



Sallie Morgan, Aging  
Together Chair

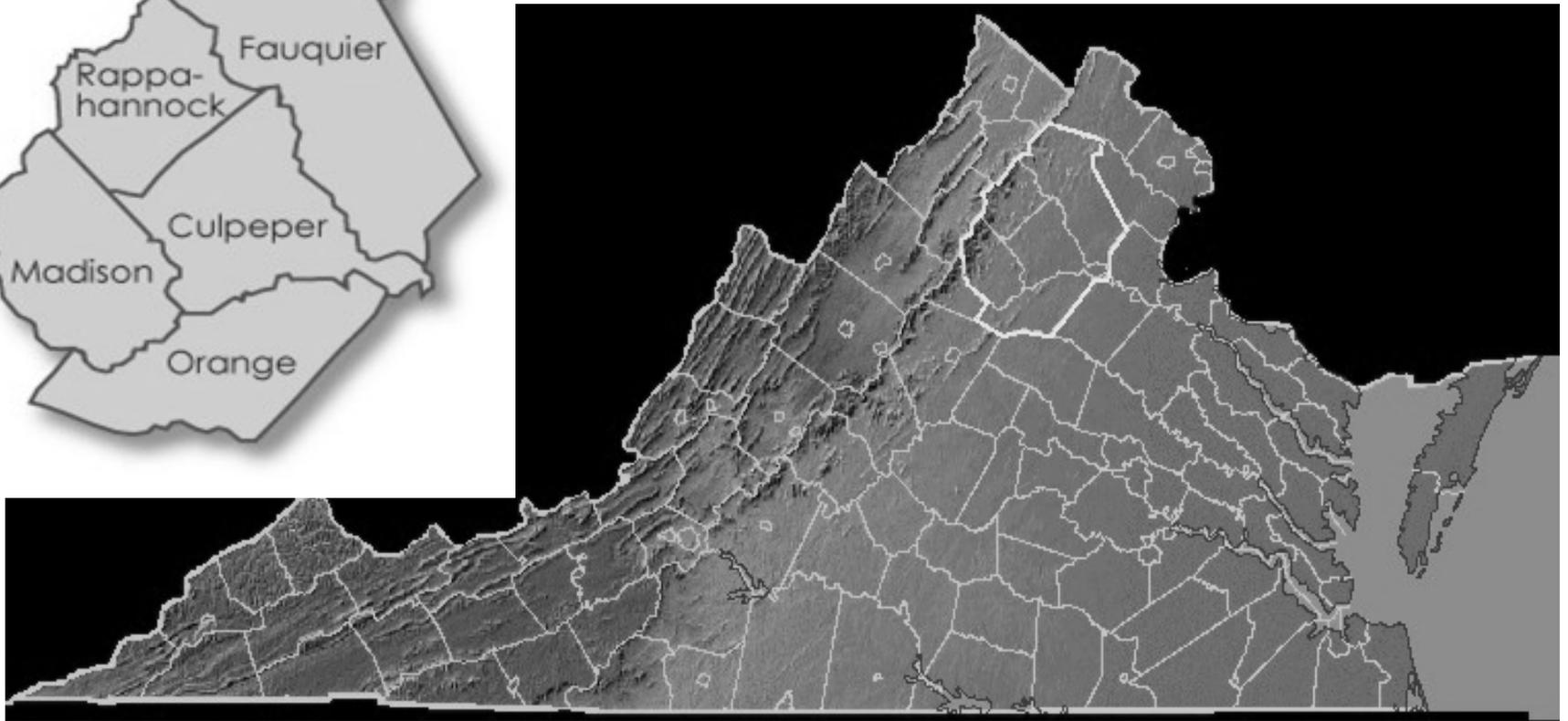
Director, Community  
Support

Rappahannock Rapidan  
Community Services  
Board and Area  
Agency on Aging



- A collaborative effort
  - to help our localities prepare for an unprecedented growth in the older population, and
  - to assure that local residents will have the services and supports they need as they age.
- A broad partnership of over 100 organizations and individuals in the 5 counties of the Rappahannock Rapidan region

# Rappahannock Rapidan Region of Virginia



# Counties Have Distinct Personalities

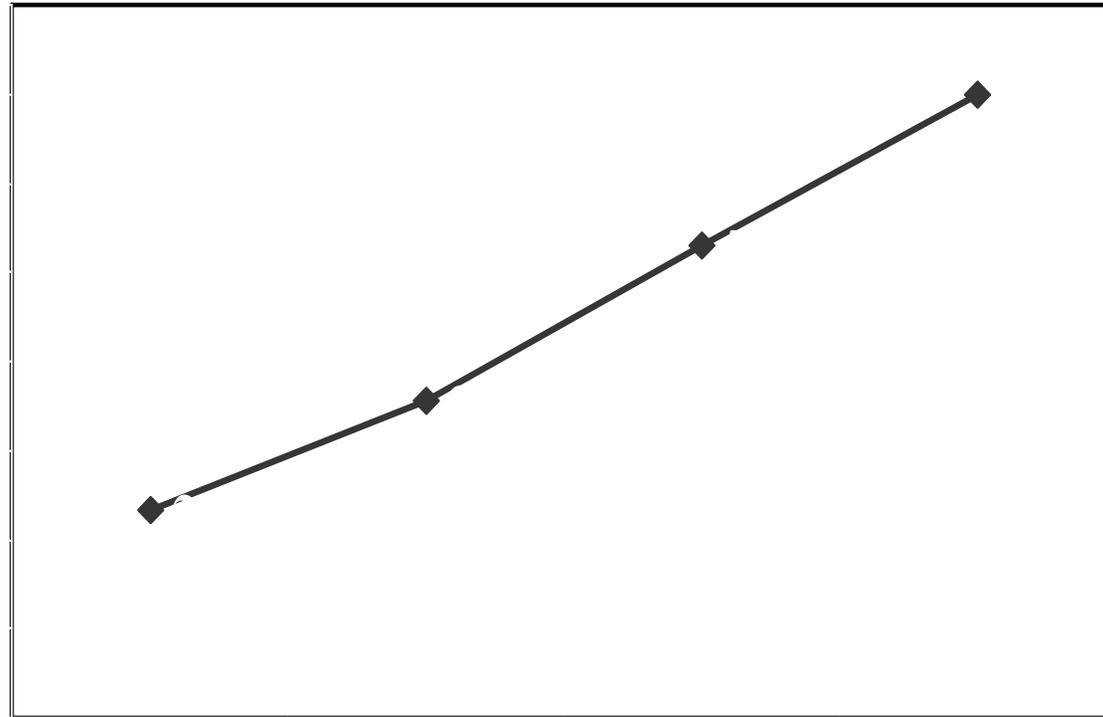


# Rural Area in Transition

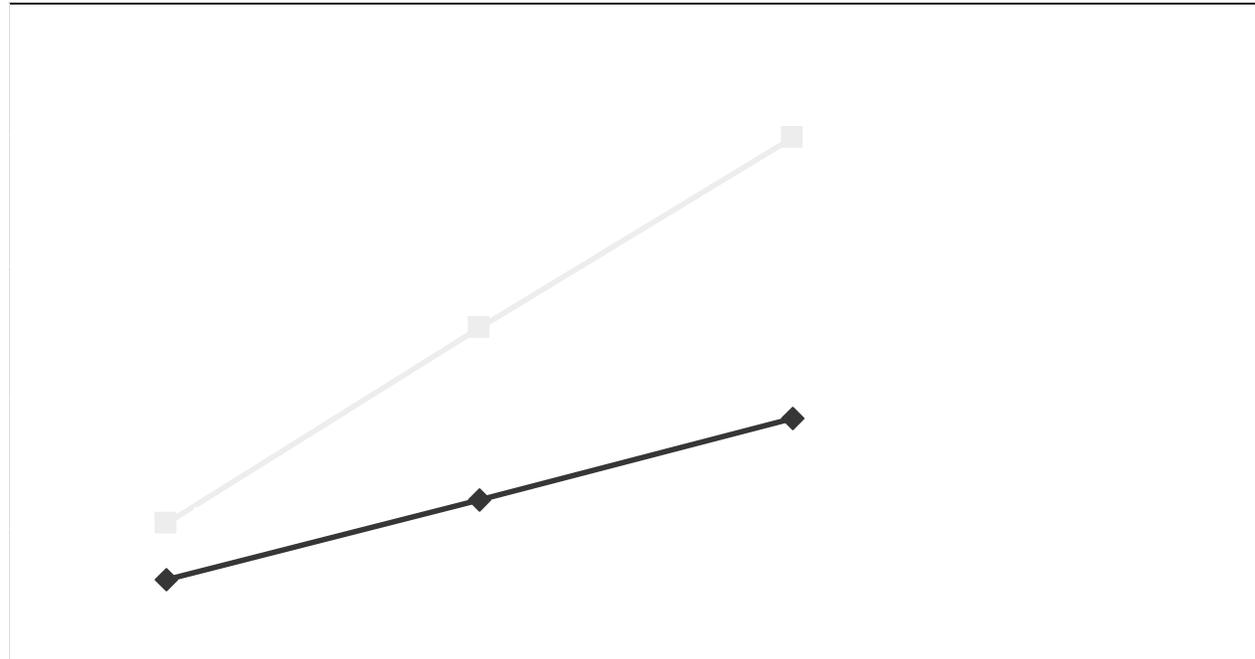


- Rural terrain/population density
- Rural mindset/ tax base
- Limited service array
- Encroaching growth
- Commuting out of region to work
- In-migration, especially of retirees and pre-retirees

# Projected Growth of 60+ Population in Rappahannock Rapidan Region



# Relative Growth Rate Projections for the Region





*The 60 + population of  
our region will more  
than double by 2020*

*How can we work  
together to make our  
communities  
supportive places for  
elders and families to  
live as the population  
ages?*



# Regional Elder Needs Assessment (2002)



- Basic demographic information
- Health status
- Need for supports
- Services currently received
- Satisfaction with current services
- Anticipated future needs

# *Needs Data: Older Adults are a Community Asset*

- Add “value” to the community
- Bring life experience, skills, expertise
- Contribute time and money to support community endeavors
- Are caregivers for others



- Are a potential workforce
- Can be creative forces and agents of change in a community

## *Needs Data: Aging Also Brings* Challenges

- *20% have four or more chronic illnesses*
- 31% suffer from chronic pain; half of those are limited in ability to do routine activities
- *11% report experiencing depression*
- 10% suffer from Alzheimer's disease or a related dementia
- *27% need help with activities of daily living*

- Isolation:
  - 24% live alone
  - *14% cannot drive*
  - 33% never participate in community events or activities



- Caregiving:
  - *80% of care is provided by families*
  - One in ten elders is a primary caregiver
  - *Number of family caregivers is decreasing*

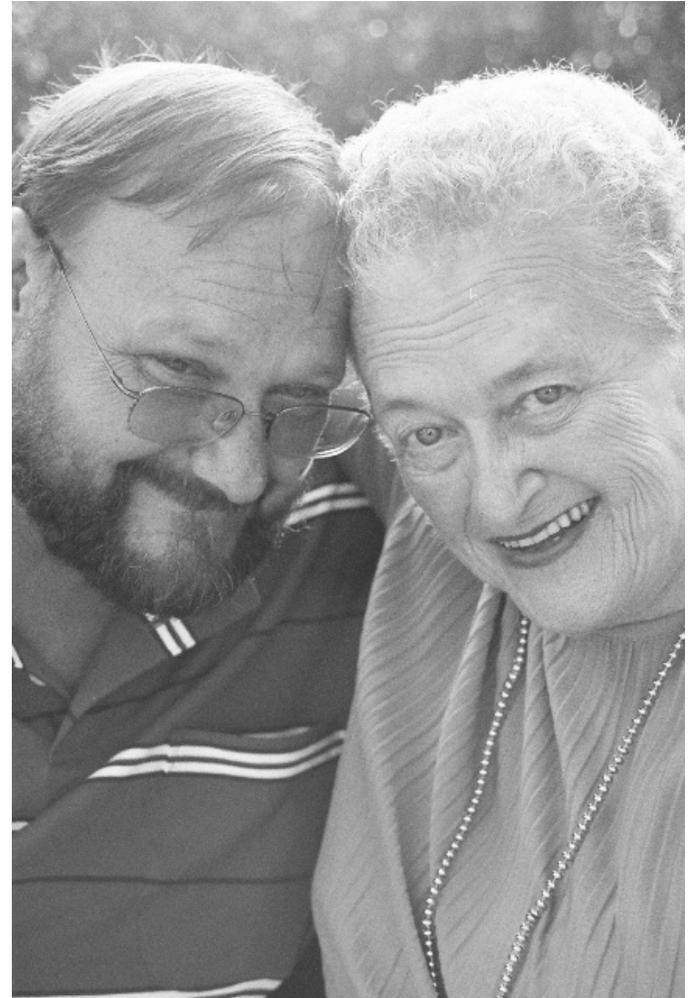
# Finding Services

- 24% think community services are hard to find
- 41% don't know if services are hard to find – haven't needed to access services yet



# *Conclusions from Needs Data*

- Growth in the number and proportion of elders in our region will impact everyone
  - Family members of all ages
  - Caregivers
  - Employers
  - Policy-makers
- The community needs to work together to meet increased need for community-based services



# Evolution of Aging Together

- History of interagency teams in every county
- Recognition that our communities are not meeting current demand or preparing for the coming age wave
- 2002: Needs assessment
- 2003: Regional partnership formed

# Robert Wood Johnson Foundation Grants

- **2004:** RWJF “Community Partnerships for Older Adults” Development Grant (\$150,000)
- **2005 - 06:** 4 year strategic plan developed based on Community Conversations held in all five counties
- **2006:** 4 year \$750,000 RWJ Implementation Grant awarded (Matching funds from local governments, hospitals, service providers, businesses)

# Aging Together Concept

- Pooling resources to do things no one group could do on its own
- *Speaking with one voice on aging issues*
- Working together to generate new resources and expand services
- *Working both locally and regionally*
- Providing expertise to help communities plan for the future

# Aging Together: Local/Regional Structure

- Recognizing that each county has its own needs and priorities,
- Partnership began with county-based inter-agency teams



# Aging Together: Local/Regional Structure

- Recognizing that regional collaboration is also essential to make best use of limited resources,
- Built a broad-based regional partnership linked to those County Teams,
- With Regional Workgroups focused on specific issues



# Organizational Structure

- County teams
- Regional workgroups
- Core Leadership Group (board)
- Coordinating Council (full partnership)
- Annual Community Conversations on Aging in every county

# Community Partners

- Community Services Board/Area Agency on Aging
- 5 Social Services Depts.
- Culpeper Hospital
- Fauquier Hospital
- Regional Commission
- Piedmont United Way
- Older adults
- Caregivers
- AARP
- TRIAD
- Local Governments
- Alzheimer's Assn.
- Health Dept.
- Assisted Living facilities
- Nursing Homes
- Hospice Providers
- Home Health providers
- Churches
- Community Colleges
- High Schools

# Community Partners

- Dept. of Deaf and Hard of Hearing
- Transportation providers
- Housing Agencies
- Disability Services Boards
- Centers for Independent Living
- Legal Services
- Cooperative Extension
- Dialysis providers
- Employment Commission
- Civic Organizations
- Parks and Recreation
- Law Enforcement
- Businesses
- Pharmacies

# Aging Together's Vision

Citizens living in the Rappahannock Rapidan area retain their sense of place and community,



serve and contribute to that community,

and are assured of help when needed from family, friends, neighbors, and places of worship, as well as from helping organizations and a responsive local government.

# Critical Challenges – Service Expansion

- How can we create and expand the services needed to offer quality choices for all seniors – now and in the future?



# Critical Challenges - Workforce



- Who will provide care for our seniors when they are no longer able to care for themselves?

# Critical Challenges - Wellness

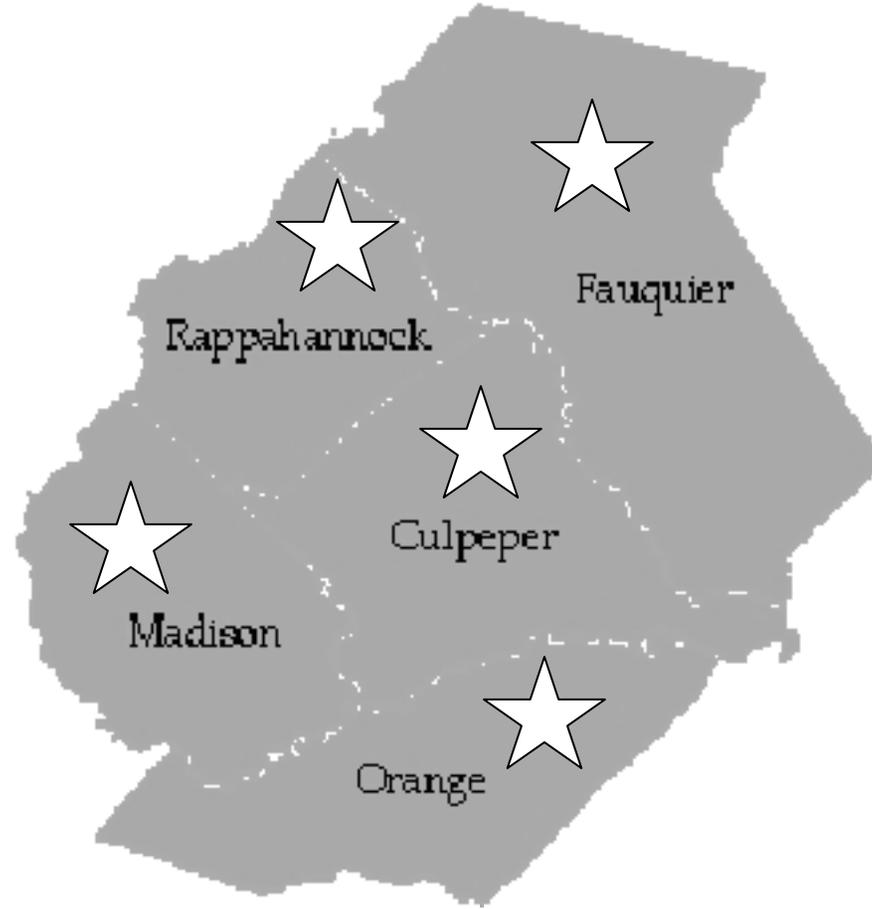


- How can we help local residents plan for and manage their own health as they age?

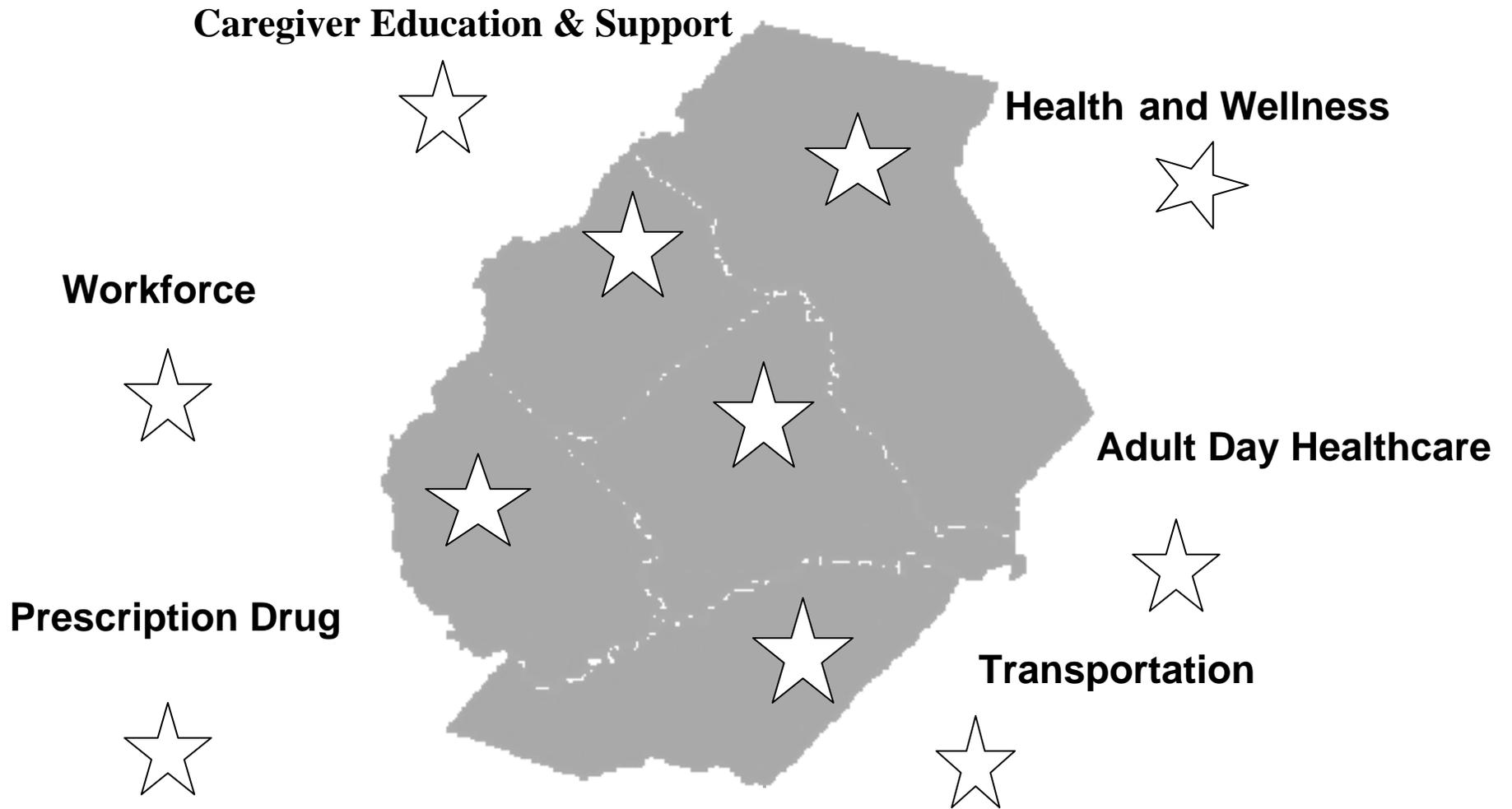
# Critical Challenges - Information

- How will we ensure that seniors and their caregivers have the information they need to make informed decisions about their care?

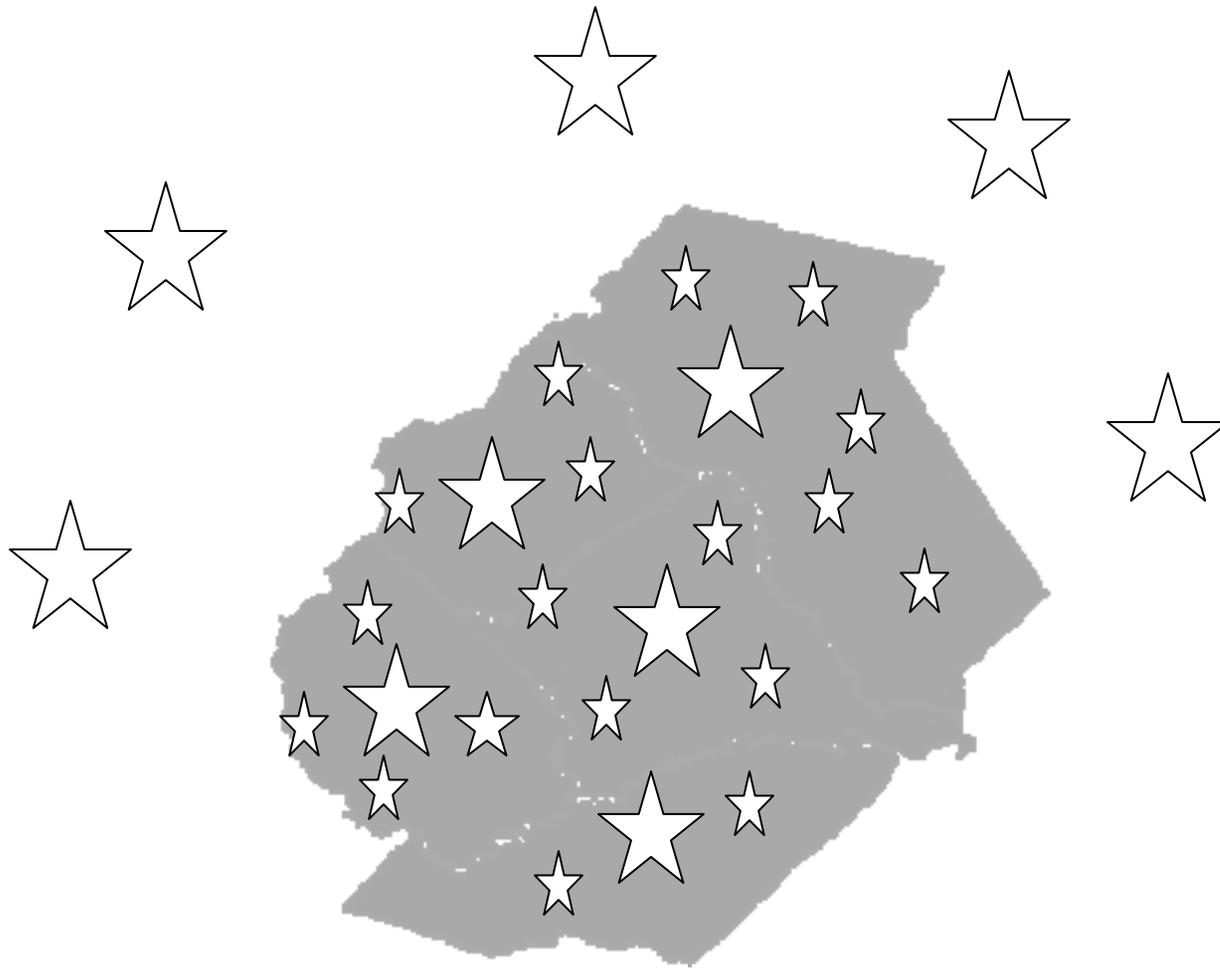




**County teams harness local energy**



# **Regional workgroups for global issues**



**Accountable to the public through  
annual Community Conversations On Aging**

# RWJF Implementation Grant

- Grant has given us staff to support the county teams and regional workgroups
  - Project Manager
  - Communications Coordinator
  - 5 County Resource Specialists (part-time)
- Staff inform the community, coordinate work of teams, and secure additional resources to improve the long term care system

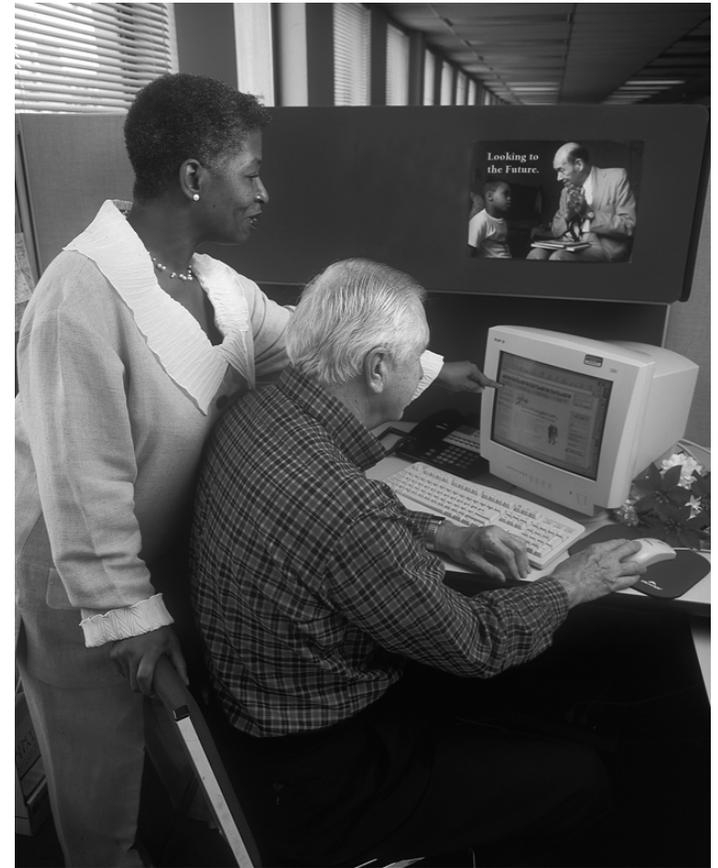
# Successes – Expanding Services

- \$1.5 million in new resources generated
- New Regional Adult Day Healthcare Center
- Medication Assistance Program
- Volunteer Transportation Networks in counties
- Regional Transportation Planning (New Freedom recipient)



# Successes – Information/Awareness

- Building local resource database thru Senior Navigator
- No Wrong Door pilot
- Aging Together website, print and broadcast media campaign
- Local government consultation - Aging issues built into comprehensive plans



# Successes – Capacity Building

- Law and Aging grant
- First Responders Collaboration
- Geriatric Assessment project with primary care physicians
- Volunteer Recruitment campaign
- Healthcare Institute
- Caregiver Training



# DayBreak - Collaboration Success



- Regional Workgroup identified location
- RRCSB/AAA agreed to run program
- Workgroup helped RRCSB/AAA apply for start-up grant
- Culpeper Social Services helped renovate a facility
- All partners provide outreach
- Project staff help publicize program and recruit volunteers

# VolTran - Collaboration Success



- Fauquier Team raised funds and recruited volunteers for VolTran
- Fauquier DSS provides office space and administrative support
- Aging Together staff seeks grant funds to support the effort
- RRCSB/AAA provides volunteer supports through RSVP
- Regional Commission leads regional transportation planning and grant-seeking

# Keys to Success

- Committed Lead Agency (RRCSSB/AAA)
- Creation of a neutral playing field
- Top leadership from key organizations involved from the outset
- Support from local governments
- Partners contribute staff time and matching funds
- Resources to hire partnership staff

# Keys to Success

- Pool resources - many parties contribute modest amounts of money
- Work through existing organizations to build capacity throughout the community
- One partner champions each specific project
- Local/regional structure allows for involvement of large number of partners in home communities and areas of interest

# Keys to Success

- Involvement of older persons and caregivers
  - Needs assessment
  - Community Conversations on Aging
  - Leadership positions
  - County teams and regional workgroups
  - Volunteerism
  - Caregiver training, support groups



# State and National Recognition

- 2006 - *Community Partnerships for Older Adults grant* from the Robert Wood Johnson Foundation
- 2006 - Senior Navigator's *Community Spirit Award*
- 2007 - Virginia League of Social Services Executives *Spirit of Collaboration Award*
- 2007 - Commonwealth Council on Aging *Best Practices Award*
- 2008 - Administration on Aging "National Program Champion"

# Challenges



- Communicate sense of urgency, leading to policy change and recognition of long term care as priority for planning and funding
- Help community translate information about demographic shift into concrete, manageable action plan

# Challenges

- Improve access system  
( No Wrong Door)
- Develop long term revenues for service expansion
- Maintain energy, focus, communication within each county and across the region





# AGING TOGETHER

five communities creating choices