



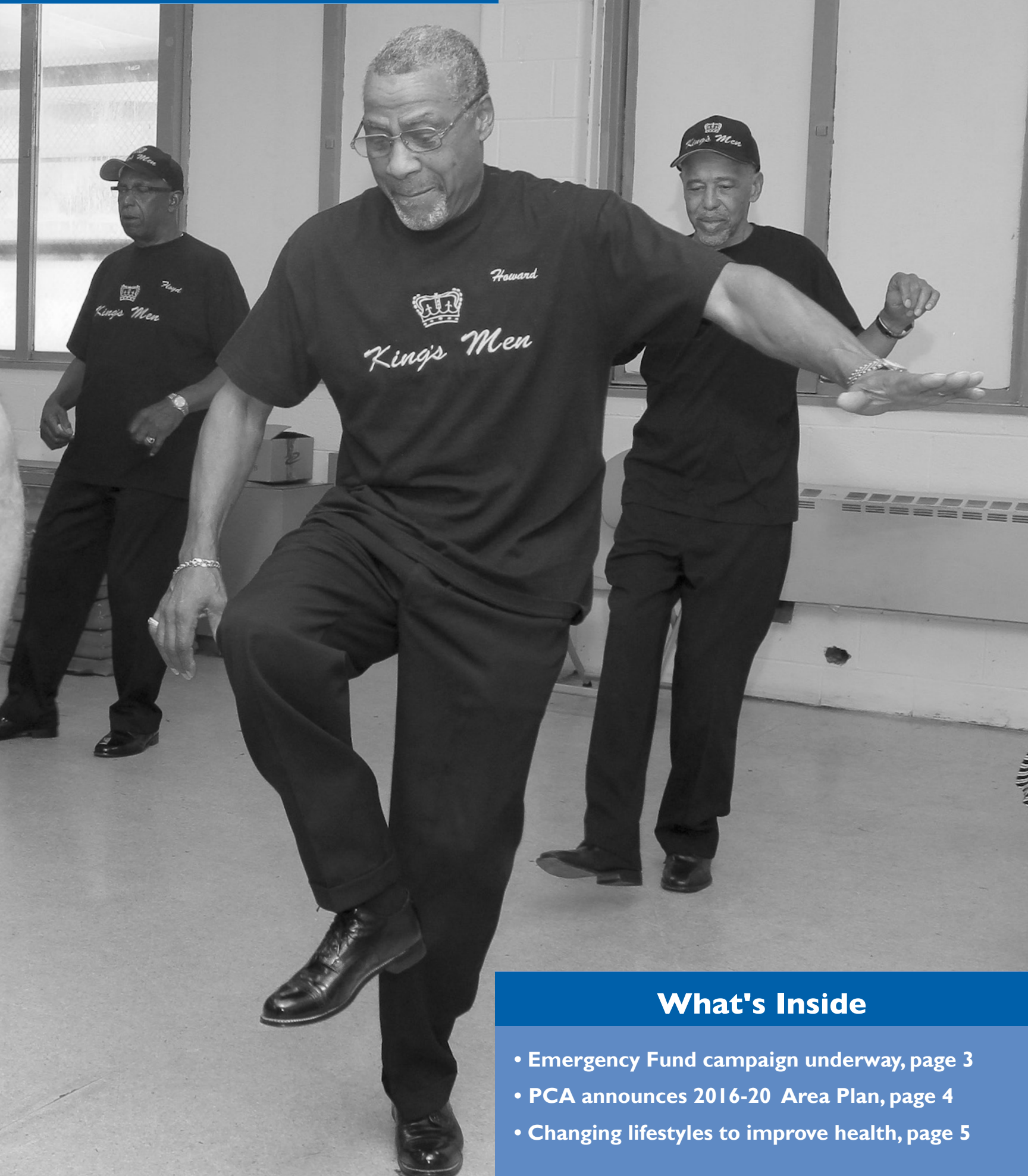
PHILADELPHIA CORPORATION FOR AGING

Enriching lives, preserving dignity.™

update

FALL

2016



What's Inside

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A letter from PCA President and CEO Holly Lange



older Philadelphians and those with disabilities.

Vital to our success is the recognition that there is no “one size fits all” service or solution. Each of these qualities – health, independence and productivity – exists on a continuum for each person, throughout the lifespan. By design, PCA’s services and programs also exist on a continuum, as we strive to meet those we serve where they are and help them achieve their “personal best.”

Some of these are festive occasions. As you’ll read in this issue, on October 14, we welcomed 500 active seniors to join us at the fourth annual “Senior Strut,” a health event that capitalizes on the beauty of Kelly Drive and Boathouse Row, in a collaboration between PCA, the Fairmount Park Conservancy, and Philadelphia Parks & Recreation.

Also in this issue is an article about the PCA-sponsored health promotion programs that more than 26,500 seniors participated in last year. These are evidence-based programs, proven effective in improving seniors’ health. The programs address the challenges of living with chronic conditions;

teach seniors exercises to help improve or maintain strength and energy; emphasize the importance of healthy eating; and help older adults gain the self-confidence and skills to manage their health conditions.

There are also 6,000-plus frail, homebound older Philadelphians to whom we deliver seven nutritious meals every week. And in-home care services coordinated by PCA enable more than 23,000 seniors to remain in their homes, in the community, rather than moving to an institutional setting.

At this time of the year, we focus fundraising efforts on the Emergency Fund for Older Philadelphians, a collaborative effort with other community organizations.

Last year, the money raised enabled us to help 1,373 senior households with the basic necessities of life, when they had exhausted all other options.

If you are able, we hope you will consider a donation to the Emergency Fund this winter; or to the Philadelphia Fund for Seniors, which helps us continue to provide the programs and services that improve the lives of older Philadelphians. We appreciate your support.

Sincerely,

Holly Lange

President and CEO, Philadelphia Corporation for Aging

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To submit comments or suggestions for publication, or
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PCA Communications Department
642 North Broad Street • Philadelphia, PA 19130-3409
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E-mail: communications@pcaphl.org

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Louis G. Colbert receives LGBT Advocacy Award



The LGBT Elder Initiative (LGBTEI) presented its inaugural “Edwin J. Bomba Memorial Award for Advocacy” to Louis G. Colbert, PCA’s vice president of operations, at the 2016 LGBT Elder Summit & Celebration on Nov. 3. Colbert was honored for his work in advocating for culturally competent resources and services for LGBT elders in the Delaware Valley. The award is named for the late Edwin “Ed” Bomba, an LGBTEI founder and a longtime advocate for the disabled, people with AIDS, and those with alternative lifestyles — especially as they age.

LGBTEI is dedicated to building bridges between aging and LGBT service and community organizations and consumers through advocacy, information, education and referral. The summit convened aging services providers, policymakers, health care providers and community members to explore ways to improve services to LGBT elders as they age.

Emergency Fund campaign is underway: Helps with heat, food, other necessities

The cold weather months are the time of greatest demand for assistance from PCA's Emergency Fund for Older Philadelphians, which is a resource of last resort for seniors in crisis. Last year, the fund served 1,373 households. Fifty-one percent of the disbursements were for heating costs. The fund provides 100 gallons of oil or \$100 towards a heating bill. (Payments are made directly to the vendor.) The remaining Emergency Fund disbursements provided financial assistance for food, prescriptions, medical supplies, rent/mortgage and other basic needs. Altogether, the fund distributed nearly \$127,000 to assist seniors last year.

In Philadelphia, the percentage of seniors living in poverty is nearly double that of the elderly in the nation. "Many seniors choose between heating their homes to stay warm, eating three meals a day, and taking the full dosage of their medicine – choices no one should have to make," says Holly Lange, PCA president and CEO. "The fund is often the last resort

for hundreds of older Philadelphians in crisis. Through the fund, seniors are served with dignity, respect and expediency."



The Emergency Fund serves individuals age 60-plus, with a household income at or below 175% of the poverty level (currently \$20,790 for one person and \$28,035 for a two-person household), who have exhausted other resources for help. "Many low-income seniors in our community will suffer from the cold this winter, but with the help of our Emergency Fund donors, we can make a difference," says Lange.

Founded in 1979, the fund is supported by individual donations, corporations and foundations, and proceeds from the annual Emergency Fund Luncheon for Older Philadelphians. Referrals for assistance are accepted from recognized social service agencies and members of the clergy. PCA administers the fund on behalf of a coalition of 25 community-based human service organizations and service providers that guide and support the fund.

Resource of last resort addresses overwhelming needs

Among Philadelphia's senior citizens:

- 135,000 (46%) live in poverty
- 77,000 live in homes that need repairs or renovations
- 32,000 skipped a meal due to lack of money
- 29,000 did not fill a prescription due to cost
- 11,600 did not seek health care due to cost

To donate, go to www.pcaCares.org/donate; or call the PCA Helpline at 215-765-9040. For information on corporate and foundation giving opportunities, call Joan Zaremba, PCA director of marketing and development, at 215-765-9000, ext. 5051 or email jzaremba@pcaphl.org.

MKM Foundation gift will enhance seniors' safety, quality of life



The MKM Foundation is improving seniors' lives immeasurably through three separate gifts. "We are extremely grateful to MKM Foundation for its generosity that makes such a difference to the safety and quality of life of the older Philadelphians we serve," said Holly Lange, PCA president and CEO.

The foundation committed to donate \$30,000 per year for the 2016-2018 period to the Emergency Fund for Older Philadelphians. The fund helps low-income seniors in crisis pay

the cost of utilities, food, rent/mortgage, prescriptions and other basic needs when they have exhausted all other resources for help (see article above). Most disbursements go for heat assistance to help seniors in need keep their homes warm during the winter. Through two additional grants to PCA made this year, the MKM Foundation will fund carbon monoxide detectors for more than 400 low-income senior households and provide 40 iPads for use in senior community centers.

Carbon monoxide is the leading cause of accidental poisoning deaths in America, according to the Journal of the American Medical Association. Colorless and odorless, it can accumulate to hazardous levels in a short period of time. "These detectors can be life-saving to the recipients," Lange said. As for the iPads, she noted that "PCA has been hugely successful in enabling seniors to access email, upload photos, perform internet searches, Skype with family, explore Facebook and more. The additional iPads will enable more senior center participants to take advantage of the many benefits computers have to offer."

Area Plan addresses impact of changes to service delivery

PCA's 2016-2020 Area Plan for Aging Services took effect Oct. 1. The Pennsylvania Department of Aging (PDA) mandates that Area Agencies on Aging, like PCA, produce a four-year Area Plan to help them attain the goals set forth in Pennsylvania Act 70 and the Older Americans Act: to develop greater capacities to provide comprehensive and coordinated services to serve older adults and people with disabilities, and to use available resources more efficiently.

PCA's plan identifies four overarching goals, along with specific objectives and steps to achieve those goals, according to David Nevison, the agency's chief planning, development and government relations officer. Goals are to: promote PCA services (with particular attention to those that serve individuals with the greatest social and economic need); improve access to services; enhance quality of services; and empower PCA's workforce.

The plan sets three priorities resulting from discussions and focus groups with elders, PCA department leaders, and professionals in other aging-related organizations. They are:

Continued support for aging in the community: PCA will strengthen collaboration and advocacy around housing and transportation issues; enhance PCA's housing repair program through its Safe Homes for Seniors initiative; and help position senior centers as the hubs of both community and aging-related resources.

Preparation for the changing environment of managed long-term supports and services (MLTSS): The agency will develop collaborations and modify its business practices to address the changes that will occur with the statewide transition to managed care firms overseeing delivery of Aging Waivers services. That transition is currently scheduled to start in 2018 in Southeastern Pennsylvania, including Philadelphia.

The Aging Waiver program provides in-home services and supports to Pennsylvanians age 60-plus, who are eligible for both Medicare and Medicaid; and who are clinically eligible for nursing facility placement. These services enable seniors to continue to live in their homes and communities, rather than in an institutional setting.

Enhancement of community, employee and providers' connection to PCA's mission: Connecting current and future staff to PCA's mission is especially important during this time of transition in service delivery. PCA will focus on doing so in its efforts to recruit and retain employees. The agency will also strengthen efforts to promote its mission, and connect partner agencies and the general community with that mission.

To read PCA's 2016 Area Plan, visit www.pcaCares.org, and click on "Professionals;" then "Research and Reports;" or call 215-765-9000, ext. 5075 to request a copy.

Lawton Conference tackled impact of Affordable Care Act on seniors

The 2016 M. Powell Lawton Conference focused on "The Affordable Care Act (ACA) and Empowering Older Adults." Presented by PCA in a first-time collaboration with the Philadelphia College of Osteopathic Medicine (PCOM), the event addressed the ACA's shift from a traditional care model, in which physicians, social service professionals and others take the lead in making decisions for older adults; to "patient-centered care," which encourages engagement of the individual in managing his or her own health and care. Medical and social service practitioners, researchers, and policy planners attended the event, held at PCOM, to discuss how these changes will affect seniors' care.

Panel discussions led by local and national experts considered policies that can help to empower older adults; challenges to empowering older adults; and how these challenges impact additional ACA goals.

Participants also addressed the challenges of applying ACA principles in various care settings and under a managed care service delivery model.

During the conference, PCA presented Robyn I. Stone, Dr. P.H., with the M. Powell Lawton Quality of Life Award. Stone is a leading international authority on aging and long-term care policy. She is the executive director of the Center for Applied Research and senior vice president for research at LeadingAge.

The Lawton Conference honors the late Dr. M. Powell Lawton, a behavioral psychologist and international authority on aging, who was a major force in shaping national public policy to enhance quality of life for the elderly. The M. Powell Lawton Quality of Life Award honors an individual who demonstrates outstanding commitment to public service, contributes to improving the quality of life for others, and continues to exemplify an active and engaged lifestyle.

Sponsors for the conference included Always Best Care Senior Services; BAYADA Home Health Care, Inc.; and Moravia Health.

Mission possible: Improving health by changing lifestyles

In serving older Philadelphians, PCA has developed a variety of programs that address a wide range of abilities and health conditions. Each year, thousands of city seniors participate in programs designed to help them age in ways that keep them socially connected, physically and mentally active, emotionally supported, and empowered.

Research shows that many of the declines attributed to aging are not due to the aging process, but instead to lifestyle choices, according to the Pennsylvania Department of Aging (PDA). In Philadelphia, PCA administers PDA's Health and Wellness Program (formerly known as PrimeTime Health), which is designed to help older adults take control of their own well-being. Programs, including Chronic Disease Self-Management, Diabetes Self-Management and Healthy Steps for Older Adults, are offered at community sites, like senior centers, senior housing facilities, libraries and houses of worship. Programs are evidence-based, meaning that evaluation research shows that the program produces the expected positive results.

Jacqueline Jefferson, a senior who deals with the chronic pain of osteoarthritis, is a trained volunteer co-facilitator for the Chronic Disease Self-Management Program. She helps seniors find better ways of dealing with pain and fatigue; discover easy exercises to help improve or maintain strength and energy; learn the importance of healthy eating; and gain self-confidence and skills to manage their health conditions. "Too often people with chronic illness focus on what they can't do. This program focuses on things they can do," she says.

"For older adults seeking health and wellness activities, senior centers, which serve a nutritious hot lunch on weekdays, offer many opportunities," says PCA President and CEO Holly Lange of the agency's network of 20 senior centers and eight satellite meal sites.

"Philadelphia has a vibrant senior center network where support groups offer a means to connect with others in a safe space, link to services and resources, and ultimately let you know that you are not alone," says Karen Washington, PCA assistant director of program management. "Whether you are dealing with the challenges of caregiving, struggling to manage a chronic

health condition, are newly retired and wonder what's next, or just need someone to talk with; support groups provide a way for you to connect and get the support you need."

Senior center participants can pursue physical fitness through activities like aerobics, EnhanceFitness, yoga, line dancing and Tai Chi; get health screenings and benefits counseling; express themselves artistically through drama, painting, ceramics and writing classes; and exercise their brains through games, discussion groups, and learning new skills in computer labs and other classes. Above all, centers offer a way to combat social isolation, which can be common for people as they age and has been proven to have negative health effects.

While wellness has always been central to senior centers' mission, today's centers are expanding what they offer through innovative programs and a widening array of health services delivered conveniently on-site. Monthly "Ask the Nurse" sessions held at the four senior centers operated by the Archdiocese of Philadelphia's Catholic Health Care Services (CHCS), and funded with the help of PCA, draw an attentive audience. Many members also take time to meet with the nurse privately to discuss personal health concerns when she is on-site. "Since working with her, my blood sugar is down, and I'm walking more," says Judy Grasty, a member of St. Charles Senior Community Center in South Philadelphia.

The Center at Journey's Way in Northwest Philadelphia delivers mental health services at the center and citywide. Licensed clinical social workers from Journey's Way's Geriatric Counseling Service counsel adults 60-plus at the center, and are available to 14 other senior centers throughout the city.

Health promotion activities and exercise classes are listed on PCA's website at www.pcaCares.org; click on "Events" in the top navigation row, and search by the sort of activity you want, dates, or locations.

For a list of senior community centers and satellite meal sites supported by PCA, visit www.pcaCares.org and click on "Find a Service Provider;" then select "Senior Community Centers" in the drop-down menu. You may also call the PCA Helpline at 215-765-9040.

Impact of PCA's health initiatives and senior center activities

- Nearly 20,000 seniors participated in programs and received services at PCA-supported senior community centers and satellite meal sites last year.
- 6,590 older adults were served through health promotion programs at senior centers and other community sites.
- 517,304 nutritious lunches were served at senior centers and satellite meal sites.
- Seniors received 907 hours of behavioral health services provided through senior community centers.

PCA events roundup

PCA collaborated to host two national conferences

PCA's Director of Older Adult Protective Services Joseph Snyder helped organize the **National Adult Protective Services Association (NAPSA) Annual Conference**, Aug. 29-31; and **7th Annual Financial Empowerment Summit**, Sept. 1, both held at the Loew's Hotel, Philadelphia. The summit included a session on raising elder financial abuse awareness through the media moderated by Linda Riley, PCA director of communications and legislative affairs.

The National Institute of Seniors Centers (NISC) conference, **"Senior Centers 2016: Life, Liberty and the Pursuit of Excellence in Senior Centers,"** was held at PCA's landmark building, 642 North Broad St., Sept. 26-27. The conference attracted 297 attendees, with more than 45 sessions, including strategies for centers to transform, re-brand and remain relevant. PCA President and CEO Holly Lange participated in a panel with State Senator Art Haywood on the importance of advocacy; and Planners Katie Young and Kate Clark were on a panel for "Engaging the Next Generation of Leaders in the Future of Your Senior Center."

Fourth Annual Senior Strut drew 500 seniors



"The Senior Strut: A Health Event in the Park," presented by PCA, the Fairmount Park Conservancy, and Philadelphia Parks & Recreation, took place on October 14. Following a musical send-off by a Mummer's String Band, seniors took a one-mile walk along Kelly Drive's scenic Boathouse Row. After the walk, participants returned to Lloyd Hall for a health and information fair with free health screenings and fitness and entertainment activities led from a demonstration stage. The event featured special appearances by Harold Carmichael, former Eagles all-pro wide receiver, and DJ Patty Pat.

Major sponsorship was provided by Always Best Care Senior Services, Health Partners Plans, and SarahCare Home Health & Hospice. Other sponsors included Bath Fitter; BAYADA Home Health Care, Inc.; Gateway

Health Plan; Independence Blue Cross; JEVS at Home; Liberty Resources, Inc.; My Independence at Home; Moravia Health; Open Systems Healthcare; and the Pennsylvania Lottery.

2016 Regional Conference on Aging held

There were 675 professionals in aging-related fields in attendance at the 2016 Regional Conference on Aging, presented by PCA Sept. 28-30. Held at PCA, the conference offered 30 sessions over three days covering behavioral health and aging, caregiving, diversity issues, ethical issues, health and wellness, long-term care issues, public policy and public entitlements, and more. Sponsors included Always Best Care Senior Services, Better Medicare Alliance, FHS Senior Care Payment Solutions, Health Partners Plans, Mom's Meals, Moravia Health, and SarahCare Home Health & Hospice.

Tom Shea, PCA manager of training and staff development, oversaw planning for the Regional Conference and organized logistics for the NISC conference.

PCA Heatline activated four times in 2016

During the summer of 2016, the PCA Heatline was activated four times for a total of 14 days and fielded a total of 880 calls. During activations, a team of trained staff counseled callers of all ages about precautions to take against the heat and detecting signs of heat stress. City Health Department nurses were on-site to speak with callers about medical problems related to the heat and dispatch mobile relief teams from the Health Department as needed.

Annual Latino Seniors Conference drew 250 attendees

Two hundred-fifty people attended PCA's conference for Latino seniors on Oct. 1 at St. William Memorial Hall. Participants received information in Spanish about nutritional and financial wellness, exercised at a Zumba class, and visited more than 20 exhibit tables. Sponsors included Always Best Care Senior Services, Gateway Health Plans, Health Partners Plans, Moravia Health and SarahCare.

36,525 produce vouchers distributed

PCA distributed Senior Farmers' Market Nutrition Program (SFMNP) produce vouchers to 36,525 low-income older Philadelphians this past summer. Recipients were provided with \$20 each in produce vouchers with which they could purchase Pennsylvania-grown fruits and vegetables from farmers' markets. SFMNP is an annual program funded by the U.S. Department of Agriculture and the Pennsylvania Department of Agriculture to encourage seniors to eat more fresh fruits and vegetables.

PCA events roundup (continued)

Fall Clergy & Seniors Day addressed homelessness

Fall Clergy & Seniors Day, held Oct. 13, focused on “The Senior Homelessness Crisis: Issues for the Clergy.” Held at the Courtyard Marriott Philadelphia, it drew 250 lay leaders in the faith community, professionals, and representatives of community groups and organizations serving Philadelphia seniors to hear speakers from the Helping Hands Rescue Mission; Pathways to Housing, Inc.; Project H.O.M.E.; the Utilities Emergency Services Fund; and other organizations providing help for homeless people in the city. Sponsors included Always Best Care Senior Services, Health Partners Plans, Gateway Health Plan and Moravia Health.

Information and Referral Council updated on resources

PCA’s Community Relations Department hosted a meeting of the Information and Referral (I & R) Council at the agency on September 13. The council, serves as an information sharing and networking forum for aging system staff and providers. Topics included navigating the agency’s newly redesigned website; issues and advocacy regarding bedbugs; updates on assistive technology for people with disabilities; and the PCA Helpline. Sponsors for the event included Always Best Care Senior Services, Comcast NBC Universal, Health Partners Plans, JEVS at Home, SarahCare and Senior Helpers.

Wells Fargo department raises \$11,000 to benefit Philadelphia Fund for Seniors



Pictured at the check presentation to PCA (from left) are Maria Donnelly, Wells Fargo analytic consultant and campaign co-chair; Holly Lange, PCA president and CEO; Rafiq Baker, Wells Fargo operations accounting manager and campaign chair; Glenn D. Bryan, PCA board chair; and Ricky Santiago, Wells Fargo analytic consultant and campaign co-chair.

PCA recently received a donation of \$11,000 raised through a Wells Fargo department’s Community Support Campaign. The gift will be applied to PCA’s Philadelphia Fund for Seniors to support vital services that enable city seniors to achieve their maximum level of health, independence and productivity, according to PCA President and CEO Holly Lange. The money was raised by members of the Correspondent Banking Operations department of Wells Fargo & Co. Wholesale Banking. Ricky Santiago, an analytic consultant with the department and co-chair of its Community Support Campaign, said he was inspired to nominate PCA as the beneficiary based on his parents’ positive experience with the agency’s Caregiver Support Program, and pleased that the agency was selected to be the recipient of the funds. With him at the check presentation was Rafiq Baker, operations accounting manager in the department and campaign chair, whose grandmother also receives assistance from PCA.

Banking protocol to combat elder financial exploitation wins national honors



The National Association of Area Agencies on Aging (n4a) has recognized PCA with an Aging Achievement Award for Elder Abuse Prevention. The award honors PCA’s creation of the “National Protocol to Implement Federal Guidance on Banks Sharing Client Records.”

PCA developed the protocol with a national steering committee comprising the Elder Financial Exploitation Advisory Board members from the National Adult Protective Services Association (NAPSA) and Adult Protective Services (APS) representatives from several states. It is designed to serve as a template for banks nationwide.

The award was presented at the 2016 n4a Annual Conference & Tradeshow. PCA’s Director of Older Adult Protective Services Joseph Snyder, who spearheaded development of the protocol, accepted the award on behalf of the agency.

The protocol provides guidance to banks on reporting suspected elder financial exploitation and sharing customer records for the purpose of investigation.

Development of the protocol was funded by a \$25,000 grant from the Huguette Clark Family Fund for Protection of Elders, a donor-advised fund created by members of the Clark family to honor their late aunt, who was victimized by her caregivers for more than two decades. The fund supports innovative organizations and programs to fight the financial abuse of elders, addressing immediate needs overlooked by traditional programs as well as innovative models that can be replicated nationwide.

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.

Milestones writers receive national awards

Members of PCA's Communications staff swept the field in the National Mature Media Awards, taking the gold, silver and bronze prizes for articles published in *Milestones* newspaper in 2015. The prize-winning pieces and their authors were: "Teaching and learning at Graterford Prison" by Marcia Z. Siegal (gold); "Is This Thing On?" book helps 'digital immigrants' bridge technology divide" by Alicia M. Colombo

(silver); and "Crusading librarian helped found nation's only library dedicated to HIV/AIDS" by Linda L. Riley (bronze). For the past 15 years, PCA has published *Milestones* monthly as a free public service. It is distributed at more than 850 locations throughout Philadelphia, including senior centers, pharmacies, libraries and in honor boxes; and is read by more than 163,000 people each month.

CALENDAR OF UPCOMING EVENTS

DECEMBER 2016

Thursday, December 1

10:00 a.m. to 1 p.m.

**Triple Advisory Committee Meeting
(Asian, Interfaith, Latino)***

Topic: "Celebrating Cultural Traditions of Philadelphia's Ethnic Communities"
To register, call 215-765 9000, ext. 4470.
For information: call 215-765-9000, ext. 5340 or email rspector@pcaphl.org.

Thursday, December 15

9 a.m. to noon

SEX-essful Aging – A Philadelphia Model*

For information or to register, visit www.pcaCares.org: Click on "Professionals" and then "Professional Development" for the PCA training catalog. Or call 215-765-9000, ext. 5065.

JANUARY 2017

Tuesday, January 17

12:30 to 2 p.m.

Information & Referral Council Meeting

For information/to register, call 215-765-9000, ext. 5346 or email klawrence@pcaphl.org.

**Events held at PCA, 642 N. Broad St., Philadelphia.*

Cover photo: Men's line dancing classes at the Martin Luther King Older Adult Center exemplify one of the many healthy living activities senior community centers have to offer. Pictured are dancers Howard Key (front), Floyd Whalen (back, left) and James Mashore. (Photo by Paola Nogueras)