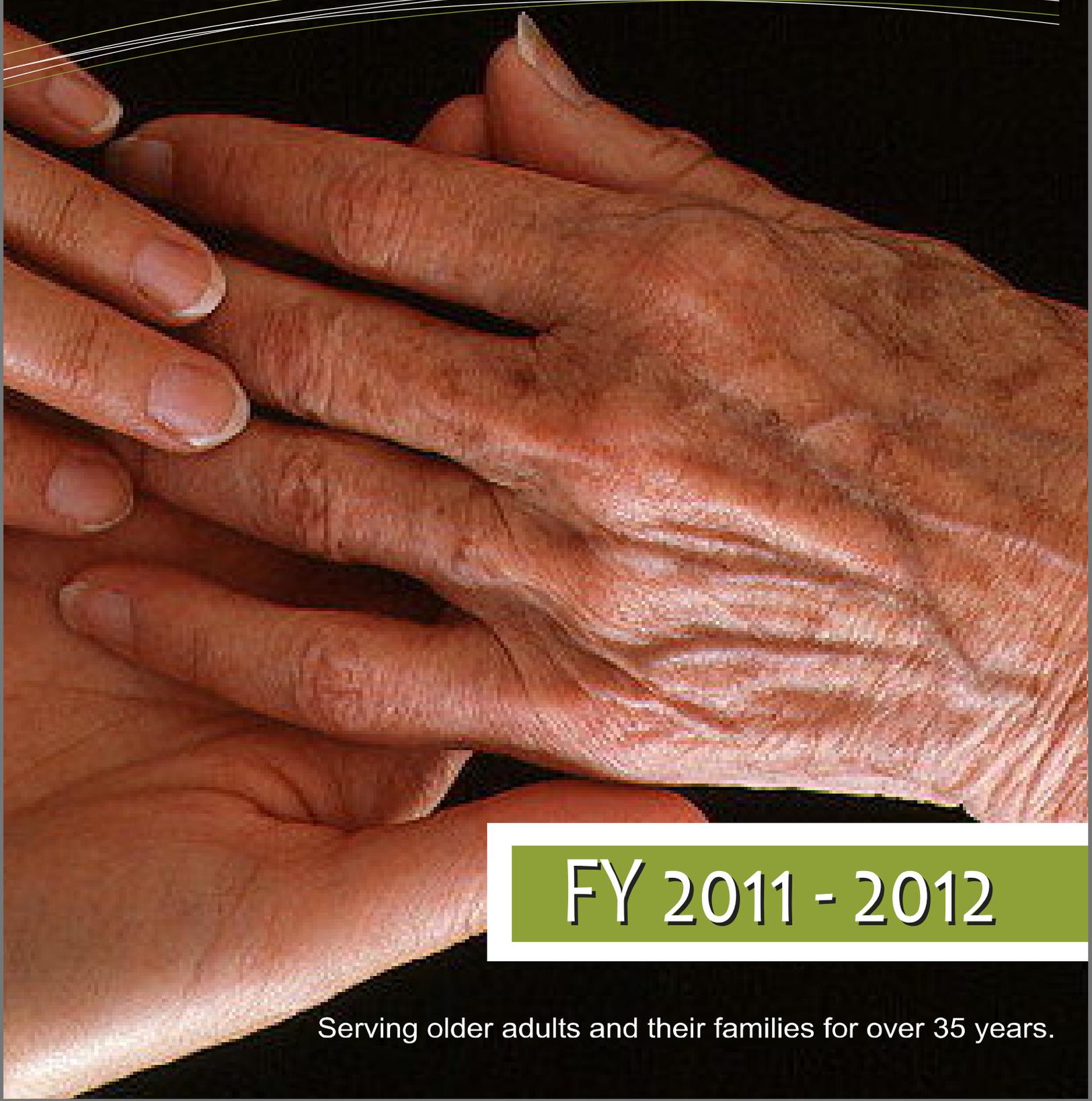


DAVIDSON COUNTY DEPARTMENT OF SENIOR SERVICES

Annual Report



FY 2011 - 2012

Serving older adults and their families for over 35 years.

AT SENIOR SERVICES, OUR MISSION IS CLEAR...

Support, assist and advocate for older and disabled adults and their families. We do this by offering an evolving array of programs and services to meet their present and future needs regarding their well-being, independence, involvement in their community, and the ability for them to remain in their own home.

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WHO WE ARE AND HOW WE CAME TO BE

Senior Services was founded in 1975 by a group of individuals who formed a private, non-profit organization known as the Council on Aging. To provide services, the group sought funding through state and federal grants provided through the Piedmont Triad Council of Governments, Area Agency on Aging.

In 1981 after petitioning Davidson County Government to appropriate county funds and a facility, the group changed it's name to Davidson County Senior Services. Serving over 8,000 participants & clients in 2011, Senior Services has grown to become the lead agency for services to the elderly in Davidson County.

Lamar Moore

Senior Services Advisory Board

Two campuses and three satellite locations comprise Senior Services facilities.



Lexington Campus



Thomasville Campus

A Message from the Senior Services Director

On behalf of the Davidson County Department of Senior Services, I am pleased to bring to you our 37th year of successful results achieved through our coordinated system of service delivery.

Many successes were attributed to our strategy which focused mainly on meeting the growing demand for services by strengthening programs already in place. For example:

- To eliminate a waiting list for attending the congregate nutrition program in Lexington, nutrition program staff developed a system by which new clients could attend days where current members were unscheduled.
- By the efforts of the departments transportation coordinator, we were awarded a \$300,000 grant from the NC Department of Transportation to enhance services.
- In an effort to increase revenue for services, an employee committee developed a sponsorship package that provides donors opportunities to sponsor programs agency wide.
- By revamping the Senior Center's activities program "Senior Dynamics" to include programs inline with current aging trends, staff were able to target a larger audience.
- The Lexington and Thomasville Senior Centers received a fourth certification as "Centers of Excellence" by the North Carolina Division of Aging and Adult Services.
- To assist clients who attend the senior center but need a higher level of care, we developed a policy that aids the client in obtaining adult day care services at the Life Center of Davidson County. The policy also includes follow-up to ensure services were received.

The intent of this report is to provide you with a better understanding of Senior Services and show how our employees effectively deliver aging services to Davidson County citizens.

I appreciate you taking the time to read this report and welcome your comments.

Thessia Everhart-Roberts

Senior Services Director

Our management team has made strong progress this year, despite a weak economic climate and other challenging conditions.

Our efforts have been driven by both the need to be as effective and impactful as possible with our resources and talents, while at the same time helping to maintain and reflect the excellence of Senior Services.

Aging on the Rise

The following graphs illustrate current and projected growth and demographic shifts expected of persons 60 and older.

Figure 1:
Davidson County Population Totals

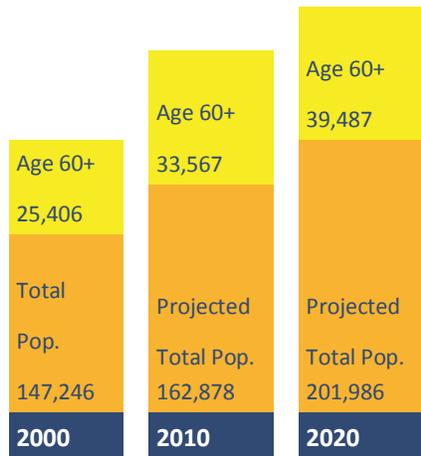
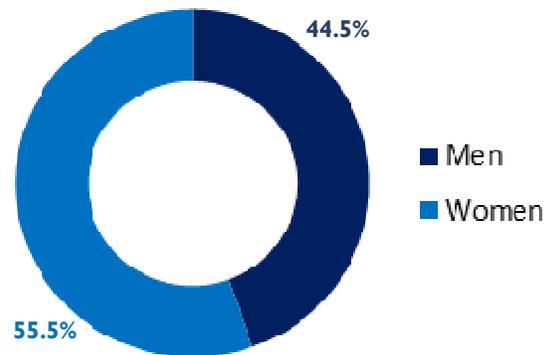


Figure 2:
Male to Female Ratio - 2010 population 60+



North Carolina remains in the midst of a significant demographic change as the state's 2.3 million baby boomers (those born between 1946 and 1964) are beginning to enter retirement age. Today, the proportion of the state's population who are seniors, ages 65 and older, is roughly 12%. By 2030, when the youngest baby boomers are retirement age, the proportion should reach 17.7% or 2.1 million older North Carolinians including the surviving boomers who will be between the ages 66 and 84.

Figure 3 shows the milestones of baby boomers expressed in terms of some major federal and state age related programs (eligibility age in parenthesis).

Figure 3:
Baby Boomer Milestones

Program	2006	2007	2008	2009	2010	2011	2012
NC Senior Games participation (55)	[Active]						
Older Americans Act services (60)	[Active]						
Social Security at a reduced rate (62)	[Active]			[Active]			
Medicare Benefits (65)	[Active]					[Active]	
Medicaid Assistance for the aged (65)	[Active]					[Active]	
Full Social Security (66)	[Active]						[Active]



"Thank you for everything you do to help us keep Mom at home"

"It (In-Home Services Program) is literally a lifesaving god-send! To me Rhonda (aide) is like an angel!"

"I just want to say how much I enjoy the exercise room. I go every day and walk and lift weights. People there are so friendly and nice."

What a wonderful comfort it is to be able to come to a place where you are not grouped with so many other people.

The food is good, but the volunteers are better. I live alone and have very little family left, these meals help me to continue to live in my own home.

"Senior Transportation helps me get to where I need to go. Without it, I would be isolated and alone."

Your Senior Services Department provided the following programs and services to Davidson County older adults:

- 55 Alive Driver's Safety
- Advocacy
- Case Assistance
- Community Alternative Program for Disabled Adults
- Congregate Nutrition
- Crisis Financial Assistance
- Disaster preparedness, planning or response
- Energy assistance
- Evidence Based Wellness Classes
- Farmers Market Voucher Program
- Fitness Rooms
- Fresh Market Garden Share
- Health and Wellness Screenings
- Home Delivered Meals
- Information and Referral
- In-Home Aide Services
- Insurance Counseling
- Job Training
- Legal Assistance
- Medicare Financial Assistance
- Nutritional Supplement Distribution
- Operation Fan/Heat Relief
- Respite
- Senior Centers
- Senior Games
- Senior Living Newspaper
- Social Security Assistance
- Support Groups
- Tax Preparation
- Telephone Reassurance
- Transportation
- Volunteerism

Senior Centers



The Lexington and Thomasville Senior Centers offer a variety of activities aimed at meeting the needs of Davidson County older adults, age 55 and older. Included, but not limited to, special interest classes, fitness programs, arts and crafts, computer technology, educational seminars, health screenings and socials.

Some popular events hosted throughout the year include: Seniors' Day at the County Fair, Ms. Senior Davidson County Pageant, Winter Dances, Performing Arts Follies Show, SilverArts Craft Show, Older Americans Month Celebration, July 4th Cookout, Taste of the Town, Health Fairs, Senior Job Fair, Harvest Fest, and Veterans recognition socials.

Senior Games

The Thomasville * Davidson Co. * Lexington Senior Games Program is a year-round health and education promotion that culminates with athletic and art competitions for adults age 55 and over.

Each spring, thousands of seniors participate in local games held across the state. Winners qualify for the annual Senior Games State Finals and every two years the U.S. National Senior Sports Classic.

The Senior Games Program is more than friendly competition. The whole idea is to encourage people to stay active, renew old skills, learn new ones, and exercise a positive outlook on life.

This year the centers held **809** events serving **4,101** clients





INFORMATION AND REFERRAL

Specialist
assisted with
1,764
Information
needs this
past year.

Information and Referral is a central access point for answers to questions and information about community resources for the elderly.

Certified by the Alliance of Information and Referral Systems (AIRS) our specialist is trained to:

- Direct callers to the appropriate agency or contact the agency on behalf of the caller.
- Arrange home visits for intensive needs.
- Follow up to make sure that callers received needed help.

OUR RESOURCES INCLUDE INFORMATION ON THE FOLLOWING

Adult Day Care
Adult Protective Services
Advocacy
Alzheimer's Disease
Blind/Visually Impaired Services
Caregiver Support
Congregate Nutrition Sites
Counseling/Mental Health Services
Deaf/Hearing Impaired Services
Emergency Assistance
Financial and Consumer Services
Grocery Assistance Programs

Home Delivered Meals
Home Health/Nursing Services
Housing/Housing Repairs
In-Home Aide Services
Health Insurance
Legal Services
Medicaid/Medicaid Programs
Medical Care & Assistance
Medical Equipment
Medicare & Medicare Part-D
Nursing/Retirement Homes
Prescription Assistance

Recreation
Respite Services
Reverse Mortgage
Self-Help/Support Groups
Senior Centers
Social Security Benefits
Taxes
Transportation
Veterans Services
Volunteer Opportunities
Weatherization

Counseling

Senior Services provides no-cost counseling Services to seniors that are 60 and older.

Services are available at the Lexington and Thomasville locations.

Legal Assistance

Seniors age 60 and older may receive free legal services in civil matters only. The service is provided by Legal Aid of North Carolina, Inc. *Assisted 74 clients*

Health Insurance

Senior Health Insurance Information Program (SHIIP) can help you find answers to the important questions you have regarding Medicare, Medicare supplement insurance, long term care insurance, and other health insurance issues. *Assisted 1,221 clients*

Tax Assistance

AARP volunteers assists seniors and low income individuals with tax advice and preparation. Held each February - April. *Assisted 424 clients*



MEDICAID

FOOD STAMPS

ENERGY ASSISTANCE

Medicaid Enrollment and Assistance is available at the Lexington Senior Center.

Assistance includes applications for Food and Nutrition Services (FNS) (formally food stamps), Medicaid enrollment and assistance to Medicaid recipients and information on energy assistance.

CASE ASSISTANCE

Case Assistance is provided for adults age 60 and over who require additional assistance with accessing and coordinating services available to them. This may include a home visit to better assess the seniors needs before making the appropriate referrals. The functions of case assistance include assessment, referral/linkage and monitoring/follow up.

Specialist reported
353
Case Assistance

Home Care services



"I rate the In-Home Services Program as a 100, no a 150+... we just have a glorious time!"

In-Home Aide Services

The In-Home Services Program provides vital care to elderly with unmet needs. We specialize in assisting people with their personal care and home management, providing the necessary help someone needs to remain as independent and self-sufficient as possible.

Our program focuses on people that have "fallen through the cracks" of other government assistance plans and have no other means of help.

Services include: Personal Care, Home Management tasks and Respite care.

Due to high demand and insufficient funding, the program maintained a wait list for services of approx. 100 individuals.

In-Home Aides served 48 clients 10,280 hours of care

Community Alternatives Program for Disabled Adults

The Community Alternatives Program for Disabled Adults (CAP/DA) provides a package of services to allow adults (age 18 and older) who qualify for nursing facility care to remain in their private residences.

The program contributes to the quality of the participants and their families/caregivers, while providing care that is cost-effective in comparison to the Medicaid cost for nursing facility care.

CAP Choice is a recipient-directed care option for elderly and disabled adults who wish to remain at home and have increased control over their services and supports. The Choice Option allows recipients to more fully direct their care by selecting and managing their individual workers and by having more flexibility in tailoring plans of care to meet their care requirements.

CAP/DA averaged serving 99 clients with approx. 60 on a wait list



Nutrition Programs



For elderly people, nutrition can be especially important, because of their vulnerability to health problems.

Supplemental Meal Program

Liquid nutrition offered to participants of the Congregate or Home Delivered Meals Program. Qualifying individuals have a medical condition that affects their ability to eat solid foods, prevents them from chewing, have difficulty swallowing, suffer from severe weight loss, or undergoing chemotherapy or radiation.

Distributed 831 cases to 89 clients.

Shelf Stable Meals

Shelf stable meals are provided to Home Delivered Meal clients during the winter months to store in the event of meal route closing due to inclement weather.



"This program is more than just a meal. I get to see wonderful people each day. The volunteers are friendly and the food is delicious. This program helps me remain in my own home."

Open to Davidson County residents age 60 and older, our nutrition services include catered nutritious meals, as well as screening, assessment, education, and counseling, to ensure that older people achieve and maintain optimal nutritional status. Meals are served each weekday.

Home Delivered Meals

Home Delivered Meals serves those who are homebound and have physical and/or mental disabilities that render them unable to grocery shop and prepare meals for themselves.

Meals are delivered by area volunteers who become a source of social contact that may help reduce the feelings of isolation that many homebound elderly experience.

Due to high demand and insufficient funds, this program maintained a wait list of approximately 120 individuals.

Congregate Meals

Serving lunch in a congregate setting, participants take part in a variety of activities, such as informative speeches, health and wellness promotions, games, exercise, music and entertainment.

Nutrition sites are located in Lexington, Thomasville, Denton, Southmont and Welcome.

Twenty Home
Delivered Meal Routes
served 331 clients
52,204 meals.
and
Five congregate
nutrition sites served
457 clients
37,461 meals.

Volunteer Development



572 registered
volunteers recorded
186,778 hours
of service this year
Total value:
\$3,511,426.40

Volunteers are an integral part of the success of Senior Services.

Through a prescreening process, the Volunteer Coordinator matches potential 18 and older volunteers with targeted service areas of need.

To show appreciation for giving of their time and talents, Senior Services sponsors an annual appreciation luncheon.

Volunteers are used in the areas of:

- Home Delivered Meals
- Congregate Nutrition Sites
- Office Support
- Senior Center Activities and Events
- Committee/ Board Service
- Counseling
- Outreach and Marketing

Senior Transportation

Provided
22,692
trips to
360 clients

Coordinated with Davidson County Transportation Services, Senior Transportation is intended to assist elderly and disabled adults, who cannot provide or arrange their own transportation.

Services assist citizens with maintaining or regaining the ability to live and function as independently as possible by providing transportation to locations which enable access to services and/or carry-out essential daily living tasks.

Senior Employment

The Urban League Senior Employment Program is a federal job training program for older job seekers. Participants gain work experience through short-term subsidized employment and then make the transition to non-subsidized jobs. Senior Services trained an office assistance worker through the program.



90 fans were distributed to elderly with a heat problem in their home.

Operation Fan/Heat Relief

Operation Fan/Heat Relief is a special summer project in which Senior Services distributes a free fan to seniors and the disabled who have an existing, excessive heat problem in their home which presents a threat to their health and well being.

Evidence Based Programs

Evidence Based programs refer to approaches to prevention or treatment that are validated by some form of documented scientific evidence. Senior Services offered five evidence based program series:

- Healthy Living - Managing Chronic Illness
- Healthy Living with Diabetes
- Walk with Ease - Arthritis Management
- A Matter of Balance - Falls Prevention Training
- Fit and Strong! - Strength Training

259 individuals participated in Evidence Based programs.

Distributed over 156,000 copies to over 8,000 subscribers.

Senior Living Newspaper

A monthly newspaper for Davidson County seniors with information on classes, activities, health and wellness events, special interest stories, menus for congregate nutrition sites, information on the latest scams or fraud seniors face and much more.

"Senior Living" is delivered in the Lexington Dispatch newspaper the last Friday of each month. Seniors who do not subscribe to the Dispatch can pick up a copy at a senior center or county public library.

Financial Review

Revenues:

	<u>Final Budget</u>	<u>Actual Amounts</u>	<u>Variance Positive</u>
Federal - State - Local Grants	\$ 946,853	\$ 1,002,776	\$ 55,923
Davidson County	728,953	728,953	0
Medicaid	235,000*	54,772*	(180,228)*
Client Cost Sharing	76,800	69,747	(7,053)
Donations	69,906	44,261	(25,645)
Total Revenue	2,057,512	1,900,510	(157,002)

* Medicaid program was outsourced during the first quarter of the fiscal year.

Expenditures:

	<u>Final Budget</u>	<u>Actual Amounts</u>	<u>Variance Positive</u>
Administrative	\$ 1,185,106	\$ 976,573	\$ (208,553)
Programs/Services	157,622	141,927	(15,695)
Operations	714,784	721,829	7,045
Total Expenditures	2,057,512	1,840,329	(217,183)

During the year, there has been a concerted effort across the agency to produce a sustainable improvement in revenue while reducing expenditures.





Performance Based Budgeting (PBB) is characterized by focusing on outcomes, as well as, the evaluation of programs by measuring the relationship between resources and results. PBB, therefore, helps assess performance of a program in terms of its effectiveness and efficiency.

Enhanced efficiency provides savings that can be reallocated to enhance the delivery of existing programs, add new services, or purchase equipment that otherwise could not be obtained without raising revenues to do it. This is known to departments as “banking” savings.

In its third year as a participating PBB department, Senior Services selected five goals. During the first quarter, two goals were discontinued due to outsourcing the CAP/DA program. The remainder goals were measured resulting in a 100% year end success rate.

*Senior Services
successfully
banked
\$59,153
in savings.*

Accomplishments <small>(Workload, efficiency, effectiveness)</small>	Goals <small>for the year (% , \$, savings, time, etc.)</small>	Results <small>for the Year (% , \$, savings, time, etc.)</small>
Enhanced customer service by reducing the wait time for placement on a Home Delivered Meals route.	Maintain a 95% fill rate for Home Delivered Meals	100%
Reduced cost for Special Events by soliciting sponsorships.	60% of special events held will be self-supported.	\$2,210.01 savings
Decreased cost of travel expenses paid to employees by using the agency appointed vehicle for travel.	Effectively show a cost savings by use of the Agency van at \$0.29 per mile rather than the personal rate of \$0.55 per mile for reimbursement.	\$2,117.45 savings

Davidson County Department of Senior Services

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