

# PCA

PHILADELPHIA CORPORATION FOR AGING

*Enriching lives, preserving dignity.™*

## update

### SPRING

### 2017



## What's Inside

- Gala fundraiser set for June 22, page 2
- Collaboration looks to future, page 5
- In-Home Support Program aids seniors, page 6

## A letter from PCA President and CEO Holly Lange



It's been said that change is the only constant in life. For an agency like PCA, many factors can necessitate change. Population shifts, new research, and changes in funding and regulations all impact our work and require us to adapt. All of these have been at play in recent years; in this issue of

UPDATE, you can read about some of the ways we are working to address these challenges and more.

Social isolation and loneliness affect one in five adults age 50-plus, which research has shown to be associated with higher rates of chronic disease, depression, dementia and death. In this issue, we share the many methods used by PCA to combat isolation and loneliness year-round, including our participation in a national campaign over this winter's holiday season.

The past five years have brought significant changes in state and federal regulations governing Area Agencies on Aging. These changes have altered how seniors are enrolled to receive services; how services are delivered; and in some cases, what services are available. More change is anticipated in the next year as the state shifts to a system that combines the provision of health care with that of social services under the administration of managed care organizations (MCOs). Preparing for this change, PCA

has engaged in a collaborative project with AmeriHealth Caritas, one of three MCOs chosen by the state for this new approach, which is called Community Health Choices (CHC). As you'll read in this issue, it's been a positive experience for both PCA and AmeriHealth.

We have previously shared the financial challenges faced by PCA and our establishment of a dedicated fundraising initiative, The Philadelphia Fund for Seniors. In this issue, we introduce Eloise Young, one of our generous donors who was inspired to give by her family's experience with PCA services. We also invite you to join us June 22 at PCA for the festive Gala Reception benefiting the fund, which this year will feature "A Taste of Italy." (For more information, see box below.)

Since its founding in 1973, PCA has proved itself flexible and innovative in responding to challenges. PCA will continue to adapt as needed as we dedicate ourselves to fulfilling our mission: "To improve the quality of life for older Philadelphians and people with disabilities and to assist them in achieving their maximum level of health, independence and productivity."

Sincerely,

**Holly Lange**

President and CEO, Philadelphia Corporation for Aging

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## Gala Reception on June 22 offers "A Taste of Italy"

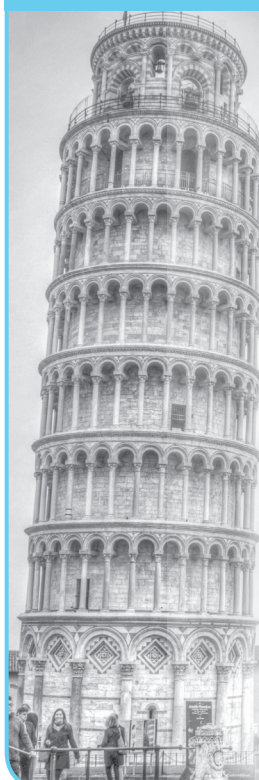
Join us at 6 p.m. for:

An elegant evening to benefit  
The Philadelphia Fund for Seniors

Sip Italian wines • Feast on savory  
hors d'oeuvres • Enjoy live music  
• Win something wonderful at the  
silent auction and wine grab

For information about sponsorship  
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enriching or contact Joan Zaremba at  
[jzaremba@pcaphl.org](mailto:jzaremba@pcaphl.org) or 215-765-9000,  
ext. 5051.

PCA's Gala Reception will be held  
at the Atrium 642, PCA's Historic  
Landmark Building on  
North Broad Street.





## Donor profile: Eloise Young



Eloise Young's experience with care her father received through PCA inspired her to become a major donor to the organization. In 2004, when Young's father was diagnosed with Alzheimer's disease, the family turned to PCA for help. The agency did an assessment to evaluate her father's and family's needs, then arranged for services and support. "PCA has been a big help to my family," Young said.

Young, who is Philadelphia Gas Works' (PGW's) senior vice president for strategic planning and information services, makes her donations to PCA through PGW's United Way campaign. Her contributions have been directed to PCA's Philadelphia Fund for Seniors, which supports vital, basic services the agency provides to help Philadelphia's older adults maintain their maximum levels of health and productivity and to age in place, in the community.

Young's mother, Ethel Nichols, said the services PCA provided were essential to her peace of mind and her husband's well-being. "They included personal care by an empathetic, capable young man who was excellent at bathing, shaving and managing any personal needs which arose," Nichols said. "The fact that I had a trustworthy caregiver to stay with my husband while I went shopping, ran other errands and attended daytime meetings gave me wonderful relief."

In addition, Nichols said, "through the intervention of the great service coordinator assigned to us, we were also able to secure needed supplies, like a shower attachment and an elevated seat for the bathroom commode. She never failed to respond to calls when questions came up and gave in-

valuable advice on continuing care as the disease progressed."

Nichols and Young learned about workshops offered by the Alzheimer's Association Delaware Valley Chapter that addressed legal issues and caregiver concerns for people in their situation, as well as an Alzheimer's support group. They were able to share experiences and information with others through the workshops and support group, not only related to dealing with the issues at hand, but also concerning the future. "I got a sense of what to expect from the effects of later stages of Alzheimer's," Nichols said.

PCA also referred the family to Temple University's Elderly Law Project, a legal assistance program that PCA supports, to help them with legal issues related to their situation.

"I can't say enough about the level of help and caring that our family received from PCA, which is why I am so proud that my daughter contributes," Nichols said. "Eloise represents those who can't do more financially in our family to express our gratitude, showing that she values PCA as much as I do – or even more."

Young said she had not donated to senior-related charities before her family's PCA experience but has since become an enthusiastic supporter of PCA's Philadelphia Fund for Seniors. "PCA is there when you need it. I could not believe the level of services we received," Young said. "The services were provided with such competence, sensitivity and grace."

For information about The Philadelphia Fund for Seniors and how to contribute, visit [www.pcaCares.org/donate](http://www.pcaCares.org/donate) or contact Joan Zaremba, PCA director of marketing and development, at [jzaremba@pcaphl.org](mailto:jzaremba@pcaphl.org) or 215-765-9000, ext. 5051.

## Local Whole Foods Market stores raise more than \$5,000 for PCA's home-delivered meals program



The Whole Foods Market stores in Center City and on South Street raised a total of \$5,136 through customer donations during Whole Foods' recent two-week Feed 4 More holiday campaign to support PCA's home-delivered meals program. PCA provides 1.5 million nutritious, home-delivered meals annually for homebound elderly who are no longer able to shop or cook for themselves.

## Emergency Fund campaign raises \$24,000 for seniors in crisis

PCA raised \$24,000 from individuals, companies and foundations through its 2016-17 fall/winter campaign to benefit the Emergency Fund for Older Philadelphians. PCA's Emergency Fund serves Philadelphians age 60-plus with a household income at or below 175 percent of the poverty level (currently \$20,790 for one person and \$28,035 for a two-person household) who have exhausted all other resources for help.

Most Emergency Fund assistance goes to pay for heat. The fund provides 100 gallons of oil or \$100 towards a heating bill per household. The remaining disbursements provide financial assistance for food, prescriptions, medical supplies, rent/mortgage and other basic needs. Checks are issued directly to the fuel company, pharmacy, food store or other vendor to assure that the needed goods or services are provided. Since its founding in 1979, the fund has

distributed more than \$3.2 million in assistance.

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.

PCA accepts donations year-round on behalf of the Emergency Fund. To donate, go to [www.pcaCares.org](http://www.pcaCares.org) and click on "Donate" at the top of the page; call the PCA Helpline at 215-765-9040; or mail a check made out to the PCA Emergency Fund to PCA, 642 N. Broad St., Philadelphia, PA 19130. 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](mailto:jzaremba@pcaphl.org).

## Wanda Mitchell named PCA community relations director



Wanda Mitchell has been named PCA's community relations director following the retirement of the department's longtime director, Rick Spector. In this role, Mitchell oversees a department that forges alliances with Philadelphia's diverse ethnic and minority communities to

help members of these communities access information about aging services. She also administers PCA's Community Outreach Program, which provides information to nearly 28,000 people a year at hundreds of neighborhood events, health fairs and community festivals. Her responsibilities include providing leadership for PCA's Information and Referral Council forums on aging services and for the Emergency Fund Coalition for Older Philadelphians, a group of community-based human service organizations and service providers that guides and supports PCA's Emergency Fund for Older Philadelphians.

Mitchell joined PCA 18 years ago. Prior to becoming the agency's community relations director, she was PCA's assistant director for both the In-Home Support Program and Volunteer Services. She has also held positions in PCA's Long Term Care and Planning departments.

## Referrals encouraged for Senior Housing Assistance Repair Program (SHARP)

The waiting list is reduced for PCA's Senior Housing Assistance Repair Program (SHARP). Referrals are encouraged. SHARP provides minor home repairs/modifications to eligible Philadelphia homeowners age 60 and older. To receive services, the consumer's name must be on the property deed. The property must have all utilities functioning and be structurally sound. Consumers can apply for services every five years.

SHARP services can be provided free to households with annual income at or below 200 percent of the federal poverty level (currently \$23,760 for one person and \$32,040 for a two-person household). Households with incomes that exceed the limit may be eligible for repairs and modifications on a cost-sharing basis. For more information or to make a referral, call the PCA Helpline at 215-765-9040 or visit [www.pcaCares.org](http://www.pcaCares.org) and click on "Request Assistance."

## Save the date!

### 28<sup>th</sup> Anniversary Emergency Fund Luncheon

#### Bright Star of Aging awardee:

**Rick Spector, former PCA community relations director**

Date: Thursday, June 15, 11:30 a.m. to 2 p.m.

For more information, call 215-765-9000, ext. 5345, or email [klawrence@pcaphl.org](mailto:klawrence@pcaphl.org).

## Collaboration aims at preparing for the future

PCA is collaborating with AmeriHealth Caritas on an innovative service coordination project in preparation for the state-mandated switch to a managed care model of service delivery for Aging Waiver participants.

AmeriHealth Caritas, Pennsylvania Health & Wellness (a subsidiary of Centene Corporation) and UPMC for You are the managed care organizations (MCOs) selected by the Pennsylvania Department of Human Services as providers for consumers in Pennsylvania under the new Community Health-Choices (CHC) initiative.

These organizations will coordinate both physical health care and long-term services and supports (LTSS) for older Pennsylvanians and those with physical disabilities who are eligible for both Medicare and Medicaid (dual eligible). This represents a change in the flow of service delivery in that it will shift service coordination for LTSS from service coordination entities like PCA to managed care organizations (MCOs) that will administer both health care and LTSS. It is anticipated that the MCOs will contract with organizations like PCA, however, to provide service coordination. The program is being phased in throughout the state and is scheduled to begin in Pennsylvania's Southeast Region in July 2018.

The Aging Waiver program provides in-home services and supports to Pennsylvanians age 60-plus who are financially and

clinically eligible for nursing facility level of care. These services enable older adults to continue to live in their homes and communities. In the PCA-AmeriHealth project, individuals participating in the Aging Waiver program through PCA are assigned a care manager from AmeriHealth who addresses the person's physical health and a service coordinator from PCA who manages services that enable the person to remain in the home. The project is designed to demonstrate how service coordination could work under the state's CHC initiative.



According to Ann Danish, PCA director of care management, AmeriHealth has been very impressed with PCA's knowledge and work. "One of AmeriHealth's staff made a joint home

visit to see how we work," she said. Two PCA service coordinators and one supervisor are assigned to the project. The supervisor, Kia Gaymon, meets monthly with AmeriHealth care management staff to coordinate care and plan for the coming month.

"We are talking with all of the MCOs about the new process and have received very positive feedback from them," said PCA President and CEO Holly Lange. "There really is no other provider that can compare to the expertise and experience we have, both in longevity and in numbers of individuals served."

## Combating senior isolation, loneliness



PCA joined in a national campaign in December to raise awareness of the growing problem of social isolation and loneliness in older Americans. Led by the National Association of Area Agencies on Aging

(n4a) in collaboration with the AARP Foundation, the "Home for the Holidays" campaign emphasized that one in five adults age 50-plus is affected by isolation – a problem that research has shown to be associated with higher rates of chronic disease, depression, dementia and death. The campaign was a seasonal effort to raise awareness through traditional and social media, but it is an issue PCA addresses year-round.

"Because our agency is on the front lines of helping older Americans live with dignity and independence in their homes and connecting them to an array of in-home

services that are vital to their well-being, we are often the first to realize that an older adult is isolated and lonely," said Holly Lange, PCA president and CEO.

PCA service coordinators keep in touch with the agency's long-term care recipients to monitor their well-being. Service providers, including home care aides; PCA's home-delivered meals drivers; and Senior Companion volunteers bring both concrete assistance and much-needed human connections to seniors who may not have friends or family nearby and may be isolated and lonely.

In addition, PCA funds 20 senior centers where active adults age 60-plus can get a hot lunch, health education, and computer and exercise classes, among other activities. The agency also funds eight satellite meal sites. "Most importantly, senior centers and satellite meal sites are a life-line to combat isolation and loneliness by offering participants the opportunity to socialize with others," Lange said.



## PCA reaches out to better serve LGBT community

Last year, Southwest Senior Center Director Paulette Cunningham attended a training session, led by a professional from Services and Advocacy for LGBT Elders (SAGE), on making senior community centers more inclusive for lesbian, gay, bisexual and transgender (LGBT) older adults. Soon after, an LGBT sensitivity training was organized for staff at the center.

“Ed Miller of the William Way Community Center in Philadelphia came to talk about stereotypes, gay history and the gay rights movement. People were very engaged,” Linda Marucci, center counselor, said. The center also created a support group for family members of LGBT individuals and held a Pride Day celebration.

PCA and Southwest Senior Center, which PCA manages and helps to fund, are members of the LGBT Diversity Committee, a local group that collaborates to increase LGBT awareness and sensitivity training at senior centers. The committee also includes Action Wellness, the LGBT Elder Initiative and the William Way Community Center.



According to the Pennsylvania Department of Aging (PDA), the number of LGBT adults age 65-plus is expected to double by 2030. Currently, LGBT seniors are only one-fifth as likely to access senior services as their heterosexual peers, PDA reports. PCA's work to make local senior centers more inclusive is part of the agency's growing efforts to better serve the LGBT community, understand its needs and raise awareness of LGBT aging issues.

Those efforts are also evident in the training offered for PCA staff and staff from other senior-serving organizations. Among these programs is PCA's popular biannual course, “Improving the Quality of Services and Supports Offered to LGBT Older Adults.” The training helps participants to better understand the challenges facing LGBT seniors and the resources available to them, develop techniques for providing culturally sensitive services, and learn about advocacy efforts to support quality care for LGBT elders.

## In-Home Support Program aids seniors on road to recovery



Patricia Hughes gets a home-delivered meal. (Photo by Paola Nogueras)

Nearly 2,100 older Philadelphians who needed extra help during a temporary health setback received assistance last year through the In-Home Support Program (IHSP). Offered by five organizations that also operate senior community centers in Philadelphia, IHSP provides early intervention and prevention services to assist people on their road back to independence. These programs and services are funded and provided through contracts with PCA.

To be eligible for the program, individuals must be 60-plus and need assistance or supervision with leaving their home. There are no financial eligibility requirements. Prospective participants are typically referred for assessment by home care agencies, hospitals, rehabilitation facilities and family members. Assessment for eligibility can be done either by the individual's local IHSP provider agency or by PCA.

Some services are offered only for a short period (up to six months), such as housekeeping and home care. Others may be available for an extended period if needed, such as home-delivered meals, transportation, and Senior Companions. Participants also receive counseling about benefits and referrals to additional resources.

Patricia Hughes received services through IHSP following major surgery and continues to receive PCA's home-delivered meals services on an extended basis. “It's a godsend,” she says. “I don't have to cook or shop. I just put a meal in my microwave each day and eat. The meals are really, really good.”

### In-Home Support Program providers:

- **Center in the Park** (Northwest Philadelphia) – 5818 Germantown Ave.; 215-848-7722
- **KleinLife: Northeast Philadelphia** (Northeast Philadelphia) – 10100 Jamison Ave.; 215-698-7300
- **North City Congress** (North Central Philadelphia) – 1438 N. Broad St.; 215-978-1360
- **Lutheran Children and Family Service at West Philadelphia Senior Community Center** (West Philadelphia) – 1016-26 N. 41<sup>st</sup> St.; 215-386-0379
- **Catholic Health Care Services at St. Charles Senior Community Center** (South Philadelphia) – 1941 Christian St.; 215-732-1140

## PCA events roundup

### Senior Education Day



Dr. Dan Gottlieb, WHYH radio host

Dr. Dan Gottlieb, internationally renowned psychologist and host of WHYH-FM's "Voices in the Family," discussed "Cultivating Compassion for Our Aging Bodies" as part of PCA's sixth annual Senior Education Day on March 18. Held at PCA, the event followed the theme "Engage Your Body and Brain." It featured seven sessions, including Philadelphia art history, line dancing and more. Senior Education Day was sponsored by Always Best Care, Bayada Home Health Care, Health Partners Plans, Open Systems Healthcare, Pampering Plus and UPMC for Life.

### Winter Resources Training



PCA's Emergency Fund Coalition for Older Philadelphians hosted its Winter Resources Training at Concilio, a social service organization for the Latino community, on November 10. The event, attended by 82 senior service professionals, included presentations on the Low-Income Home Energy Assistance Program (LIHEAP), the Greater Philadelphia Coalition Against Hunger, the PCA Emergency Fund and the Utility Emergency Services Fund. Representatives from utility companies and agencies serving older adults also offered information at resource tables. A Place Like Home II, Always Best Care, Comcast, Health Partners Plans, Moravia Health, SarahCare and UPMC Health Plan sponsored the training.

### Triple Advisory Council Meeting

Nearly 70 members of PCA's Asian, Latino and Interfaith advisory councils convened at the agency December 1 for an event celebrating the cultural traditions of Philadelphia's ethnic communities. Participants enjoyed presentations on African storytelling; Chinese calligraphy;

Taller Puertorriqueño, a local Latino arts and culture center; and strategies for connecting minority seniors to aging resources. Sponsors for the event included Always Best Care, Comcast, Lincoln Healthcare and Moravia Health.

### Aging resources forum for providers

PCA hosted an Information and Referral Council forum for 75 senior service providers January 17 to highlight aging resources. Held at the agency, the event featured discussions of PCA's training programs and Helpline; Apprise, the state health insurance counseling program for older adults; and updates on federal long-term care policies and programs. Participants also had the chance to network and share information. Always Best Care and Phoebe Ministries sponsored the event.

### Thanksgiving at Jefferson Station



Helping dish out the Thanksgiving meal are (from left) Joan Zaremba, PCA director of marketing and development; Tya Moore, PCA secretary; Susan Van Buren, then-SEPTA assistant general manager of human resources; and two unidentified volunteers. Pictured at right: Jeffrey Knueppel, SEPTA general manager, takes a platter to deliver to a guest at the festivities. (Photo courtesy of SEPTA)

In collaboration with SEPTA and the Reading Terminal Market, PCA hosted an early Thanksgiving dinner for 375 isolated, low-income older Philadelphians at Jefferson Station on November 20. It was the fifth year for the holiday collaboration at that location. Guests enjoyed a festive meal with all the trimmings, dancing, door prizes and entertainment. Marion "Tootsie" Iovine D'Ambrosio of Tootsie's, a Reading Terminal Market vendor, organized many of the details for the event, and her kitchen staff did most of the cooking. Members of the Penn Jersey Roller Derby; seventh graders from Our Mother of Consolation School; and staff from PCA, SEPTA and the Reading Terminal Market also volunteered.

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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 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

### APRIL 2017

**Wednesday, April 19**

9:30 a.m. to 12:30 p.m.

**Training: Senior Homeowner and Rent Rebate Program**

**Thursday, April 20**

10 a.m. to 4 p.m.

**Training: Improving the Quality of Services and Supports Offered to LGBT Older Adults**

**Thursday, April 27**

10 a.m. to 1 p.m.

**Training for Social Workers Serving Latino Communities**  
Concilio, 141 E. Hunting Park Ave.

For information, call 215-765-9000, ext. 4470 or email [lsarfraz@pcaphl.org](mailto:lsarfraz@pcaphl.org).

### MAY 2017

**Month-long Arts Celebration: PCA presents "Celebrate Arts and Aging" during Older Americans Month**

Information will be available by May 1 at [www.pcaCares.org/seniorart](http://www.pcaCares.org/seniorart) or call 215-765-9000, ext. 5055.

**Wednesday, May 4**

12:30 to 2:30 p.m.

**Information and Referral Council Workshop**

For information, call 215-765-9000, ext. 4470 or email [cyjones@pcaphl.org](mailto:cyjones@pcaphl.org).

**Saturday, May 13**

10 a.m. to 2 p.m.

**Asian Indian Health & Information Fair**

Samarpan Hindu Temple, 6515 Bustleton Ave.

For information, call 215-765-9000, ext. 5344 or email [syun@pcaphl.org](mailto:syun@pcaphl.org).

**Tuesday, May 23**

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

**Spring Clergy & Seniors Day**

Courtyard Marriott, 4100 Presidential Blvd.

For information, call 215-765-9000, ext. 5342 or email [salawren@pcaphl.org](mailto:salawren@pcaphl.org).

### JUNE 2017

**Thursday, June 15**

11:30 a.m. to 2:00 p.m.

**28<sup>th</sup> Anniversary Emergency Fund Luncheon and Rose Epstein Silent Auction**

Register by June 2. For information, call 215-765-9000, ext. 5345; email [klawrence@pcaphl.org](mailto:klawrence@pcaphl.org); or visit [www.pcaCares.org](http://www.pcaCares.org) after May 1.

**Thursday, June 22**

6 to 8 p.m.

**PCA's Gala Reception**

Annual fundraiser to benefit The Philadelphia Fund for Seniors.

For information, call 215-765-9000, ext. 5055; email [events@pcaphl.org](mailto:events@pcaphl.org); or visit [www.pcaCares.org/enriching](http://www.pcaCares.org/enriching).

*For more information about PCA training sessions, go to [www.pcaCares.org](http://www.pcaCares.org) and click on "Professional Development."*

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

Cover photo: From left: Rui Huan Chen, Shi Xiang Pan and Xiu Zhen Wen of the Happy Dance Club perform during a Chinese New Year celebration at On Lok House, a senior community center satellite meal site supported by PCA. (Photo by Evangelina Iavarone)