia under three mayors.

Among the honors Voluntad earned for his activism were the Pennsylvania Governor's Gold and Silver Awards for fostering diversity, and the Pennsylvania Association of Area Agencies on Aging 2008 P4A Advocacy Award.

Donations in Skip Voluntad's name can be made to PCA's Emergency Fund, which provides assistance to low-income seniors in financial crisis. Please make checks payable to PCA Emergency Fund; mail to: PCA, 642 N. Broad St., Philadelphia, PA 19130, and include a note on the check that it is in memory of Skip Voluntad.

Philadelphia Corporation for Aging (PCA), a private, nonprofit Area Agency on Aging, was established in 1973 to coordinate social services for Philadelphians who are older or who have disabilities and to assist them in achieving optimum levels of health, independence, and productivity.

One of the region's largest nonprofit organizations, PCA is funded in part by the federal Older Americans Act and the Pennsylvania Lottery, channeled through the Pennsylvania Department of Aging, and by Medical Assistance, channeled through the Pennsylvania Department of Human Services.

CALENDAR OF UPCOMING EVENTS

SEPTEMBER 2016

Tuesday, Sept. 13

Noon to 2:30 p.m.

Information & Referral Council Meeting

For information: call 215-765-9000, ext. 5340 or email rspector@pcaphl.org.

Thursday, Sept. 22

Noon to 1:30 p.m.

Clergy Quarterly Meeting

For information: call 215-765-9000, ext. 5342 or email salawren@pcaphl.org.

Monday, Sept. 26 – Tuesday, Sept. 27

National Institute of Senior Centers Conference (see page 4)

Wednesday, Sept. 28 – Friday, Sept. 30

2016 Regional Conference on Aging (see page 4)

Events held at PCA, 642 N. Broad St., Philadelphia, unless otherwise specified.

OCTOBER 2016

Saturday, Oct. 1

9 a.m. to 1:30 p.m.

Annual Latino Seniors Conference

St. William Hall, 6300 Rising Sun Ave. For information, call 215-765-9000, ext. 5343 or email lsarfraz@pcaphl.org.

Thursday, Oct. 13

8:30 a.m. to 1 p.m.

Fall Clergy & Seniors Day

Crowne Plaza Philadelphia West
4100 City Ave.

For information (after Sept. 1), call 215-765-9000, ext. 5342 or email salawren@pcaphl.org.

Friday, Oct. 14

9:30 a.m. to noon

“The Senior Strut, a Health Event in the Park,” presented by Fairmount Park Conservancy, PCA and Philadelphia Parks & Recreation. Event kicks off at Lloyd Hall, 1 Boathouse Row on Kelly Drive.

For information (after August 1), call 215-765-9000, ext. 5055 or email events@pcaphl.org.

NOVEMBER

Thursday, Nov. 10

1 to 4:30 p.m.

Winter Resources Training

An overview and update for social service professionals about resources to help low-income seniors this winter. For information, call 215-765-9000, ext. 5340 or email rspector@pcaphl.org.

Monday, Nov. 14

M. Powell Lawton Conference 2016: The Affordable Care Act and Empowering Older Adults (See page 4)