



2013



Ontario County Office for the Aging

ANNUAL REPORT

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Mission:

**The Ontario County Office for the Aging
is committed to enriching the lives of residents
60 years of age and older
and their caregivers.**

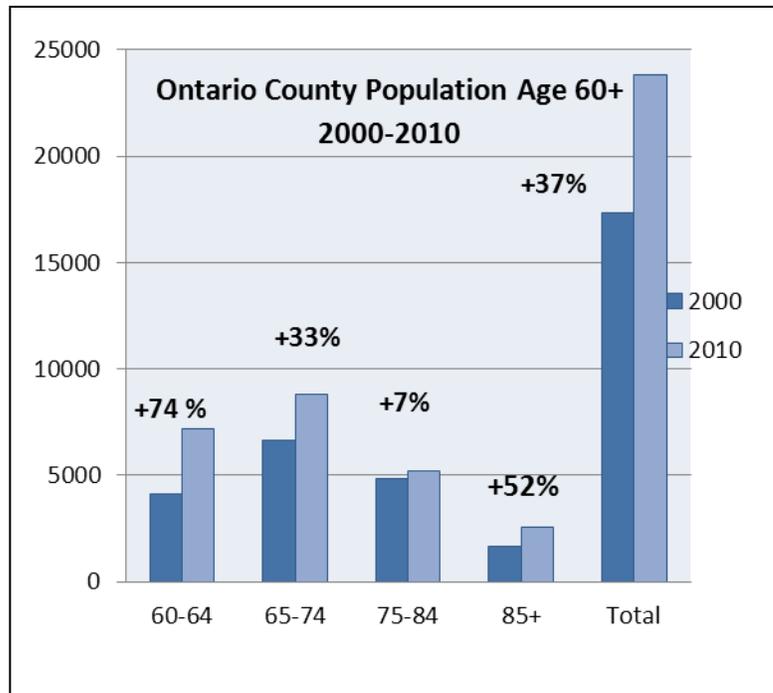
**We do this by providing services
that support independent living,
promote dignity and a positive quality of life.**

2013 Significant Accomplishments

- The Office for the Aging served **6,784** clients in 2013.
- NY Connects provided **3,652** phone consultations to older adults, their caregivers and other professionals seeking information and assistance.
- The Office for the Aging launched **10** outreach sites throughout the county, where clients can meet experienced caseworkers for help with health insurance, applications, long term care information and referral.
- The EISEP program provided **14,507** hours of personal care and housekeeping services, an increase of 26.5 % from 2012.
- The HIICAP program provided counseling to **1,699** individuals, an increase of 8% over 2012.
- Matter of Balance, an evidence-based fall prevention program was launched and will be expanded in 2014.
- The Home Delivered Meal Program delivered **61,628** meals.
- The Community Dining Program (congregate meals) served **13,543** meals.
- The Office for the Aging launched the Options Counseling program which provides assistance in developing a plan for addressing long term care needs based on individual values and preferences.
- The Office for the Aging Caregiver Coordinator was a key presenter at the October 3, 2013 Caregiver Conference at Ferris Hills, sponsored by Finger Lakes Visiting Nurse Service.

DIRECTOR'S MESSAGE

Ontario County is in the middle of an aging boom. From 2000 to 2010 the population age 60 and older grew by 37% overall and the group age 85 and over grew by 52%. There are now 23,803 older adults living in Ontario County, up from just over 17,000 a decade ago. These groups represent 22% of the total county population. But, it is the growth in the over age 85 group that will challenge our county's health and social service systems. This growth highlights the growing need for sufficient community - based services to help people "age in place." The Ontario County Office for the Aging has been planning for this age wave for many years but there is more to do.



"Aging in Place" with dignity and quality of life is our vision for Ontario County's elders. We are dedicated to providing programs and services to help older adults lead healthy, active and independent lives.

In 2013 we turned our efforts toward prevention and increasing access to services. We developed ten outreach sites throughout the county where people age 60 and over can meet with a caseworker to get assistance on a variety of topics and services. This outreach effort will provide faster and easier access to our services.

Falls can be a major threat to the health and independence of older adults. Last year, we launched an evidence-based health promotion program called Matter of Balance. This is an eight week program designed to manage falls and increase activity levels. We intend to expand this program in 2014.

We also piloted a collaborative project with Habitat for Humanity, whose volunteers helped our clients with small home repairs and yard clean-up.

My vision for the role of the Office for the Aging in 2014 and beyond is to be a provider of high quality direct service but also be a leader, planner and facilitator of services by creating partnerships and collaborations in the community to meet the growing needs.

Irene A. Coveny
Director

OFFICE FOR THE AGING ACRONYMS

ADRC	Aging & Disability Resource Center
DAP	Dispense-A Pill Machine
EISEP	Expanded In-Home Services for the Elderly Program
EPIC	Elderly Pharmaceutical Insurance Coverage
HDM	Home Delivered Meals
HIICAP	Health Insurance Information Counseling and Assistance Program
LTHHCP	Long Term Home Health Care Program
MSP	Medicare Savings Program
NYSOFA	New York State Office for the Aging
OFA	Office for the Aging
PERS	Personal Emergency Response System
POA	Power of Attorney
POE	Single Point of Entry
SALT	Seniors and Lawmen Together
SNAP	Supplemental Nutrition Assistance Program
TITLE III E	National Family Caregivers Support Program
WIN	Wellness in Nutrition (Replaces SNAP)
WRAP	Weatherization Referral and Packaging Program

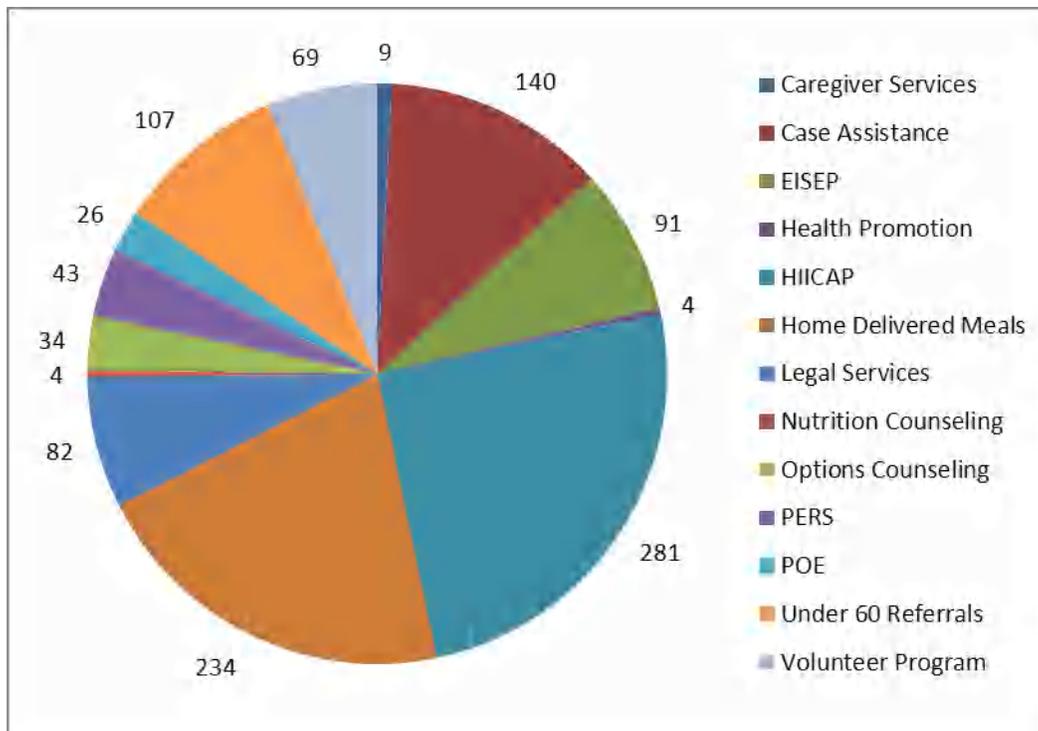
NY CONNECTS

3,652 Calls – 1124 Referrals

NY Connects is a single point of entry into the long term services and support system for older adults and people of all ages with disabilities. Long term services and supports are those that can be provided in the home or in other community-based or residential settings to help someone stay healthy and independent. NY Connects is also known as the Aging and Disability Resource Center (ADRC). Individuals, caregivers or professionals can call one number for information, referral and assistance with navigating the system. The NY Connects website provides a tool to search for general information on different types of services and support. The link to the NY Connects directory is: <https://apps.peerplace.com/nyportal/?county=ontario>

During 2013, NY Connects began offering Options Counseling with a case manager, which is a person-directed process where clients and families identify their needs, understand available resources and make informed choices in the context of their own preferences, strengths, and values. The Options Counseling process is continually being updated based on state and national standards.

NY Connects assisted 3,652 clients during the 2013 fiscal year and 1124 referrals to services were made. The chart below indicates the number of referrals sent by NY Connects to each program offered by the Ontario County Office for the Aging.



NUTRITION SERVICES

Ontario County Office for the Aging offers a comprehensive nutrition program in a variety of settings. Our services include a community dining program, home delivered meals, nutrition education and counseling and a Farmers Market program. A registered dietician monitors the menu and ensures compliance with New York State Health Department and New York State Office for the Aging regulations and policies.

The services promote the health and well-being of older individuals and help to prevent a loss of independence. There is no cost for the services, but participants are asked to make a donation. However no one is denied service based on his or her inability to donate. The goals of the program are to:

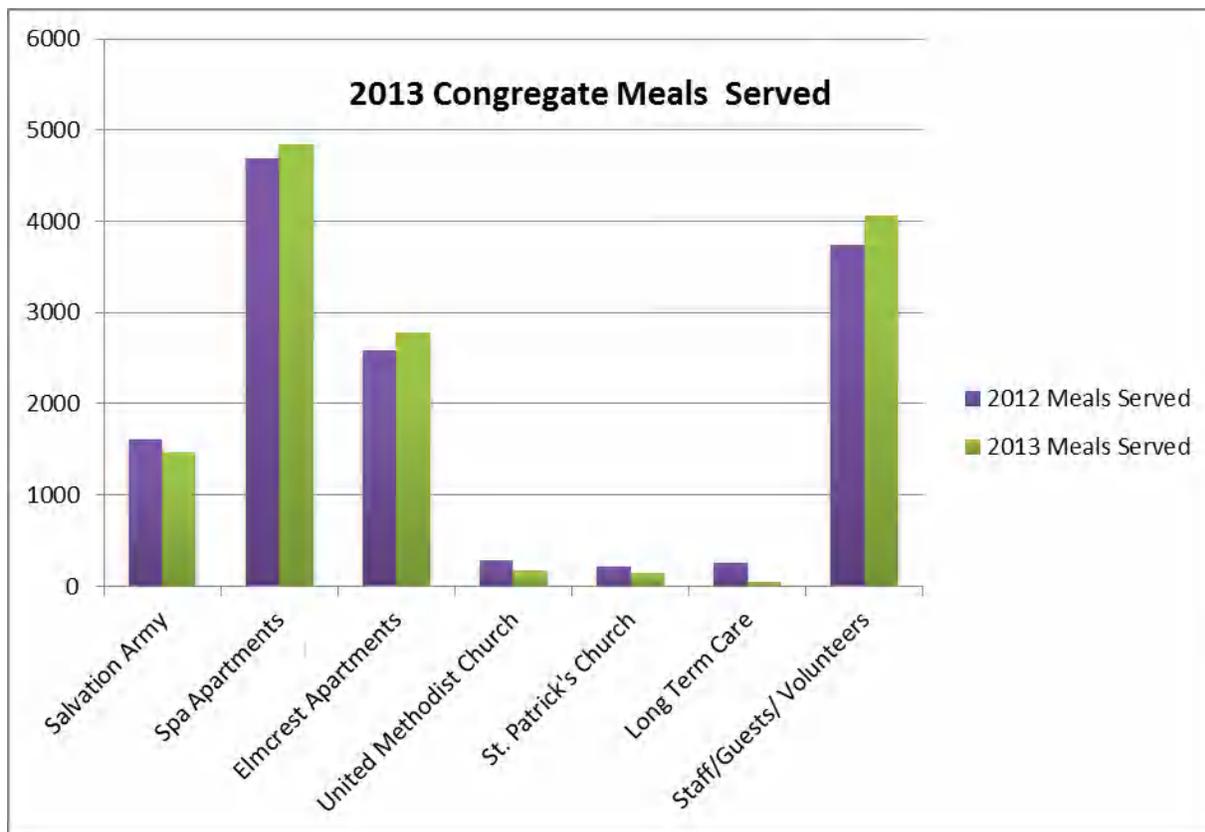
- Reduce hunger and food insecurity
- Promote socialization of older individuals
- Promote the health and well-being of older individuals and delay adverse health conditions by providing access to nutrition and nutrition education and health promotion services.

COMMUNITY DINING PROGRAM

13,543 Meals Served - 218 Participants

The Community Dining Program is also referred to as the Congregate Meal Program. The program offers a nutritious balanced meal and a place to socialize. Typically a noon meal is served but certain areas serve an evening meal. The sites are located in a variety of community locations. The Canandaigua dining site operates in collaboration with the Golden Spot Senior Center at the Salvation Army. The program is open to anyone age of 60 and over as well as their spouse of any age. There are 5 dining sites:

<i>Canandaigua</i>	Salvation Army	110 Saltonstall St.	Tues - Fri	11:30 am
<i>Clifton Springs</i>	Spa Apartments	11 E. Main St.	Mon - Fri	4:30 pm
<i>Geneva</i>	Elmcrest Apartments	99 Lewis St.	Mon – Fri	12:15 pm
<i>Gorham</i>	United Methodist Church	4746 South St.	2 nd & 4 th Wed.	11:30 am
<i>Victor</i>	St. Patrick's Church	115 Maple St.	1 st & 3 rd Wed.	11:30 am

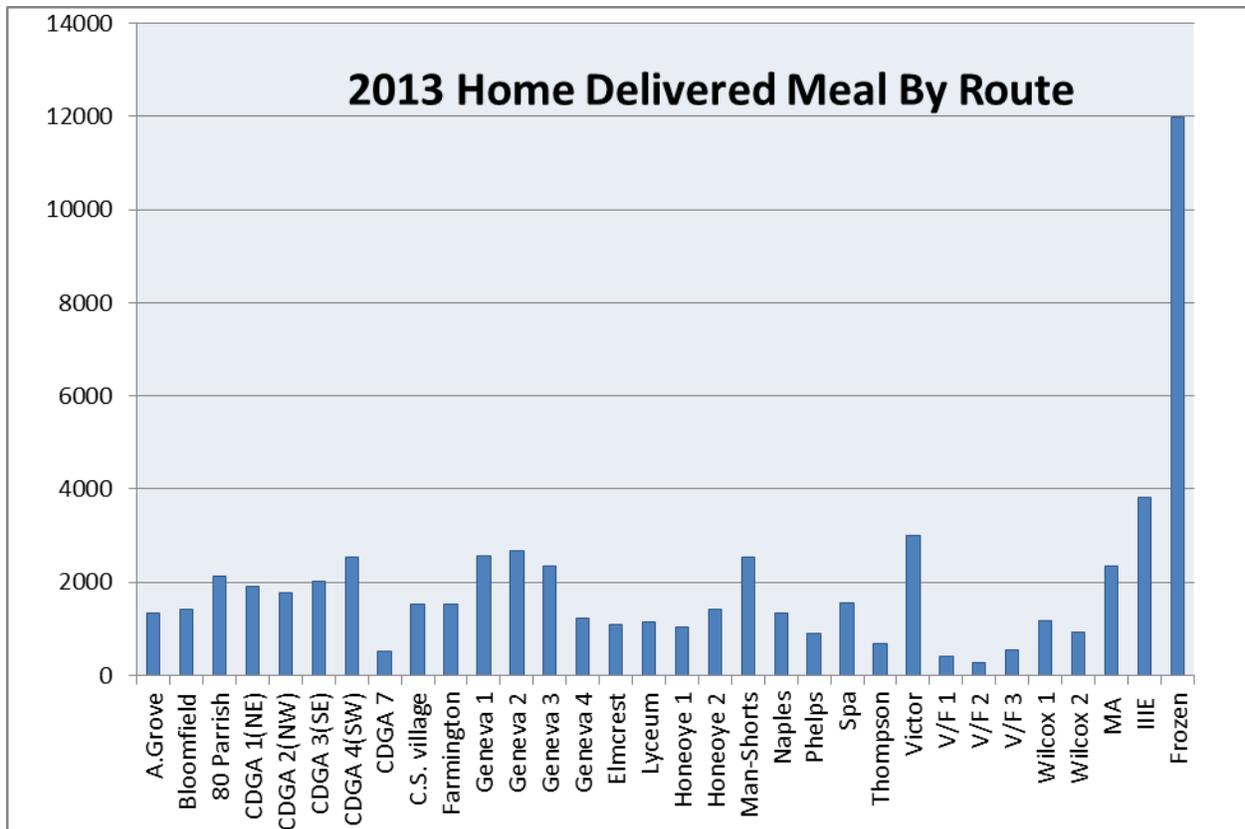


Note: The majority of meals served in the Staff/Guest/Volunteers category are volunteers who deliver meals; the remainder is served to food site staff under age 60 and guests who are unregistered participants.

HOME DELIVERED MEAL PROGRAM

61,628 Meals Delivered – 444 Clients Served

Our HDM program means a hot nutritious meal, a friendly face and independence for homebound, frail or recuperating older adults. A face-to-face interview and doctor approval is required before meals can start. The interview also helps find out if a person is eligible for other helpful programs. A dedicated force of volunteers throughout the county delivers the meals. Frozen meals are available to individuals who do not live within a hot meal delivery route. These meals are picked up at our kitchen by relatives and friends. In 2013 we reduced the number of meals on a route in order to reduce the burden on the volunteers. This was done through attrition. Typically, there is a waiting list for home delivered meals due to a shortage of volunteers in a particular geographic area.



Route	2013	Route	2013
Autumn Grove	1,327	Honeoye 1	1,042
Bloomfield	1,421	Honeoye 2	1,427
Eighty Parris St. Apartments	2,121	Manchester-Shortsville	2,542
CDGA 1 (NE)	1,913	Naples	1,344
CDGA 2 (NW)	1,765	Phelps	887
CDGA 3 (SE)	2,016	Spa Apartments – Clifton Springs	1,547
CDGA 4 (SW)	2,531	Thompson Apartments	691
CDGA 7 *	514	Victor	2,989
Clifton Springs Village	1,515	V/F 1 (Victor – Farmington)*	417
Farmington	1,513	V/F 2 (Victor – Farmington)*	271
Geneva 1	2,569	V/F 3 (Victor – Farmington)*	540
Geneva 2	2,672	Wilcox 1	1,170
Geneva 3	2,355	Wilcox 2	915
Geneva 4	1,222	MA (Medicaid)	2,350
Elmcrest	1,101	IIIE (Caregivers)	3,811
Lyceum *	1,152	Frozen	11,978

*Routes were started during 2013 and were not in operation for the entire year

NUTRITION EDUCATION & COUNSELING

***520 Clients Educated - 25 Individuals Counseled
61 Hours of Counseling***

Nutrition Education and Counseling is provided by a registered dietician. Presentations are conducted at the Community Dining Sites on healthy eating and health promotion topics. Many of the presentations are done in collaboration with other groups such as the Ontario County Department of Public Health and the Council on Alcoholism and Addictions of the Finger Lakes. Educational materials are handed out to home delivered meal clients. Topics covered:

- You Can Stay Young at Heart
- How to Maximize Your Nutritional Health
- Identifying Signs and Symptoms of Addictions
- Just How Good is My Flu Shot
- Tips to Reduce Your Sodium Intake
- Keeping Food Safe During an Emergency
- Supplemental Space Heater Safety
- Emergency Preparedness
- Color Your Plate with Salad
- Eating Right for a Healthy Weight
- Harvest of the Month
- Carbon Monoxide, Know the Hazards

SENIOR FARMER'S MARKET NUTRITION PROGRAM

613 Households

Once a year, the Office for the Aging administers the Senior Farmer's Market Nutrition Program (SFMNP) to eligible, low-income older adults. Twenty dollars in coupons is provided to buy locally-grown fresh fruits and vegetables at participating farmers' markets in Ontario County. Booklets are available in July and may be used through November. They are given out on a first come, first served basis. Only one coupon booklet is given out to an eligible household. This program not only benefits the household but also the local farmers by increasing sales for their produce.

EXPANDED IN-HOME SERVICES FOR THE ELDERLY PROGRAM (EISEP)

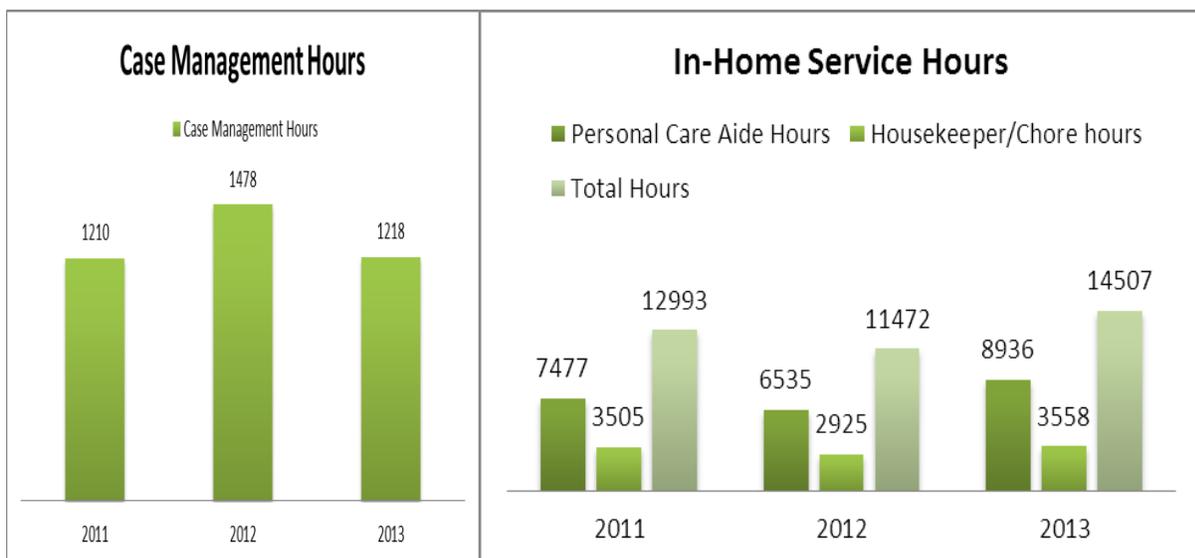
134 Clients – 14,507 Home Care Hours

EISEP provides non-medical services to those 60 and over so they may remain independent in their own homes as long as it is safely possible. EISEP is for those who need help with Activities of Daily Living, e.g., dressing, bathing, personal care and Instrumental Activities of Daily Living, e.g., shopping, cooking. A case manager determines needed services through an assessment, develops a care plan and coordinates, adjusts, and monitors the services provided. All enrollees receive case management. The provision of ancillary services is determined by the case manager and includes items/goods/services which are intended to provide an individual with the ability to remain safely in the community.

The EISEP program provides:

- Case management
- Personal Care and Housekeeper/Chore Services
- Ancillary Services: Installation of Grab Bars, Home Inspections, Heavy Cleaning, Tub Conversions

In 2013 case management was restructured to become more efficient and in-home hours were increased to meet increased needs. There were 1,218 case management hours provided to 134 clients, 3,558 housekeeper hours to 41 clients and 8,936 hours of personal care provided to 64 clients. Currently, there is a waiting list for EISEP in-home services. The total in-home service hours increased by 26.5% from 2012 to 2013.



HIICAP Health Insurance Information, Counseling and Assistance Program

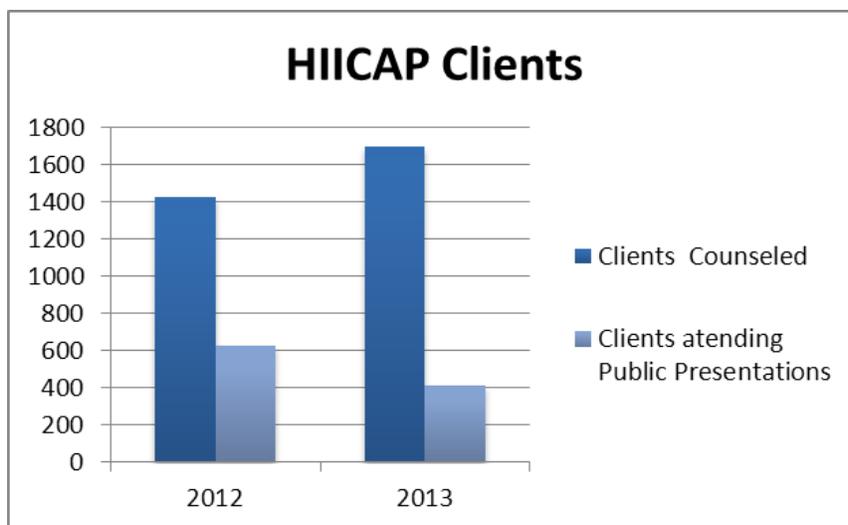
1,699 Individuals Counseled
32 Presentations – 414 Participants

HIICAP provides free, accurate and objective information, counseling, assistance and advocacy on Medicare Part A, B and D (Medicare Prescription Drug Coverage), EPIC (Elderly Pharmaceutical Insurance Coverage), Medicare Savings Programs, "Extra Help" prescription assistance and supplemental policies. HIICAP helps people on Medicare, their caregivers, or persons soon to be eligible for Medicare.

With the opening of the New York State Health Care Marketplace (part of the Affordable Care Act), our phone lines saw an increase in calls from Medicare beneficiaries who were unsure of how to proceed with their coverage selection during the Medicare Annual Enrollment Period.

During 2013, Office for the Aging had 10 certified Volunteer Health Insurance Counselors – 9 staff and 1 volunteer who provided 1,699 individual clients assistance accessing health care and prescription drug benefits. This is an increase of 8% over 2012. During confidential appointments, counselors objectively explain and compare different health care plans so that clients can choose one that meet their health care needs and is affordable for them.

Our office conducted 32 public presentations, including Medicare 101 workshops at various locations throughout the county in our ongoing efforts to educate Medicare beneficiaries about the ever changing health care system. These presentations reached 414 individuals. Educational articles regarding Medicare and health insurance in the OFA Newsletter reached another 2,921 Ontario County residents.



HEALTH PROMOTION - EDUCATION

In recent years the Office for the Aging has placed a greater emphasis on health promotion interventions that enable people to improve and increase control over their health. Health promotion interventions can help prevent, delay or lessen chronic disease and a loss of independence. There is a multitude of programs and educational activities that fall in this category, ranging from technology based interventions to physical exercise to mind stimulation. The Office for the Aging sees health promotion and prevention as a priority and will be looking at ways to expand these activities in the future.

Matter of Balance: The Office for the Aging began Matter of Balance the fall of 2013, with 16 participants. The program was conducted at Gypsum Mills in Victor. Matter of Balance is an evidence-based fall prevention program. This program meets weekly for 8 weeks to examine the concerns about falls and perform exercises that will increase strength and balance. We plan to expand this program in 2014.

Personal Emergency Response Systems (PERS) and Dispense-A-Pill (DAP): In 2013, 167 clients received PERS devices and 5 clients received Dispense-A-Pill devices. The Office for the Aging contracts with Doyle Security System, Inc. for 100 PERS and 5 DAP devices and gives them to at-risk homebound clients.

Computer Classes: The Office for the Aging contracts with Wood Library to provide “hands-on” computer education. During 2013, a total of 16 older adults attended computer classes at Wood Library, learning basic skills such as “mouse and keyboarding” and getting around the Internet, Facebook, the Wood Library Website and Catalog.

Food, Fun and Fitness: The Office for the Aging contracts with Ontario ARC to provide a weekly exercise and nutrition program for County residents over the age of 60 including the developmentally disabled. In 2013, 58 people attended these classes. The classes increase the awareness of healthy lifestyles with instruction regarding healthy snacking and meal preparation and promote physical fitness with fun exercises. Classes are held at the Canandaigua Salvation Army.

Senior Center Recreation: In 2013, 96 clients participated in 363 activities in the Senior Recreation program, which is a program for people age 60 or over. The Canandaigua Salvation Army administers this program at their Saltonstall Street location (also known as the Golden Spot Senior Center). Activities encourage interaction and socialization which keeps body and mind active, fighting the effects of isolation and depression. Classes include knitting, bingo, pokeno and ceramics. Blood pressure checks are also available.

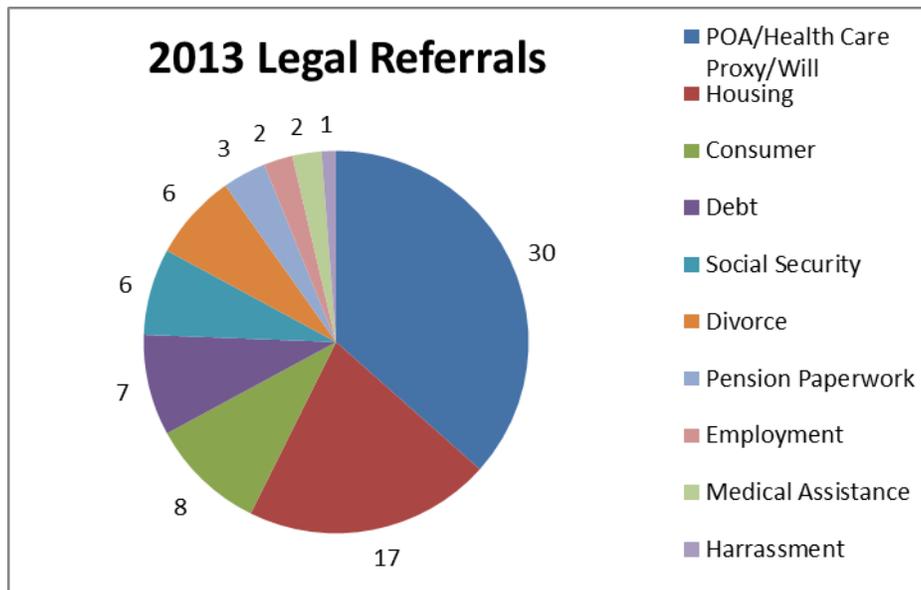
Meditation and Yoga: In 2013, 23 older adults attended Meditation and Yoga classes sponsored by the Office for the Aging, through contracts with individual instructors. Meditation helps older adults cope with pain and stress while yoga helps with balance and strength.

LEGAL REFERRALS

82 Clients

The Ontario County Office for the Aging, through a contract with Legal Assistance of Western New York provides legal services on issues such as Power of Attorney, Health Care Proxy, wills, landlord/tenant issues, public benefits and other areas of civil law. In 2013, 82 clients received legal assistance. This was a 78% increase from last year's 46 clients.

Referrals were issued for the following legal issues:



SENIOR NEWSBEAT & OFA WEBSITE

9,860 Publications- 5,435 Web Hits

The "Senior Newsbeat" newsletter is published quarterly. During 2013, 9,860 publications were mailed to Ontario County residents. The newsletter is also available on the Office for the Aging website. Fifteen to twenty volunteers assist quarterly with collating and mailing the newsletter. There were 5,435 web hits on the Ontario County Office for the Aging website. <http://www.co.ontario.ny.us/index.aspx?nid=100>

CAREGIVER SUPPORT PROGRAMS

673 Caregivers – 1,847 Counseling & Training Sessions
80 Hours of Case management - 1,412 Hours of Respite - 3,811 meals

Informal caregivers need help. One in ten households includes a caregiver for a person age 60 or over. Caregivers spend an average of 22 hours per week giving care. Caregivers are an invaluable resource to their loved ones and to the health care system.

Ontario County Office for the Aging provides a continuum of services to assist and support informal caregivers, spouses, adult children, other family members and neighbors in their efforts to care for older persons who need help with daily tasks. This assistance allows older persons with chronic disease and disabilities to remain in the community.

The Office for the Aging provides:

- Information and assistance with navigating and gaining access to the service system.
- Individual counseling, training and case management to assist caregivers with understanding their options, health issues, financial issues, and to make decisions and solve problems relating to their caregiver roles.
- Respite to temporarily relieve caregivers from their responsibilities by providing a short-term break through home care.
- Home Delivered Meals
- OFA sponsors Caregiver Resource Centers in Ontario County libraries in Geneva, Gorham, Manchester-Shortsville, Naples, Victor, Allen Hill, Bloomfield, Bristol, Clifton Springs, and Honeoye. These Resource Centers provide written educational materials to caregivers.



OUTREACH SITES

In 2013, the Office for the Aging developed 10 outreach sites in order to increase access to services. Older adults can now come to one of these sites to get information and assistance. Experienced caseworkers provide assistance with paperwork and applications, health insurance counseling and information and referrals to different programs in the community and to OFA programs. The program will be expanded in 2014.

WEATHERIZATION REFERRALS

Effective March 31, 2012, WRAP program funding ended. During 2013, thirteen (13) weatherization referrals were processed from this office for Ontario County seniors. Requests were primarily for insulation, windows, and doors.

ADVISORY COUNCIL

The Office for the Aging (OFA) Advisory Council helps advance new policies, reviews program and service effectiveness, assists with Public Hearings and serves as an intermediary between the senior community and the Office for the Aging. The Council reviews the Annual Implementation Plan required by the New York State Office for the Aging and makes recommendations as needed.

In 2013, the OFA Advisory Council took an active role in the planning and implementation of the Public Hearing held at the Salvation Army in Canandaigua on September 20, 2013; 51 people attended.

2013 Advisory Council members:

Philip Alamond	Rushville
Beverly Bailey	Bloomfield
John Champlin	Bloomfield (Liaison to the Board of Supervisors)
Kathleen Duserick	Naples
Patricia Hemminger	Phelps
Michelle Jungermann	ARC
Edward Kenyon, Attorney	Canandaigua
Mary McCarthy	Victor
Alice McConnell	Bloomfield
Janet Starr	Canandaigua
Jody Thomas, RN	ARC
Jennifer White	NYSEG
Roxanne Williams, RN	Canandaigua

SENIORS OF THE YEAR

In 2013, the Office for the Aging Advisory Council held the Twenty-Sixth Annual Seniors of the Year Award Ceremony. A total of 11 nominations were received and all eleven were recognized for their outstanding service in and around Ontario County. Fifty-four (54) people attended the event, including winners of the award as well as public figures. The ceremony was held on Friday, May 17, 2013 at the Ontario County Safety Training Facility.

SALT COUNCIL

9 Programs - 80 Participants

The Office for the Aging is one of the sponsors of SALT (Seniors and Lawmen Together) along with the Ontario County Sheriff's Department, the Geneva Police Department and AARP. SALT just completed its 18th year of providing valuable public safety, prevention and general information to seniors in Ontario County.

In 2013, Eastview Mall Food Court, the Legacy in Victor and Quail Summit in Canandaigua hosted the programs. Quail Summit also hosts the monthly planning meetings.

SALT Programs in 2013:

- Winter Driving Safety
- Managing Cardiac Risk Factors to Thrive
- Tax Tips
- Missing Persons – the Law Enforcement Response and Changes in New York State Statutes – Silver Alert
- Beware: Summer Contractors are Back – Fraudulent Practices
- Elder Abuse Awareness Month – What You Need to Know
- How to Prevent Falls
- Yellow Dot Program
- Scams & Identity Theft

Through the SALT Council, free cell phones are available for calling “911” only. Since 2001, 1,144 cell phones have been distributed.

Project Lifesaver Program: Radio transmitters are provided to people with Dementia, Alzheimer's disease, Down's syndrome and Autism. Currently there are 5 Ontario County residents using Project Lifesaver. There have been 31 since the program started.

VOLUNTEERS

245 Volunteers - 14,460 Hours of Service

The Ontario County Office for the Aging relies on volunteers to deliver meals to homebound elderly; they are a precious resource. If it weren't for these amazing people who donate their time and effort we wouldn't be able to get meals to 250 homebound elderly per day. Last year 245 volunteers provided 14,460 hours of service to older adults and delivered over 61,000 meals in Ontario County.

In addition to delivering meals volunteers provide friendly visits and telephone reassurance to the homebound, deliver holiday gifts, help with the Farmers Market Coupon program, help with the newsletter, facilitate health promotion programs, health insurance counseling and are members of our Advisory Council.

A brunch honoring all volunteers was held on Thursday, April 26, 2013 at Wegman's in Canandaigua, New York.

Office for the Aging sponsors a Gift Giving Tree which holds holiday tags and gift ideas for seniors. In December 139 gifts were delivered throughout Ontario County by School Resource Officers and students from Marcus Whitman School District and the Indoor Track Team at the Canandaigua Academy. Participants from the Geneva ARC, as well as our special Secret Santa volunteers, also delivered gifts. The tags were selected by Secret Santa's, which include Ontario County employees, as well as the general public.