

2010 ~ 2011



Senior Services Midland County Council on Aging

Annual Report

A Message from Our Board President **Linda Cline**



One of the final responsibilities as my term on the Senior Services Board of Directors comes to an end is the privilege of reflecting on our accomplishments of the past six years. During this time I have been fortunate to learn from two excellent presidents, Steve Kin and Geof Kusch, and two dedicated, caring Executive Directors, Pat Wilson and Alan Brown. Serving with me have been many, many members of our community who share a common goal of helping the older residents of our county achieve their highest levels of independence, quality of life and dignity. In addition to attending Board and committee meetings, many of my fellow Board members also volunteer in our services and programs. We have an active, engaged Board never shy about asking questions or offering advice and expertise.

During my service on the Board, we have successfully passed two millage requests, providing a stable source of funding and allowing us to focus on our mission and the future. Our executive and financial leaders have helped us weather the ups and downs of state and federal funding, and have kept us attuned to both the threats and the opportunities facing organizations such as ours. It is not by accident that Senior Services is not only recognized as a leader within our community, but also statewide.

When I look back at all we have accomplished in the past six years, I am astounded that the staff has had an opportunity to catch its breath. It seems that there is always a major project underway, moving the agency forward and improving our services. Building the Coleman Center and Seasons II were community-wide endeavors, demonstrating the broad commitment in Midland County to improving the lives of seniors. Updating the Sanford Center was much smaller in scope but also much needed. Other accomplishments, such as hiring a registered dietician to oversee the nutrition program or undertaking an extensive strategic planning process, are less obvious than bricks and mortar, but equally important to the success of the agency.

I am excited to see what the future will hold for Senior Services. With leadership provided by Cynthia Chilcote, my successor as Board President, and Executive Director, Alan Brown, along with the skills and dedication of the Board and staff, I am confident that in six years the agency will be better, stronger and more vibrant than it is today. I am honored to have been part of its journey.

A Message from Our Executive Director Alan Brown

A Year of Planning



Last year I used this space to inform you about internal changes that happened at Senior Services in 2010, including my appointment succeeding Pat Wilson as Executive Director. But far more important than any personnel or structural changes in our organization are the sweeping changes we are seeing on the edges of our society, community and nation as they relate to our older citizens.

Senior Services expended a great deal of time and resources in 2011 developing a strategic plan to guide us over the next few years to meet the challenges ushered in by those changes. Determined to paint an accurate future picture of emerging trends and conditions, we spent many hours in research on the local, state and national levels. The driving issues and trends that weighed most heavily in setting our future direction were:

- The Baby Boomer generation entering their sixties
- The impact of health care reform
- The continued retrenchment of government support for senior programs
- The dramatic improvements in health care and the accompanying increase in longevity and growth of the older (80+) senior population
- The prioritization of home and community based alternatives in long-term care options.

“A very clear and undeniable strength was the extraordinary community support and the level of skill and talent that we are blessed with in Midland County.”

After exhaustive review of the information we received, our Board of Directors and staff went to work to consider how best to meet the continuing and emerging needs so critical to the health and well being of our older neighbors in Midland County. Part of our analysis included a review of our strengths, weaknesses, opportunities and threats. A very clear and undeniable strength was the extraordinary community support and the level of skill and talent that we are blessed with in Midland County.

Our plan is almost complete and we intend to provide a summary of our future focus and priorities at the annual meeting. We will then spend a portion of 2012 communicating those plans to our supporters and partners, as well as developing action steps and goals for implementation.

Thank you to the numerous individuals who participated by generously sharing their time, insights and points of view with us during this process. I look forward to sharing our vision with all of you in the year ahead.

Highlights of the Past Year

Strategic Planning

This last year was a year of planning as we worked to develop a strategic plan for the organization. Over the course of several months, we conducted eight community focus groups, numerous individual interviews, held two staff forums, and invited comments from the community at large through our newspaper, our web site and the Midland Daily News. The Board of Directors, Executive Director Alan Brown, and our staff worked together to create a strategic plan that addresses the growing and changing needs of older adults in Midland County.

Seasons Adult Day Health Services Opens

Senior Services needed a new place to help the growing number of people in Midland County living with Alzheimer's disease and that vision has been realized! Seasons Adult Day Health Services opened its doors in March, 2011. In the first three months of operation at this new location, Seasons received a significant 40 referrals to the program. While the transition to the new building was taking place, the previous Seasons building was remodeled and updated, and is a program for those with early stage dementia. The new Seasons building is a program for those with middle to late stage dementia. These two distinct program designs have been very successful and will continue to meet the growing need of dementia care in our community.



New Seasons Open House

A community open house for the new Seasons Adult Day Health Services was held in May and had over 300 people in attendance.



Lunchtime Learners

Senior Services launched a new series of classes that take place during the noon meal so people can lunch and learn at the same time! Participants get their lunch at Trailside Center and come to the presentation. The programs, which are held on Fridays at the Senior Services Main Building, have included topics on Midland History, World History, Nature, Wildlife and Personal Safety.



Creating Confident Caregivers

This past year, Senior Services began offering the program *Creating Confident Caregivers*. This evidence-based series of classes is a state-wide effort to empower dementia caregivers with the knowledge, skills and frame of mind needed to successfully navigate their demanding role. Through the six-week series of classes, caregivers learn how to adopt a strategic outlook on the care they provide, keep their loved one more involved in daily life and also learn how to take care of themselves as well. The entire series of classes, and respite care if needed, is provided free of charge thanks to support from the U.S. Administration on Aging through Alzheimer's Disease Supportive Services Program Grants, along with the Michigan Office of Services to the Aging and the Region VII Area Agency on Aging.

"I feel this program was very hands-on educational, and not only gives you skills as a caregiver, but gives you insight into what the person is feeling and experiencing."

~ Creating Confident Caregiver Participant

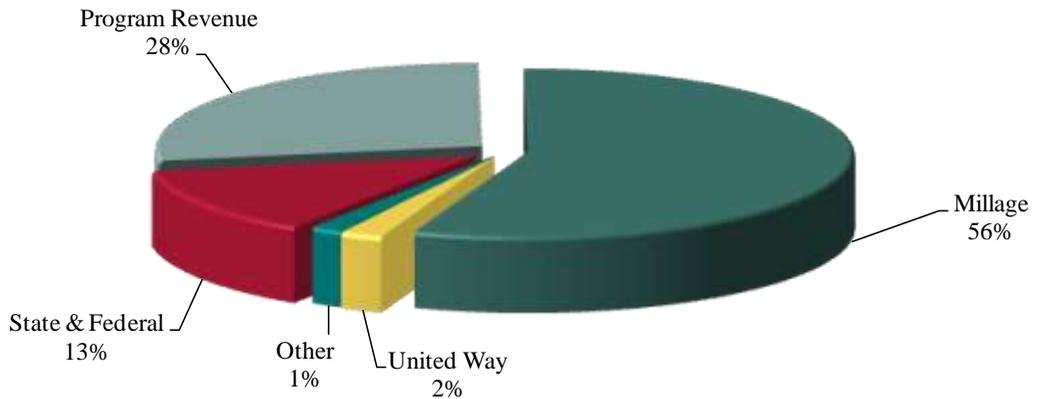
Senior Centers Work with Advisory Boards

Each Senior Center has an advisory board comprised of older adults who participate and attend the center. The Nutrition Program now holds quarterly meetings with each advisory board to improve communication and better serve their needs. The Center Directors, Food Service Manager and Cooks provide special events that include new featured meals which has increased the average daily participation at our Senior Centers. New menu items are constantly being offered to provide variety while maintaining health and nutrition.

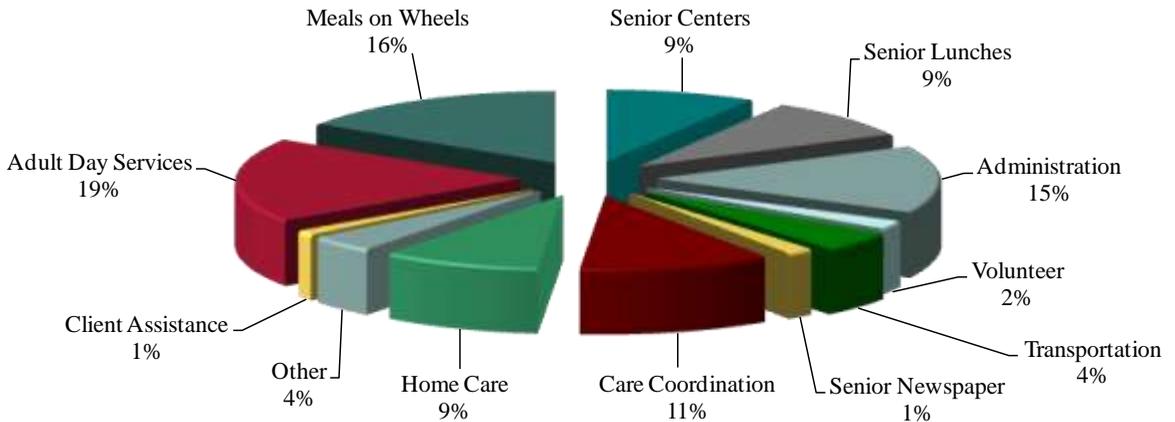
2010-2011 Funding

Funding Sources

\$4,314,000



Funding Use



The Services We Provide

Seasons Adult Day Services

By focusing on the skills that a person still has, Seasons helps maintain, and even improve, mental abilities.

Therapeutic and meaningful activities enhance quality of life while providing respite for caregivers.

Seasons served **146** participants for a total of **64,014** service hours.



Dementia Services

We offer a continuum of services for those with memory loss or other impairments related to dementia. We provide options for care and help arrange support services needed at home.



Transportation drove a total of 178,456 miles!

Transportation

Our transportation provides friendly, door-to-door service to those who have limited options for traveling to appointments, grocery shopping and other essential destinations.

332 clients were transported on **15,838** one-way trips.

The Centers

Our six Centers are focal points in the community that serve as neighborhood gathering places where friends can have a great meal, keep active, socialize and learn new things.

852 seniors visited our senior centers where **64,822*** meals were served.

*Includes meals served to Seasons clients.

Educational Programs

Trainings specific to issues on aging provide practical information for older adults, family caregivers, professionals and community members. The goal is to offer health and education programs that will result in healthier lifestyles for seniors and their families.

243 program sessions were offered yielding a total participation attendance of **3,092**.

Senior Counseling

Caring and professional counselors help seniors gain control over life's changes and challenges and assist in identifying future needs and resources.

311 counseling hours were provided to **63** clients.

"Aging is not lost youth but a new stage of opportunity and strength."

~ Betty Friedan



Meals on Wheels

Meals on Wheels provides good, nutritious, well-balanced meals that are delivered to homebound seniors by friendly and caring volunteers.

182 volunteers delivered **112,341** meals to **711** seniors.



Home Care Services

Home Care helps seniors remain living independently in their own homes by providing assistance with homemaking, personal care and respite.

337 seniors received **22,174** hours of home care service.

Caregiver Support Group

Our caregiver support group provides the opportunity for people to share experiences, receive emotional support and share concerns about related situations.

39 people participated in Senior Services' caregiver support group.

Health Care Clinics

Senior Services provides several health clinics including:

- Blood pressure clinics, given by volunteer nurses at each Center.
- Foot care clinics provided by MidMichigan Visiting Nurses at the main Senior Services Building.
- Flu shot clinics provided by MidMichigan Visiting Nurses at each Center during flu season.

SPAP Plus

The Senior Prescription Assistance Program helps individuals compare and enroll in Medicare Part D prescription plans for the new year. Volunteers can assist with other Medicare options, secondary health insurance and Community and Nursing Home Medicaid. SPAP Plus volunteers also help adults, 50 years of age or older, who cannot afford their prescription medications.

SPAP Plus helped more than **195** individuals with their Part D prescription plans during open enrollment for 2011.



Team Handyman

A volunteer group of handymen help seniors maintain their homes by making their houses safe and secure.

Volunteer handymen completed **186** health and safety tasks and helped **157** older adults.

1,352 calls were made to Senior Services for information or assistance.



Care Coordination & Support

Using our expertise and knowledge of services, we assess a senior's needs, develop an individual plan of care and connect seniors to our services and other community resources.

Care Coordination assisted **1,502** clients, totaling **7,766** service hours.

Volunteer Programs

Volunteers make many of the essential services offered to seniors possible. This work is rewarding for both the volunteers and the seniors receiving the personal touch volunteers bring. Volunteer opportunities include Transportation Drivers, Meals on Wheels Drivers, Friendly Visitors, Clerical Support, SPAP Consultants, Team Handyman, Blood Pressure Nurses, Entertainers, Center Helpers and more.

518 volunteers provided **30,511** hours of service.

Community Outreach

Community outreach increases community awareness of programs and services available to older adults. Our Community Outreach Coordinator attends local events, visits professional offices, gives presentations to community groups and hosts the *Senior Scoop* on MCTV.

64 presentations and appearances were made.

Senior Independence News

The senior newspaper and Senior Services' web site bring local and relevant news and information to seniors, helping them stay healthy, active and independent in Midland County.

Average circulation is **6,940** newspapers per month, for a yearly total of **83,299**.



Senior Services

Senior Services is a private, non-profit organization that provides programs and services for residents of Midland County, Michigan who are age 60 and older.

Our Mission

Senior Services, Midland County Council on Aging, is committed to serving the community by enabling residents 60 and older to achieve their highest levels of independence, quality of life and dignity.

Funding Sources

Funding sources include contributions and fees for services, private donations and memorials, United Way of Midland County, Michigan Office of Services to the Aging, Region VII Area Agency on Aging, State appropriations of the Older Americans Act and Midland County Senior Millage.

2010-2011 Board of Directors

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Alan Brown, Executive Director



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