

Seniors & Families Steering Committee Meeting  
Compiled Strategies  
March 19, 2009

- Money management
- Financial management
- Free financial assessment
- Social Security
  - Underpinning of the country
- Neighborhood clusters
  - As we have found, an individual model for every senior is impossible
  - Neighborhood model
    - Ask, “what do we have as meeting places?”
    - Include social, educational, and service components with health and mental health
    - Seniors bring back benefits into their own lives and homes
    - Helps them to stay independent in their homes
    - Intergenerational opportunities
      - Bringing seniors and children together
- Question, “Does the community care about me? Do they know my name and do they know me by sight?”
  - Most people cannot name one person in their neighborhood!
  - Divide neighborhoods into walkable areas, designate “champions” to get people to know each other
    - In teenagers, this produced positive social results
    - Example given at Children & Families Steering Committee meeting on 3/18/2009 by Rick Scott, the President & CEO of the Cancer Center
      - Women who had breast cancer
        - 50% of women with breast cancer who walked for 30 minutes, 3 times per week in a social setting had no recurrence of breast cancer
        - Correlation between socialization and exercise and high cure rates/low recurrence rates
        - Low cost solution with a multitude of benefits
          - Social, educational, health & mental health
        - Simple & unexpected solution
  - A neighborhood solution reaches the older, isolated people more effectively. Isolation is the heart and soul to the range of problems that the elderly face as well as service providers who try to help them

- An integral approach would help seniors stay independent and live safely in their homes as long as possible
- Success is built in geographic units
- World has changed
  - Families are not around, often leaving no-one to help
  - Sons & daughters often live in other parts of the country
  - For the “babyboomers” and generation of seniors coming down the pipeline, the internet and social networks such as “Facebook” are key to helping people feel they are connected, even if they are at home
  - This population is computer literate and internet savvy
  - Statistic: Facebook is the largest growing social network for adults over 40
  - The current generation of seniors is the one with a problem because they are not as computer literate or internet savvy
  - Neighborhood websites/Facebook pages providing neighborhood info & resources, names and contact information of neighbors, etc.
  - Very inexpensive and effective
  - Empower people by Integrating technology into a neighborhood-based solution, mix methods of connecting
  - One thing to consider is that technology and information services should not be thought of as a present state, but one that is ever growing and changing exponentially
  - Self-organizing world expanding
    - e.g. Wikipedia
  - Neighborhood watch for those with computers
    - Support systems to identify those who are seniors and not on computers
  - The Mesa area of Santa Barbara
    - Perfect example of technology married with the town hall meeting
    - Technology is great, but face to face interaction is also essential
  - Select and train neighborhood advocates
    - How to select and train block leaders for technological services and town halls, etc.
- Best practices - Mobile Home Parks
  - Most seniors move to mobile home parks because when they look forward into the future, they want to be part of an integrated community
    - It’s not always for financial reasons
  - Services delivered by members/residents, not staff
    - Residents create their own organizations

- Provide their own newsletter, form get well and safety committees, and elect officers
- Statistics
  - Usually the more middle class it is, the more organized
  - 80% of seniors are not in mobile home parks
- Map where 60-70-80 year olds now prepare the program
- Review best practices from some of these communities
  - Neighborhoods, mobile home parks that spontaneously organize
  - How to reach seniors who do not reside in a congregate setting is the real challenge we face
- Help seniors see the value of these types of settings
- Current programs in place
  - MSSP had taken over around 200 frail seniors
  - The social workers in the program do just about everything, from providing nutritional services to getting them out of the house and fixing leaky roofs
  - Nurses “as daughters”
  - Extend these types of benefits to all
- Assessment for seniors
  - Assessment must be available for every senior
    - Assessment of their needs by age
    - Face to face
    - Self-assessment - web?
    - neighbor by neighbor, complex by complex
      - 1000’s of seniors hiding
- Medicare costs
  - Dramatically increasing
  - Currently near the peak of available funds
  - Advanced Directives
  - Last three months of life are the most expensive to the system
- Physical hub of the senior expo
  - Hard to reach
  - Senior expo on wheels
  - Free mobile assessment
  - Offer education
    - Guest speakers, classes
  - Senior assessments
- Looking at a comprehensive view
  - Staying at home safely is helped by using mobile services
- Outreach
  - Increasing seniors awareness of available services

- Use everyday language
  - Example, "Help you get help" instead of "Case Management"
- Hoarding case
  - Severe case of hoarding, neighbors were aware and did nothing to help individual
  - Community involvement is key to keeping seniors healthy and independent
  - Assistance can't be forced
  - Develop system to identify need and give support
  - Issue - if a system is developed, we need to be able to help
- Barter systems
  - Using an artificial coin to trade services with neighbors
  - Example, "I'll do your taxes if you can fix my toilet"
  - Adds to the total amount of services available in the community
  - Try out a Pilot Barter project
    - Low income neighborhoods, mid & high
    - Has been done in other communities
      - Oxnard
- Senior abuse
  - Effective systems for children who experience abuse, but not one for seniors
  - Needs to be on our radar - developing systems and consciousness
- Empowerment
- Legal liability
- Bring people together from different generations
  - via technology?
- Best Practice Example Tucson, AZ
  - doesn't necessary prevent isolation
  - unintended consequences of technology
  - Model - Tucson, AZ
    - 1.3 million seniors - identified "Care-giver Neighborhood Project"
    - Directing resources where the need was the greatest
    - Each neighborhood had its own plan
    - engaged a lot of volunteers
    - all about creating neighborhood caregiving teams
      - trained in caregiving and education
    - 5 agencies were involved
- Mobile services like "book-mobile"
- Philanthropic community needs to get on board
  - Needs to be funding for seniors
  - Awareness campaign pitched to foundations and philanthropists re: senior issues

- Overwhelming focus on children's issues
- Can approach philanthropists and foundations with a project that integrates children and seniors to open up funding avenues; draw on all sources to fund intergenerational activities
- AARP working with Jewish Federation
  - Virtual Caregiving/Long-distance caregiving workshop 3/24/2009
  - "Helping seniors stay independent in their homes"
- Faith-based communities need to be involved
  - Interfaith
  - Continues splintering of faith-based communities
    - Biggest loser of giving in the last 20 years
    - Faith-based groups used to receive 80% of all charitable gifts
    - Low attendance, donation rates
- Funding
  - This difficult time is the perfect time for innovation, given these trying times
  - Local funders will be very supportive
- Demographic Data
  - (OES) Office of Emergency Services
    - find where all the elderly are
    - Contact: Michael Harris
  - Census tracks through POPI evaluator to chunk down to a 5 block radius with breakdowns in age, income, etc; densities and targets
- Use/Create Senior Wikipedia to integrate services