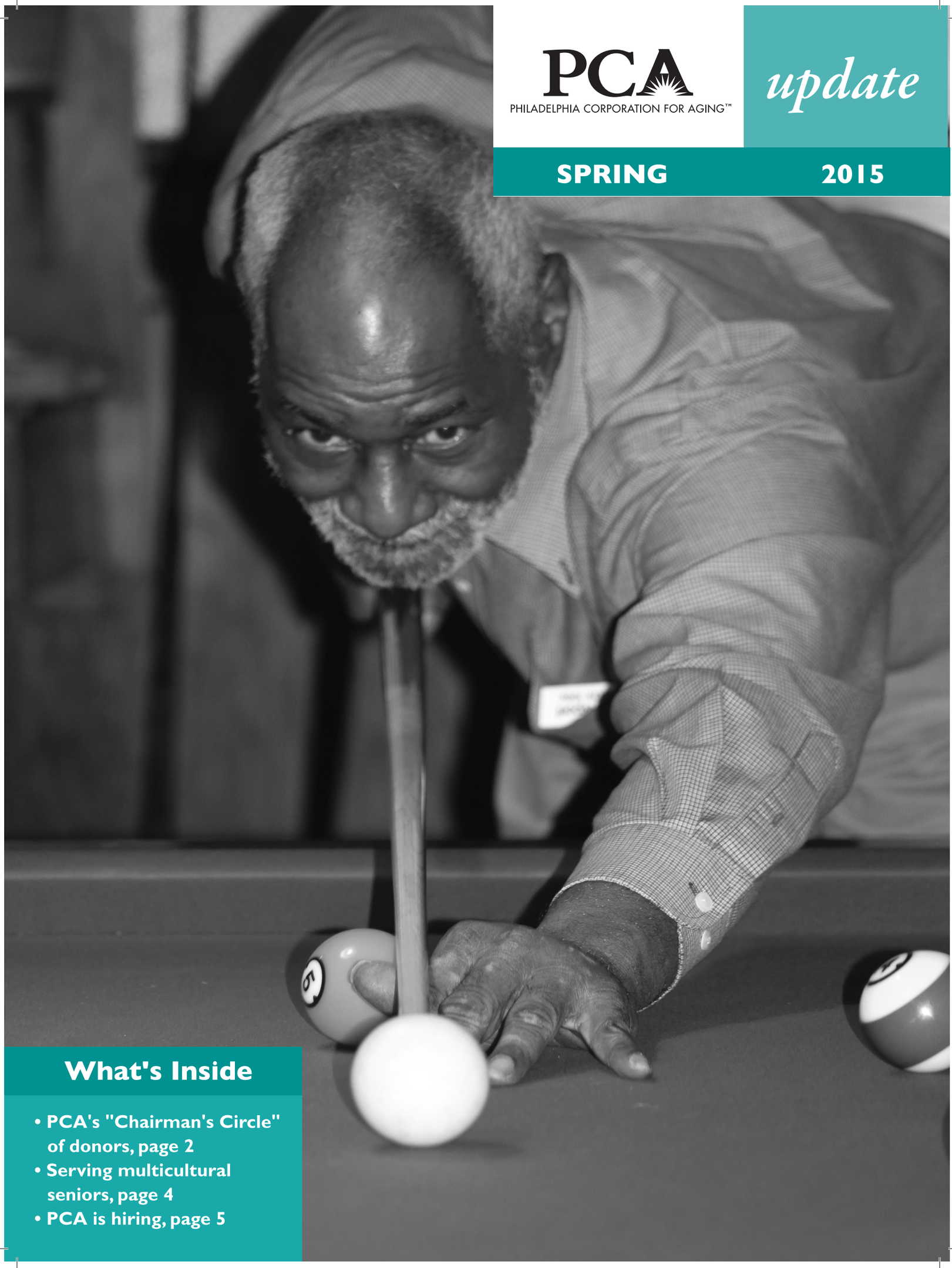
PCA
PHILADELPHIA CORPORATION FOR AGING™

update

SPRING 2015



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A Letter from PCA President and CEO Holly Lange

In July 2015, Philadelphia will be the site of the 40th annual conference of the National Association of Area Agencies on Aging (n4a). This is the largest gathering of aging industry decision makers in the country, and attracts close to 1,000 attendees.

Philadelphia Corporation for Aging (PCA) has been closely involved in the planning of this conference, which will take place July 11 – 15 at the Philadelphia Marriott Downtown. Focused on the theme "Answers on Aging," the conference includes a tradeshow, networking opportunities, professional development, and a wide range of workshops. Among the topic areas are: Accessing the Opportunities from the Affordable Care Act; Advancing Our Advocacy; Assisting Caregivers; Building Livable Communities; and Connecting the Aging Community to the Medical Community. Sessions will present the latest research, innovations and strategies for serving a growing, and changing, aging population.

This is an exciting opportunity for PCA, and for our region's aging and social services community, to showcase the many innovative programs and services designed to support and benefit seniors; and to learn from leaders in the field. As chair of the host committee, I want to extend my personal invitation to you, to take advantage of this stimulating and valuable opportunity.

Holly Lange

Holly Lange
President and CEO, Philadelphia Corporation for Aging

Save the dates: July 11 –15, for the **40th Annual Conference of the National Association of Area Agencies on Aging (n4a).** Information: www.n4aconference.org

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New Board Member has planning experience

Judee M. Bavaria has been named to Philadelphia Corporation for Aging's Board of Directors. Bavaria is president and CEO of Presby's Inspired Life (Presby), a not-for-profit, faith-based ministry that provides continuing care and affordable housing to 3,000 older adults in 31 senior living communities throughout the Greater Philadelphia area.

Bavaria's leadership at Presby has been marked by significant growth of affordable housing for economically disadvantaged seniors. A registered nurse and licensed nursing home administrator, Bavaria has led strategic planning to expand and improve Presby's continuing care communities to meet residents' evolving needs. Bavaria served as Presby's chief operating officer for six years. Previously she was corporate compliance officer for Lutheran Services Northeast, a multi-site social ministry in Northeastern Pennsylvania.

Host sites sought for free health workshops

Philadelphia Corporation for Aging (PCA) seeks locations to host a series of free workshops aimed at helping adults age 60-plus better manage chronic health conditions. Entitled "Help Yourself to Health," and coordinated by PCA, the series consists of six 2½-hour sessions aimed at helping participants better manage symptoms; decrease stress, fatigue, frustration and pain; and increase self-esteem, fitness and healthy eating. Host sites are asked to provide space and promote the workshops to their constituents. PCA provides trained leaders and materials. Workshops are funded by the Pennsylvania Department of Aging. There is no cost to the host site.

To learn more, or to become a host site, call PCA Health Promotion Consultant Diane Brown at 215-765-9000, ext. 5119; e-mail dbrown@pcaphl.org; or visit the workshop website at www.pcahelpyourselftohealth.org.

PCA's "Chairman's Circle" of donors grows

Philadelphia Insurance Companies Foundation has donated $25,000 in support of The Philadelphia Fund for Seniors (PFS), the largest gift received for the fund since its creation in 2014. Through this gift, the foundation became a Chairman's Circle Founding Partner. The designation honors foundations, corporations and individuals contributing $10,000 or more in one calendar year to Philadelphia Corporation for Aging's (PCA) fundraising initiatives.

"We recognize the hard work PCA does and want to help," says Bill Procopio, the foundation's executive director, adding that the gift "supports your organization's mission to improve the quality of life for Philadelphians who are older or adults who have disabilities."

PCA's Chairman's Circle, launched in 2014 to recognize high-level giving, now numbers 19 donors of gifts between $2,500 and $25,000 each. "Through the Chairman's Circle, we recognize the organizations, foundations and individuals that have 'stepped up' at the highest level to help Philadelphia seniors achieve optimum levels of health, independence and productivity today– and tomorrow," says PCA President and CEO Holly Lange.

Philadelphia Insurance Companies Foundation is one of four donors designated as Chairman's Circle Founding Partners. Another 15 are Chairman's Circle Community Partners, with donations from $2,500 to $9,999. (see below)

These gifts are critical to PCA's mission, according to Jack Dembow, PCA board member and chair of the board's Development Committee. The federal and state government funding sources on which PCA has traditionally relied cannot keep pace with growing needs, Dembow says.

"As a result of flat and minimally increased government funding and even decreased funding in some instances, fundraising has become a greater priority for PCA in recent years," he says. "Donors who want to help make a difference can have a tremendous impact here. We collectively have the power to help and, in doing so, we feel better about ourselves and our community. Thanks to the support of many people, and particularly our 'Chairman's Circle,' PCA can continue providing both basic and life-supporting interventions for thousands of Philadelphia seniors– our neighbors."

PCA has three signature fundraising initiatives:

- **The Philadelphia Fund for Seniors (PFS)** – Founded in 2014, PFS helps to ensure that Philadelphia's elderly, especially those with the greatest social, economic and health needs, receive the services and support they need to maintain optimum health and well-being in their homes and community.

- **The Emergency Fund for Older Philadelphians** – Founded in 1979, the Emergency Fund is guided by a coalition of community-based organizations, and administered by PCA. It helps to meet basic human needs, like heat, food, rent and medicine, for low-income Philadelphia seniors who have exhausted all other resources for assistance.

- **PhillyMeals on Wheels** – Created by PCA in 1998, PhillyMeals on Wheels expands the capacity of local volunteer-based home-delivered meal programs for frail, homebound seniors who cannot shop or cook for themselves.

Philadelphia's aging population presents significant challenges, according to PCA President and CEO Holly Lange. The city has the second highest proportion of older residents among the nation's 10 largest cities, and close to 18% live in poverty, twice the nationwide average. "Among those age 85 and older, the proportion of minority and non-English speaking people continues to grow and is almost half of all persons age 85-plus," Lange said. "These are the very frailest, most vulnerable, and most in need of the sorts of services PCA provides. We need help from donors to ensure that we will be able to continue providing those services and helping people to remain independent as long as possible," Lange said.

To donate visit www.pcaCares.org and click on "Donate;" call Joan Zaremba, PCA director of marketing and development, at 215-765-9000, ext. 5051; or e-mail jzaremba@pcaphl.org.

Chairman's Circle: January 1, 2014 – December 31, 2014

Chairman's Circle Founding Partner - $10,000 and up
Aurora's Fund ◦ MKM Foundation ◦ Philadelphia Insurance Companies Foundation ◦ Willis of Pennsylvania, Inc.

Chairman's Circle Community Partner - $2,500-$9,999
AARP Foundation ◦ Always Best Care Senior Services ◦ The Becket Family Foundation ◦ William Bensley, Esq. BTC Foods, Inc. ◦ Citizens Bank Foundation ◦ Coalition Against Hunger ◦ Elizabeth P. Watson Fund ◦ Mary P. Hugues Metro Dolls ◦ Obermayer Rebmann Maxwell & Hippel LLP ◦ Western Association of Ladies for the Relief and Employment of the Poor ◦ Martha Wallace ◦ Wawa Foundation, Inc. ◦ Wells Fargo Foundation

Advisory Council welcomes five new members

Five new members have been named to PCA's advisory council: Rev. Dr. Vernell Baker-Brown; Sandra McNally; Alfred Stillman, M.D.; Roslyn Talley; and Heshie Zinman.

The council serves as an advocate for older persons, providing input to PCA's Board of Directors on matters including development, administration, programs and the annual budget; and reviews and comments on the agency's four-year plan.

Members of the PCA Advisory Council gather for a photo with the agency's executives (front row, from left): Jennifer Barnhart; Lenore Wasserman-Scola, Advisory Council chair; Holly Lange, PCA president and CEO; and Florence Gallagher; (middle row, from left): Margie Weinstein; Ronnie Comfort; Purita Acosta; and Sandra McNally; and (back row, from left): Dr. Alfred Stillman; Carl Bailey; Lt. Warren Green; Rev. John Jallah; Louis Colbert, PCA vice president of operations; Heshie Zinman; and Jack Belitsky. Not pictured are Advisory Council members Rev. Dr. Vernell Baker-Brown, Philip Steinberg and Officer Roslyn Talley.

Rev. Dr. Vernell Baker-Brown is currently director of faith-based services for NewCourtland Senior Services and has served as a chaplain there since 2000. She also has served as pastor/chaplain for Mid Atlantic Health Care and Philadelphia Nursing Home. She is a past chair of PCA's Clergy-Aging Interfaith Coalition.

Sandra McNally is assistant director for community services at the Institute on Disabilities at Temple University. She is also program director for PA's Initiative on Assistive Technology (PIAT), and coordinates other statewide assistive technology activities, including iCanConnect PA, the National Deaf-Blind Equipment Distribution Program in Pennsylvania.

Dr. Alfred Stillman recently retired from a long career as an internist and geriatrician. As part of his practice, he spent 16 years making home visits to homebound indigent elders in North Philadelphia. His book, "Home Visits: A Return to the Classical Role of the Physician" (Radcliffe Publishing Ltd., 2007), chronicles that experience.

Roslyn Talley is a project development specialist with the Philadelphia Police Department. In that position, she works to connect the department and its officers with the community. She previously served as the community relations officer for the department's 35th district covering Logan, Olney and the surrounding areas.

Heshie Zinman is board chair of the Lesbian, Gay, Bisexual and Transgender Elder Initiative (LGBTEI), headquartered in Philadelphia. He previously served as patient and community affairs manager for Bristol Myers Squibb Pharmaceutical Company, focusing on HIV-affected patients and communities, and was executive director of the AIDS Information Network. He is a former PCA board member.

National panel on health highlights PCA research, initiatives

Philadelphia Corporation for Aging's (PCA) Director of Research and Evaluation Allen Glicksman, Ph.D., was one of three panelists at a November 5 webinar co-sponsored by the Office of Disease Prevention; National Institutes of Health (NIH); and the Office of the Surgeon General, U.S. Department of Health and Human Services.

Entitled "The National Prevention Strategy: Prioritizing Prevention to Improve the Nation's Health," the webinar highlighted examples of organizations and communities working to promote health and prevent disease through changes in the built environment. The National Prevention Strategy (NPS), authorized by the 2010 Patient Protection and Affordable Care Act, is considered the nation's "health and wellness roadmap."

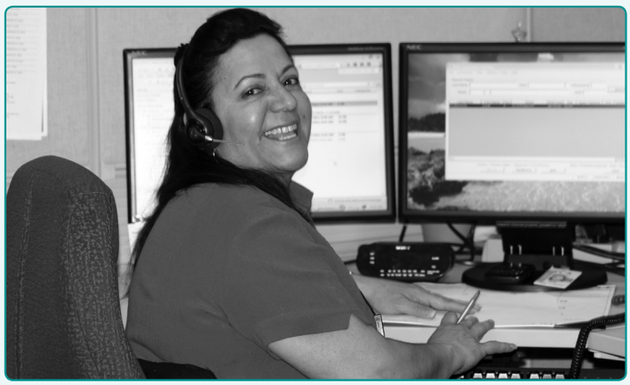
Glicksman's presentation highlighted findings from current research at PCA that showed the importance of implementing the NPS in the city's most challenged neighborhoods. Using data analysis and maps from PCA's Geographic Information Systems program, Glicksman focused on the need for greater attention to improving the physical environments of low-income neighborhoods to help older adults there lead healthier, more active lives.

The November 5 webinar was part of the NIH Disease Prevention Seminar Series, "Medicine: Mind the Gap Translating from Clinic to Curbside." The other panelists were: Rachel MacCleery, senior vice president at the Urban Land Institute in Washington, D.C.; Gwen Wright, director of the Montgomery County Planning Department of the Maryland-National Capital Park and Planning Commission; and moderator Melissa Lim Brodowski, Ph.D., acting senior advisor for policy and outreach of the Office of the Surgeon General. A podcast of the webinar can be viewed at http://videocast.nih.gov.

Serving Philadelphia's multicultural, multilingual elder population

More than 40,000 older Philadelphians were born in another country, and 47,000 of the city's elders do not speak English as their first language.

PCA is committed to addressing the ongoing and critical challenge of providing information and services to the city's increasingly diverse elders in ways that are compatible with their cultures.



Alma Mora, one of the PCA Helpline's five bilingual staff members, answers calls from English and Spanish speakers, providing information about aging resources and how to access services.

Philadelphia's foreign-born elders come from more than 40 different counties, from regions representing almost every area of the globe – Asia, Europe, the Americas and Africa. Their numbers have increased, from 11% of the city's older adults in 2007 to 15% today.

More than 6,500 older Philadelphians hail from the West Indies, which is currently the number one place of origin for foreign-born seniors. It is followed by the former USSR, China and Africa.

Among Asian elders in the city, 99% were born outside the United States. More than 5,000 are from China; more than 2,000 are from Vietnam; close to 2,000 are from Cambodia; and close to 1,800 are from India.

Of the city's 273,000 elders (age 60-plus), 16,000 are Latino; and for more than 13,000 of them, Spanish is their first language.

For all of these seniors, limited English proficiency can create significant hurdles in encountering the health and social service systems.

Bilingual staff, translation, materials

One of PCA's ongoing initiatives is to recruit bilingual staff, especially assessment workers, who are in direct contact with consumers as they evaluate the needs and resources in order to develop a care plan. Currently, PCA has 17 bilingual assessors who speak 11 languages: Arabic, Korean, Malayalam, Nigerian/Cameroonian Pidgin English, Portuguese, Russian, Spanish, Thai, Ukrainian, Vietnamese and Yoruba. PCA also maintains a contract with a translation service to assist as needed.

The PCA Helpline, which provides information and referral services, has staff who speak Spanish and Russian. Dedicated Helpline phone lines have recorded messages in Chinese, Cambodian, Hindi, Korean and Vietnamese. Callers who speak other languages can be served through a professional interpretation service. In addition, PCA's website, www.pcaCares.org, offers automatic translation into 16 languages.

PCA's services brochure, "Helping Seniors Live Life to the Fullest," has been translated into Spanish and an abridged version has been translated into 26 languages.

Outreach and collaboration

The agency's Community Relations Department staff includes both a Latino and an Asian Outreach Coordinator who connect with ethnic elders through a variety of specific events, among them, two annual health and information fairs for Asian elders and an annual conference for Spanish-speaking elders. Community Relations also has convened an Asian Advisory Committee and Latino Advisory Committee, each of which includes key leaders from those communities, to develop collaborations to connect immigrant elders to aging resources. The department is increasingly reaching out to the city's growing African and Caribbean immigrant populations and the organizations which serve them.

Each year, Community Relations staff and volunteers attend more than 400 outreach events in neighborhoods throughout the city, including many in ethnic communities, where they distribute PCA material in a variety of languages.

Training

Each immigrant group holds its own customs and beliefs about caring for the elderly. These have a profound impact on their attitudes toward formal service providers, and assumptions about the origins and treatment of various ailments in old age, especially dementia. PCA provides annual cultural sensitivity training sessions, focusing on the Latino, Asian and African/Caribbean communities, which are open to anyone in the Aging Network.

PCA's staff makes available training for Spanish-language health and social service providers in the community, which assists them in making referrals for appropriate aging services.

To obtain copies of PCA materials in other languages, learn more about outreach activities, or participate in a cultural sensitivity training session, contact Rick Spector, PCA's director of community relations, at 215-765-9000, ext. 5340 or e-mail rspector@pcaphl.org.

The demographic information above was provided by Allen Glicksman, Ph.D., director of research and evaluation for Philadelphia Corporation for Aging; and was derived from analyses of information taken from the Integrated Public Use Microdata Series of the 2013 American Community Survey conducted by the Bureau of the Census. IPUMS-USA, University of Minnesota, www.ipums.org

PCA is hiring: Staff positions added to meet the growing need

As the aging population grows in both numbers and frailty, so does the need for services to support them; and the need for employees to provide those services. In the past year, Philadelphia Corporation for Aging has added 25 positions, mostly in the Long Term Care Department.

"PCA is consistently adding new positions to serve the city's immense population of seniors and people with disabilities," said Christine Slusser, PCA's Human Resources recruiter. "Many other nonprofit, social service agencies won't hire people out of college. But we do. For entry-level social service positions, we don't require years of experience. PCA has a comprehensive training program for these entry-level employees."

PCA employs approximately 300 long-term care professionals who assess, monitor and coordinate home care services for older adults in need. Assessment workers are responsible for the comprehensive clinical, financial and level of care assessment of individuals seeking long-term care services. PCA's service coordinators are responsible for ongoing care planning, service arrangement, follow-up and reassessment. Both of these entry-level positions require a Bachelor of Arts or Bachelor of Science degree in social work, sociology, psychology, criminology or related behavioral sciences field, with at least 12 social service credits. Bilingual candidates are especially encouraged to apply for all positions at PCA.

"PCA is a great place to work. We have a full scope of benefits – medical, dental, prescription, life insurance and a defined benefit pension plan, which is very rare today. Tuition reimbursement is available for employees who wish to pursue a Bachelor's or Master's Degree to further develop their career potential within PCA," said Slusser. PCA is also an approved employer for the federal Public Service Student Loan Forgiveness Program, which "is intended to encourage individuals to enter and continue in full-time public-service employment by forgiving the remaining balance" of certain student loans.

To view current job openings and to apply online, go to **www.pcaCareers.org.**

No waiting list for PCA's Family Caregivers Support Program: Applications and referrals are encouraged

Philadelphia Corporation for Aging's (PCA) Family Caregiver Support Program (FCSP) provides qualified caregivers with care management, benefits counseling, education and training, and reimbursement benefits. Caregivers may receive $200 a month in reimbursement for caregiving services and supplies, and may also receive up to a lifetime maximum of $2,000 in housing modifications or assistive devices, such as stair glides and tub grab bars, to make caring for the loved one at home easier.

"Our goal is to reduce caregiver stress and provide support to maintain the caregiver-care recipient relationship," said Cheryl Clark, FCSP director at PCA.

The monthly reimbursement funds are most commonly used for "respite" care, where an in-home care aide comes for a few hours to give the caregiver a needed break; and for personal or medical supplies. The caregiver may select a respite worker from personal contacts or a home care agency, but the worker cannot be the caregiver or a relative of the care recipient. The monthly reimbursement benefit may be increased based on the caregiver's needs.

FCSP currently has no waiting list, so applications and referrals are encouraged.

Karen Mangan, who is the caregiver for her grandmother Helen Frain, receives help through the Family Caregiver Support Program.

Eligibility

To be eligible for the state FCSP program, the caregiver must provide daily hands-on care and have primary responsibility for the physical and emotional well-being of the care recipient. The care recipient must be age 60-plus, or 18-plus with a diagnosis of dementia or a severe disability, and require assistance with at least one activity of daily living (ADL).

Information and benefits counseling is available to eligible caregivers, regardless of income. A sliding scale is used to determine reimbursement benefits based on household income. PCA also supports other caregiving programs, such as those assisting grandparents who are raising their grandchildren.

For more information, call the PCA Helpline at 215-765-9040.

PCA events roundup

Billiards tournament finals
PCA's annual senior community center billiards tournament culminated with a finals matchup between the Martin Luther King Older Adult Center and PCA's Southwest Senior Center at Dave & Buster's on October 22. Martin Luther King Older Adult Center won the coveted trophy. Altogether, eight teams participated in the tournament during 2014.

Fall Clergy & Seniors Day
Held October 30 at the Crowne Plaza Philadelphia, the 2014 Fall Clergy & Seniors Day drew 230 attendees and focused on the theme of "Empowering Clergy & Caregivers: Removing the Barriers to Living and Dying Well."

President's Breakfast

Elizabeth (Bea) Winn (far right) leads attendees on a tour of the Meal Distribution Center during the President's Breakfast event.

PCA hosted a President's Breakfast for top donors at the agency's Meal Distribution Center (MDC) on November 14. The event included a talk on the state of the agency by PCA President and CEO Holly Lange; presentation of PCA's new video "PCA Cares for Seniors;" and a guided tour of the facility led by MDC manager Elizabeth Winn.

Winter Resources Training
More than 200 professionals and volunteers serving seniors came together for the seventh annual Winter Resources Training at PCA. Sponsored by PCA's Emergency Fund Coalition for Older Philadelphians, the November 13 event provided an overview and update on assistance resources for low-income Philadelphia seniors for the 2014-15 winter season.

Korean Health and Information Fair
Held November 15 at the Crowne Plaza Philadelphia, the event drew 200 attendees and featured information on language access and health care, senior services, health resources, and benefit and entitlement programs. The event was sponsored by PCA, Penn Asian Senior Services, Inc. (PASSi) and Philip Jaisohn Memorial Foundation.

Thanksgiving at SEPTA's Jefferson Station Concourse

Volunteers help serve as seniors enjoy PCA's annual Thanksgiving dinner for older adults.

An early Thanksgiving feast was provided for 300 isolated, low-income seniors on November 23, at SEPTA's newly renamed Jefferson Station concourse. This was the third Thanksgiving dinner sponsored by PCA, SEPTA and the merchants of Reading Terminal Market. Volunteers from several Girl Scout troops and staff members from PCA, SEPTA, and Reading Terminal Market assisted at the event.

Triple advisory council meeting
About 120 members of PCA's Asian, Latino and Interfaith Advisory Councils convened on December 2, to hear from experts about gambling issues among older adults and to share outreach strategies to help minority elders access aging services. Neva Pryor, gambling coordinator at the Office of Addiction Services of Philadelphia Mental Health Care Corporation, delivered the keynote address. Brenda Marrero, supervising attorney at Community Legal Services, Inc., spoke on the impact of gambling winnings on Supplemental Security Income (SSI) benefits.

PCA Board Member now president of National Academies of Practice

Satya B. Verma, O.D; has been elected president of the National Academies of Practice (NAP), which represents 14 health care professions, including audiology, dentistry, medicine, nursing, occupational therapy, optometry, osteopathic medicine, pharmacy, physical therapy, podiatric medicine, psychology, social work, speech-language pathology and veterinary medicine. Verma, a nationally known expert on geriatric optometry, is a member of PCA's Board of Directors, and is associate professor and assistant director of the Externship Program at Salus University Pennsylvania College of Optometry.

PCA update SPRING 2015 ISSUE

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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 non profit organizations, PCA is funded in part by the federal Older Americans Act, Medical Assistance, and the Pennsylvania Lottery, all channeled through the Pennsylvania Department of Aging.

CALENDAR OF UPCOMING EVENTS

APRIL 2015

Saturday, April 11
9:30 a.m. to 1:30 p.m.
Chinese Health and Information Fair
For information: 215-765-9000, ext. 5344 or e-mail syun@pcaphl.org.

Tuesday, April 14
10 a.m. to 4 p.m.
Improving the Quality of Services & Supports to LGBT Older Adults

Wednesday, April 22
1:30 to 4:30 p.m.
Asian Cultural Competence Training

Thursday, April 23
8:30 a.m. to noon
Spring Clergy & Seniors Day
Sheraton Four Points Northeast
9461 Roosevelt Blvd.
For information: call 215-765-9000, ext. 5342 or e-mail sawlawren@pcaphl.org.

MAY 2015

Month-long Arts Celebration
PCA presents "Celebrate Arts and Aging" during Older Americans Month in May. Multiple locations.
For information: call 215-765-9000, ext. 5055 or e-mail events@pcaphl.org.

Tuesday, May 5
Noon to 2:30 p.m.
Information and Referral Council Meeting
Location to be announced.
For information: call 215-765-9000, ext. 5340 or e-mail rspector@pcaphl.org.

Wednesday, May 20
9:30 a.m. to noon
PACE Form Training

Thursday, May 21
9 a.m. to noon
Training for Social Service Workers Serving Latino Communities
To register: call 215-765-9000, ext. 4470 or e-mail lramos@pcaphl.org.

JUNE 2015

Thursday, June 4
Noon to 2 p.m.
26th Emergency Fund Luncheon and Rose Epstein Silent Auction
Cannstatters Catering
9130 Academy Rd. Register by May 21 at 215-765-9000, ext. 5340 or rspector @pcaphl.org.

Events held at PCA, 642 North Broad St., unless otherwise specified.
For more information about PCA training sessions, go to www.pcaCares.org. and click on "professionals;" call 215-765-9000, ext. 5065; or e-mail tshea@pcaphl.org.

Interested in building awareness of your organization, generating sales leads, and connecting with your target audiences? Sponsorship opportunities are available for more than a dozen PCA events/meetings in 2015. For information, contact Joan Zaremba at 215-765-9000, ext. 5051 or jzaremba@pcaphl.org.

Cover Photo: Warner Burton, a member of the Martin Luther King Older Adult Center billiards team and the team's 2014 MVP, prepares to take his shot at PCA's annual senior community center billiards tournament finals last fall. (Photo by Evangelina Iavarone)