

# The Senior Advocate

Senior Services of Southeastern Virginia • THE CENTER FOR AGING

Fall 2009

## *Aging in Place Conference Scheduled for Oct. 21*

Senior Services of Southeastern Virginia is again taking a lead role in Norfolk's annual conference on "Aging in Place: Creating Livable Communities," scheduled from 8:30 a.m. to 3:30 p.m. Oct. 21 at the Norfolk Waterside Marriott, 235 E. Main St.

This conference for seniors, caregivers and professionals grows in importance with the continuing rise in the number of older adults, especially as more baby-boomers reach 50 and beyond.

The "livable communities" theme will be explored with a 9:15 a.m. panel moderated by Cathy Lewis, host of the "HearSay with Cathy Lewis" radio talk-show on WHRV-FM 89.5. Panelists include state Sen. Yvonne Miller, 5th District; Dr. Joseph Dancy Jr., a theologian-gerontologist and professor at Norfolk State University, and Shirley Confino-Rehder, a certified interior designer and expert on universal design and accessibility.

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## 2010 Census

Senior Services is counting on you to participate in the 2010 Census, scheduled for next spring. The Census helps decide how funds are distributed for community needs, including to Senior Services. Watch for announcements.

*Inside: Special pullout section  
on Medicare enrollment*

## Senior Services Outreach Wins National Award

*Affiliates Program Cited as Model in Providing Community-Based Access*

Senior Services of Southeastern Virginia has garnered national recognition for its Center for Aging Affiliates Program, an initiative that provides one-stop access to Senior Services' programs, services, resources and information through local faith-based and community organizations.

The Aging Innovations and Achievement Award came at the July annual conference of the National Association of Area Agencies on Aging, or n4a, in Minneapolis, Minn.

"One of our greatest challenges is letting people know about the availability of our services," said Senior Services CEO John Skirven. "There are 28 churches and two community organizations in our Affiliates Program so far, and we have plans to expand. Through them, we are able to multiply our efforts to share information with the community and connect more people with the services they need. This national recognition honors all of our partners as well as our agency."

Affiliate sites are in Chesapeake, Norfolk, Portsmouth and Virginia Beach, with expansion under way in the Western Tidewater communities of Suffolk, Franklin, Isle of Wight County and Southampton County.

Sandy Markwood, n4a's CEO, thanked Skirven "for developing an innovative program that can inspire and provide an example for others to emulate."

Senior Services partnered with the Norfolk Department of Human Services in 2002 to create The Center for Aging, or CFA, a network of public and private human service agencies and organizations that work together to meet the special needs of seniors, people with disabilities and their caregivers across the region.

In May 2008, Senior Services launched its CFA Affiliates Program as a different approach to neighborhood-based outreach by expanding the partnership to houses of worship and community organizations. Affiliate sites, manned by trained volunteer liaisons, are located where area residents can have one-stop access to Senior Services programs, services, resources and information, including about wellness, home-delivered meals, transportation, cooling and heating assistance, and counseling for Medicare, Medicaid and long-term care insurance.

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**L-R: Sandy Markwood presents the national award to Cathy Spriggs of Senior Services and W. Maurice Biggs Jr., board secretary.**

## From the CEO



It's all about connections. This issue of the *Senior Advocate* tells the story of the multiple efforts of the Board of Directors,

the staff and our community partners in connecting with each other to bring about positive changes for seniors and people with disabilities.

We are connecting with seniors and their families through the many programs we provide, and because of the economy we are seeing more people asking for help. We are connecting with our legislators through our board's new advocacy initiative that allows us to make the personal links needed to put a face on policy issues.

And we are connecting with others in the region who care enough about the people in their places of worship and their organizations to build a new understanding of the help that is available.

Looking ahead, Senior Services is very pleased to offer a major opportunity for seniors, people with disabilities and professionals to connect around our need to create livable communities at the Aging In Place conference to be held on Oct. 21 at the Norfolk Waterside Marriott.

In closing, please be sure you make the most important connection you have to democracy on Nov. 3, 2009: VOTE.

Sincerely,

John N. Skirven,  
Chief Executive Officer

## Affiliates Program *Continued from front*

In the current program year, 1,840 people have received information through the Affiliates. That includes the distribution of 10,245 publications and printed materials, 74 group presentations and 28 referrals for services. There are more than 80 trained volunteer liaisons. The figures are for the partial program year of Oct. 1, 2008 to Aug. 31, 2009.

The populations served by the Affiliates include African American, Caucasian, Chinese, Filipino, Hispanic and Korean. "The diversity is very important," said CFA Affiliates Program Developer Cathy M. Spriggs.

There also is diversity among the more than 80 volunteers, Spriggs said. About half are seniors and half are non-seniors.

The organizations designate volunteers who are given two half-day training sessions at Senior Services, where they meet the CEO and other staff, learn first-hand about the programs and services, and are given a resource guide. After the training, the church or organization hosts a kickoff celebration to introduce Senior Services and the Affiliates Program to its members, other groups and neighbors.

The volunteers, equipped with information about Senior Services, set up certain hours when they are available for the community to call on them.

"We reach out to the Affiliates, they reach into their congregations and then their congregations reach into the community," Spriggs said.

**To find an Affiliate site near you, call Cathy M. Spriggs at (757) 222-4506.**

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## Suffolk Office Moves to White Marsh; Susan Story Joins Senior Services

Senior Services has a new address in Suffolk – in newly renovated offices in the White Marsh Plaza, 1226 White Marsh Road, Suite 210.

The facility also will house the new Center for Aging in Suffolk, which will be the second Senior Services CFA in the region. The first is in Norfolk, while future CFAs will be in Franklin and northern Suffolk.

The new Suffolk office will be the home base of Susan Story, who recently joined Senior Services as Western Tidewater supervisor after eight years with the Southeastern Virginia Chapter of the Alzheimer's Association.

"We're excited over the new office and reorganization of our service delivery in Suffolk," said Senior Services CEO John Skirven. "We're especially pleased that Susan Story has joined us because she brings substantial experience in care coordination, expertise in helping families with members who have Alzheimer's disease and is well known and well regarded in the region."

"Part of her job is community relations and participation on regional committees," Skirven said. "Susan came with strong working relationships in Western Tidewater, and she's now chair of the new Western Tidewater Task Force on Aging."

The Suffolk office opened with help from the United Way of South Hampton Roads, which made the facility one of its projects for the Sept. 11 Day of Caring. Major contributions also came from Ken Shewbridge, president of the TCI independent business telephone company, Office Furniture Outlet and the Ciba Corp., now part of BASF.

The Suffolk phone number remains (757) 925-1449.

## Aging in Place Conference Scheduled for Oct. 21 *Continued from front*

Confino-Rehder is a board member of Senior Services, chairs the Norfolk Mayor's Commission on Persons with Disabilities and the South Hampton Roads Disability Services Board.

U.S. Rep. Glenn Nye, 2nd District of Virginia, is invited but had not confirmed by press time.

There will be two concurrent mini-sessions at 10:50 a.m.:

- Norfolk Long-Range Planning, with Jeryl Phillips, long-range planning manager for the Norfolk Department of Planning and Community Development, and William H. Wade, long-term care capacity planner for Senior Services.
- Light Rail/Hampton Roads Transit and Virginia Department of Transportation, with speakers talking about elderly and non-driver transportation, livable streets and transportation planning.

At 11:30 a.m., keynoter Bishop B. Courtney McBath, pastor of Calvary Revival Church, will focus on self-advocacy as well as on affordable, accessible housing, transportation and health care.

A fun fashion show by Lili's of Ghent will feature older models and clothing "for all shapes and sizes," including for people who use wheelchairs, said Senior Services CEO John Skirven. Afternoon sessions include travel, elder law and housing alternatives. There also will be various vendors.

The \$25 conference fee covers breakfast and lunch. Parking for the day is \$8. For information and registration, please call Senior Services of Southeastern Virginia at 461-9481 or visit Web site [www.ssseva.org](http://www.ssseva.org).

## OUR MISSION

*Senior Services of Southeastern Virginia is the regional organization in South Hampton Roads that supports and enriches the lives of older Virginians and their families through advocacy, education, information, products and comprehensive services.*



## You Can Make a Difference

*Senior Services is grateful for the grants, contributions and in-kind support from federal, state and local government, individuals, foundations, corporations, United Way of South Hampton Roads and Franklin-Southampton Area United Way.*

These resources are critical for existing programs and services and to build new community-based partnerships to better serve seniors, adults with disabilities and their families. Opportunities include:

- Making an unrestricted contribution to the Annual Fund
- Designating a gift to a program or project
- Acknowledging a special person or occasion
- Making a planned gift

An added benefit for individuals who contribute \$500 or more and for businesses \$1,000 or more is eligibility for Virginia tax credits worth 40 percent of the gift. This year, Senior Services was awarded \$9,000 in tax credits from the Virginia Department of Social Services Neighborhood Assistance Program. The credits are available to eligible donors before June 30, 2010. That could mean over \$22,000 in needed funds for services and programs.

Call Development Director Mary Howell: (757) 963-9220.



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## Plans Announced for Hayden Village Center in Franklin

Senior Services has announced plans to buy the historic former Hayden School building in Franklin and work with several community partners to turn it into an intergenerational, mixed-use project that features affordable rental apartments for seniors, a Head Start center for children, an adult day care center, Senior Services administrative offices, a commercial kitchen with a café and an African-American heritage museum.

The city of Franklin has agreed to sell the 52,000-square foot brick building to Senior Services and has given access and site control for conducting environmental studies and other due diligence work necessary before the purchase can be finalized.

The proposed Hayden Village Center would keep the name of Della I. Hayden, who began as principal in 1904 when the school's original building opened as the Franklin Normal School. She died in 1924. The current structure opened in 1952 and closed in 1986, according to the Aug. 8, 2009 *Tidewater News*.

"It's honoring Della Hayden's legacy to have the Head Start program there," said Senior Services CEO John Skirven, explaining that seniors and children would be brought together every day.

Although the purchase and other details are not yet complete, the proposal has attracted much community support in Franklin. The May 27, 2009 *Tidewater News* reported that the Franklin City Council's "vote to sell the building to a group headed by Senior Services of Southeastern Virginia followed a public hearing in which citizens overwhelmingly supported the plan."

## Legislative Alert

### Board of Directors Leads New Advocacy Effort

The new Advocacy Committee of the Board of Directors has launched its first initiative, an effort to educate every member of the South Hampton Roads delegation about Senior Services' priorities for the 2010 General Assembly session.

In recent weeks, Senior Services board members have been visiting the region's seven senators and 16 delegates to introduce themselves, present the priorities, receive responses—preferably in writing—and let the legislators know they'll be getting back, said CEO John Skirven.

"This is ongoing," he said. "We're seeing an increase in applications for all services and we're seeing the working elderly, people in their early 60s, getting laid off. Just at this time of increased needs, we also are taking cuts in funding for core services."

Board members involved in the advocacy effort are matched by district with the legislators who represent them in the General Assembly.

Christine Warfel, Advocacy Committee chair, said Senior Services' 2010 legislative priorities are to:

- Improve mobility for seniors and people with disabilities by increasing flexibility in using specialized transportation funds that the General Assembly allocates to area agencies on aging. Current regulations prohibit people under age 60 from being transported in vehicles that are funded this way. The rule causes denial of rides, prevents coordination and causes duplication among human-services agencies.
- Assure that livable communities have an adequate supply of core services that allow older people to choose to remain independent in their own homes. Core services include delivered-meals programs, transportation, homemaker care, personal care, companion services, public information and referral.

The advocacy initiative is showing promise: Del. Johnny S. Joannou, 79th District, Portsmouth, is looking into sponsoring a budget amendment to allow greater flexibility in specialized transportation funds, Skirven said.

Del. Paula Miller, 87th District, Norfolk, has written that she would support legislation allowing greater flexibility in the specialized transportation funds and that she "will fight to prevent further cuts to core services for the elderly and people with disabilities."

Board member Dr. Warren A. Stewart suggested the advocacy initiative. "When a constituent committee visits their elected representatives, three things happen: the advocates and the legislators get to know each other better, important issues are discussed and a relationship builds when the visits reoccur over the years," he said.

Warfel said she's been excited by the initiative. "This is the first time we're really putting forth an organized effort to meet with the region's legislative delegation. I've found it to be a very positive experience."

Other board members on the committee are W. Maurice Biggs Jr., board secretary; Shirley Confino-Rehder, and Herbert W. DeGroft, board president who is serving ex-officio.



Watch for more legislative Alerts for the 2010 General Assembly. Alerts will be posted on Web site [www.ssseva.org](http://www.ssseva.org) prior to and throughout the assembly session that begins in mid-January.

## Get the Most Out of Your Medicare

### Follow these 3 important steps:

**Step 1: Prepare** – Take time to gather all of the information you'll need to make a decision about your health and prescription drug coverage.

- A list of medications you take
- A list of the providers you want to use, like your doctor or pharmacy
- Any notice from your plan (called the "Annual Notice of Change"), Social Security or Medicare about changes to your costs and coverage
- If you are enrolling for the first time, watch your mail for the "Medicare & You" handbook

**Step 2: Compare** – Complete your Medicare Enrollment Review. Review and compare plans based on the 3 C's – Cost, Coverage and Customer service. If you would like Senior Services to assist you, call us at one of phone numbers listed below.

You can also visit [www.medicare.gov](http://www.medicare.gov) on the Web. Or, call 1-800-MEDICARE (1-800-633-4227). TTY users should call 1-877-486-2048.

**Step 3: Decide** – When you decide which plan is right for you this year, Senior Services can also help you enroll – online, in person or on the telephone.

**For assistance with the Medicare Enrollment Review or Medicare Part D "Extra Help," call Senior Services.**

**If you live in Chesapeake, Norfolk, Portsmouth or Virginia Beach call:**

Jim Hutchinson, (757) 461-9481 or  
Rhoda Stillman, (757) 222-4512

**If you live in Franklin, Isle of Wight County, Southampton County or Suffolk call:**

Western Tidewater MedCare Access Specialist  
Ann Okeefe, (757) 328-4217

### Important Medicare Dates

**October** – Prepare and Compare

**November 15** – Enrollment Begins

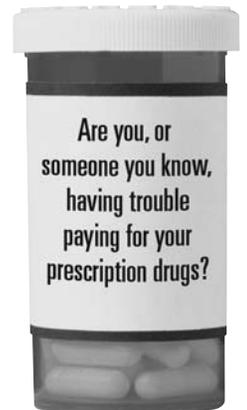
**December 31** – Enrollment Ends

**January 1** – Coverage Begins

### Are you, or someone you know, having trouble paying for prescription drugs?

If you have limited income and resources, you may qualify for the Medicare Part D Low-Income Subsidy benefit, which can mean "Extra Help" to pay your prescription drug costs.

Based on data from the Social Security Administration, Medicare and the Internal Revenue Service, the Virginia Department for the Aging reports there could be as many as 4,000 Medicare beneficiaries in South Hampton Roads who qualify for the "Extra Help" benefit and are not yet enrolled.



### You may qualify if:

- You are single with \$1,354 or less in monthly income and \$12,510 or less in assets excluding your home, or
- You are married with \$1,822 or less in combined monthly income and \$25,010 or less in assets, excluding your home.

Senior Services and the Virginia Insurance Counseling Program (VICAP) want to enroll as many eligible "Extra Help" beneficiaries as possible before the 2009 Annual Open Enrollment Period for Medicare Part D, Nov. 15 to Dec. 31. For assistance, call us at one of phone numbers listed in the box to the left.

# Medicare Informational Presentations

*Hosted by Senior Services and Virginia Insurance Counseling and Assistance Program (VICAP)*

For individuals who already have Medicare Part D and want a different plan, those who are new to Medicare and enrolling for the first time, and those who may be eligible for a Medicare Part D Low-Income Subsidy/“Extra Help.” All presentations are free and open to the public.

## **For Chesapeake, Norfolk, Portsmouth and Virginia Beach**

### **Chesapeake Central Library**

298 Cedar Road

**Nov. 5**

10 a.m.

### **Norfolk – Primeplus Senior Center**

7300 Newport Avenue

**Oct. 22**

10 a.m.

### **Portsmouth – Churchland Branch Library**

4934 High Street West

**Nov. 10**

11 a.m.

### **Portsmouth Senior Station**

3500 Clifford Street

**Nov. 3**

10 a.m.

### **Virginia Beach – Meyera E. Oberndorf Central Library**

4100 Virginia Beach Boulevard

**Nov. 4**

10 a.m.

### **For more information and updates on the schedule, call Jim Hutchinson at (757) 461-9481 or Rhoda Stillman at (757) 222-4512.**

## **For Western Tidewater**

### **Carrollton – Mary Wells Community Center**

13036 Nike Park Road

**Oct. 22**

**Nov. 18**

11 a.m.

### **Courtland – Walter C. Rawls Library**

22511 Main Street

**Oct. 27**

**Nov. 3, 24**

**Dec. 1, 8, 15, 22, 29**

10 a.m.

### **Franklin – Dr. Martin Luther King Jr. Community Center**

683 Oak Street

**Oct. 20**

11 a.m.

### **Franklin – Parker Drug Co.**

102 N. Main Street

**Nov. 5, 19**

**Dec. 3, 17**

9 a.m.

### **Franklin – Ruth Camp Campbell Memorial Library**

280 N. College Drive

**Oct. 27**

**Nov. 3, 24**

**Dec. 1, 8, 15, 22, 29**

1 p.m.

### **Smithfield Library**

255 James Street

**Oct. 23, 30**

**Nov. 6, 13, 20**

**Dec. 4, 11, 18**

10 a.m.

### **Suffolk Department of Social Services**

135 Hall Street (3rd floor)

**Nov. 2**

**Dec. 7**

10 a.m.

### **Suffolk – Western Tidewater Task Force on Aging**

Location to be announced

**Nov. 9**

3 p.m.

### **Suffolk Work Force Development Center**

157 N. Main Street

(training room B)

**Nov. 2, 9, 16, 23**

**Dec. 7, 14, 21, 28**

1 p.m.

### **Windsor Pharmacy**

12 E. Windsor Boulevard

**Nov. 4**

**Dec. 9**

1 p.m.

### **Zuni Senior Center (Zuni Presbyterian Home)**

5279 Homegrown Lane

**Dec. 9**

10 a.m.

**For more information and updates on the Western Tidewater schedule, call MedCare Access Specialist Ann Okeefe at (757) 328-4217.**



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## The One-Question Interview

Tell us about the senior who has influenced your life the most.

I'm going to choose my dad, Robert Jerry Jones, who passed away the day after Father's Day this year. He was a supervisor for 25 years at Federal Enamel, retiring about 15 years ago and then spending five years as a security guard.

The biggest impression he left on me, especially as a child in the '60s and '70s, is that you are not defined by your gender. He took me fishing and taught me to bait my first hook. He took me to see Pittsburgh's Three Rivers Stadium when it was being built and I made my hand-print in the fresh cement. We went to see the Pirates, Steelers and Penguins. It didn't matter that he didn't have any boys, we were going to enjoy all that boy stuff.

He worked very long hours to take care of his girls, doing it without complaint and doing it with a lot of love. He also did it with explanation, having us sit down for a monthly ritual of "doing the bills." He said, "Well, this is how much I make" and "this is how much we have to spend to have a roof over our heads and food on the table and clothes" and "here's what's left over and here's what we do with that." Then he'd ask, "Well what would you do with that?" And I would say, "You have to set aside a certain amount for red licorice!"

Nothing meant more to him than his three daughters. Technically, one is a half-sister and one is a step-sister, but we weren't allowed to use those terms. He taught us to value each other. When we went through that sibling-rivalry period he said, "there's nothing you can do to make me love you more or less than your sisters."

He was the first man I ever loved and he taught me how to love others. I don't think it gets any greater than to have someone teach you what love really means.

*Barbara Ciara is managing editor at WTKR-TV, Channel 3. She is vice president of Unity Journalists of Color and past president of the National Association of Black Journalists.*



Barbara Ciara

## Meet Senior Services' Two Newest Board Members

**Tamara L. Gibson** developed a love for geriatrics during student internships at a retirement community and nursing facility. She holds a B.A. in psychology from Norfolk State University and learned about Senior Services from an agency ombudsman. She is now a project manager with Premiere Building Maintenance Corp. at Langley Air Force Base.



**Warren A. Stewart** is president of Virginia AARP and a retired superintendent of Goochland County public schools. He holds a B.A. in psychology and economics from Guilford College, an M.A. in education from Old Dominion University and an Ed.D. in education from the University of Virginia.

## Discount Tokens Available for Western Tidewater I-Ride Transit



Did you know you can buy tokens for the popular I-Ride transit service in Isle of Wight County, Franklin and Southampton County?

Tokens cost \$1 each, but you can purchase 11 for \$10 – and that equates to one free ride for every 10 for which you pay. Tokens also make good gifts for family and friends, or for your business customers or your employees.

Tokens may be purchased at the Smithfield & Isle of Wight Visitor Center, 319 Main St., Smithfield; the Dr. Martin Luther King Jr. Community Center, 693 Oak St., Franklin, or the Senior Services of Southeastern Virginia office, 100 W. Fourth St., Franklin.

Route maps and schedules can be found on Senior Services' Web site [www.ssseva.org](http://www.ssseva.org). Or for more information, please call 516-8556.

## Spread the News!

We hope you are enjoying your subscription to *The Senior Advocate*. If you know of someone who would like to receive this newsletter – or if you would like to receive it via e-mail – please drop a line to Mary Howell at [mhowell@ssseva.org](mailto:mhowell@ssseva.org) or call (757) 963-9220. Subscriptions are free.



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## Just Around the Corner

### November is National Caregivers Month

In November, help celebrate National Caregivers Month, which is organized annually by the National Family Caregivers Association as a time to thank, support, educate and empower family caregivers. Here are some ideas from the NFCA:

- ~ Offer a few hours of respite time to a family caregiver so he or she can spend time with friends, or simply relax.
- ~ Send an appreciation card or flower bouquet to brighten a caregiver's day.
- ~ Encourage local businesses to offer a free service for caregivers throughout November.
- ~ Help a caregiver decorate his or her home for the holidays.
- ~ Offer comic relief! Purchase tickets to a local comedy club or give a caregiver your favorite funny movie to view.

To learn more about National Caregivers Month, visit Web site [www.thefamilycaregiver.org](http://www.thefamilycaregiver.org).

## Volunteers Needed!

Volunteering is a wonderful way for people of all ages to share experiences, talent and skills. If you have a few hours a week to help your community, please consider these opportunities:

- Retired and Senior Volunteer Program
- Senior Companion
- Ombudsman
- Boomerang Program
- Medication Education

For information, call (757) 461-9481 and mention the program in which you are interested, or visit our Web site, [www.ssseva.org](http://www.ssseva.org), and click on the "About Us" tab and scroll down to "Volunteer Opportunities."

### Would You Make a Good Ombudsman Volunteer?

Caring individuals with good communications skills – and a few hours to spare during the week – are ideal candidates for our Long-Term Care Ombudsman Program. Volunteers must be at least 21 years of age, provide personal references, able to drive, and must not be employed by or have a financial interest in a long-term care facility. Training sessions will be Nov. 9, 10 and 12. Call Willie E. Alston Jr. at (757) 461-9481, Ext. 114, or send a message to [willie@ssseva.org](mailto:willie@ssseva.org).