

Care for Elders July 2008 – June 2009 Year End Accomplishments

Outreach and Communications

2-1-1/Elder Care Experts – Access Network

- Distributed information to 105 locations
 - Distributed 8,675 brochures, 146 posters, and 6,681 magnets
- Conducted 70 presentations; also included GRFL info
 - Over 2,357 individuals attended the presentations
- Participated in 16 Conferences/Fairs
- Bus signs were displayed on 1,100 METRO buses for 6-months (8/2008 – 2/2009)

	FY 08 – 09 Objectives	FY 08 – 09 Accomplishments
Older Adult Calls to 2-1-1	7,927	32,078
Caregiver Calls to 2-1-1	659	848
Requests for Non-Emergency Transport	550	467
Requests for Senior Centers	60	137

Get Ready for Life

- Conducted 77 presentations
 - Over 2,055 individuals attended the presentations; also included 2-1-1 info
 - 7 new members were recruited for the Consumer Advisory Council
- Distributed 3,043 booklets
- 361 order forms from booklets completed; 417 order forms completed in total

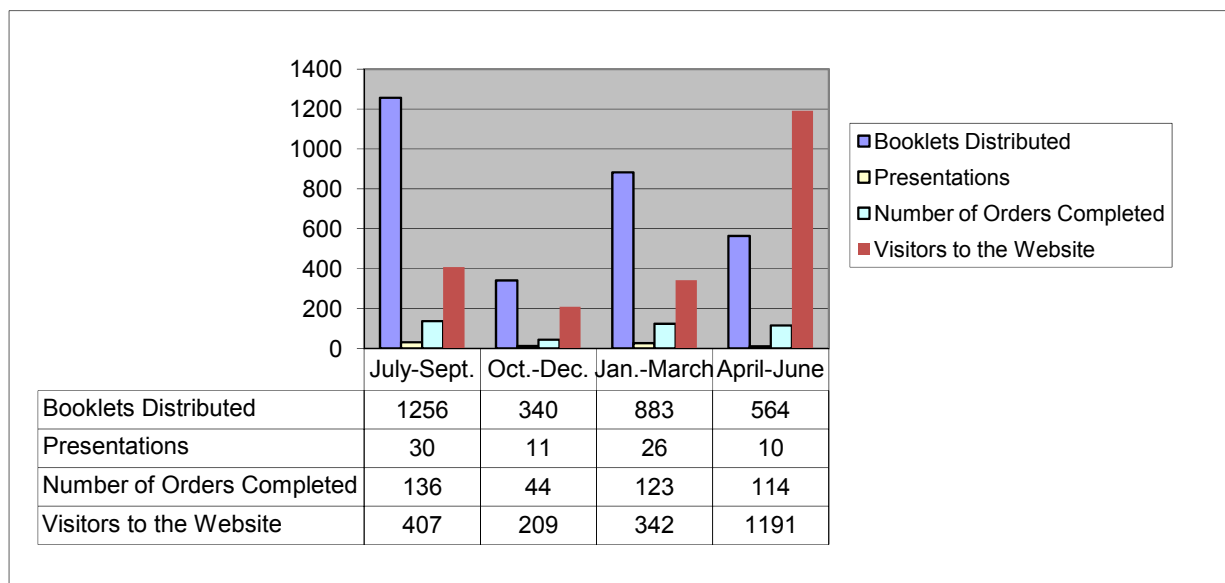
Targeted Outreach

In February, 2009 we started targeting zip code 77051, and later included parts of zip codes 77021 and 77033. Results include:

- Distributed information to 22 locations, including pharmacies, physician offices, post office, supermarkets, apartment complexes, libraries, senior center, and civic clubs
- Established relationships with Constable May Walker's and City Council member Wanda Adams' offices
- Conducted 10 presentations

Goal: 25% increase in calls from targeted neighborhood
Actual: 87% increase

Get Ready for Life



Visitors and Requests for Materials

Visitors to GRFL website: 2,149
 Requests for GRFL materials: 417
 # requesting on-line: 42 (Goal: 5%/107 visitors would request)
 # requesting after presentations: 308 (Goal: 5%/118 participants would request)
 # requesting by mail: 53
 # requesting by phone: 14

Profile of Individuals Utilizing Get Ready for Life

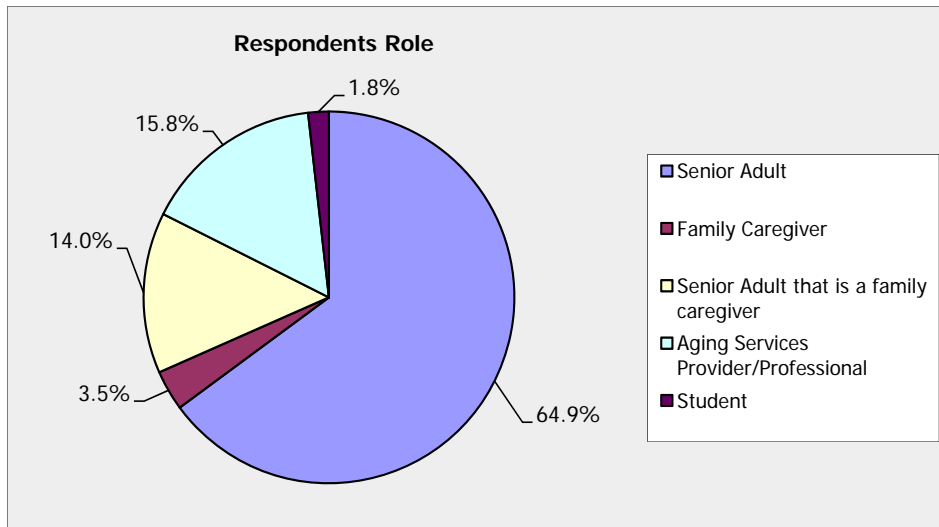
Gender

- 91.5% Female
- 8.5% Male

Age Range

- 3.4% age 30-39
- 3.4% age 40-49
- 32.2% age 50-64
- 33.9% age 65-74
- 18.6% age 75-84
- 8.5% age 85 and over

Respondents Role



Most Frequently Requested Area of Interest

- 59% Keeping Your Mind Healthy & Sharp
- 46% Wills, Trusts, Power of Attorney
- 44% Staying Active
- 41% Nutrition for a Changing Body

Feedback Surveys

- 262 surveys mailed (to individuals receiving materials)
- 23% completed surveys, n=61
- 77% no response, n=201
- 96.3% reported that materials were useful

Reported Action Steps Taken Since Receiving Material

Family meeting in planning stages

As I haven't been able, yet, to thoroughly read them all I haven't made any specific changes but, I do need to get my important papers together better. I did put the little booklet in the pouch on my refrigerator.

I cook using the Dash plan and I walk every morning

Made out my will, started keeping a list of medical test and procedures and watching my diet better

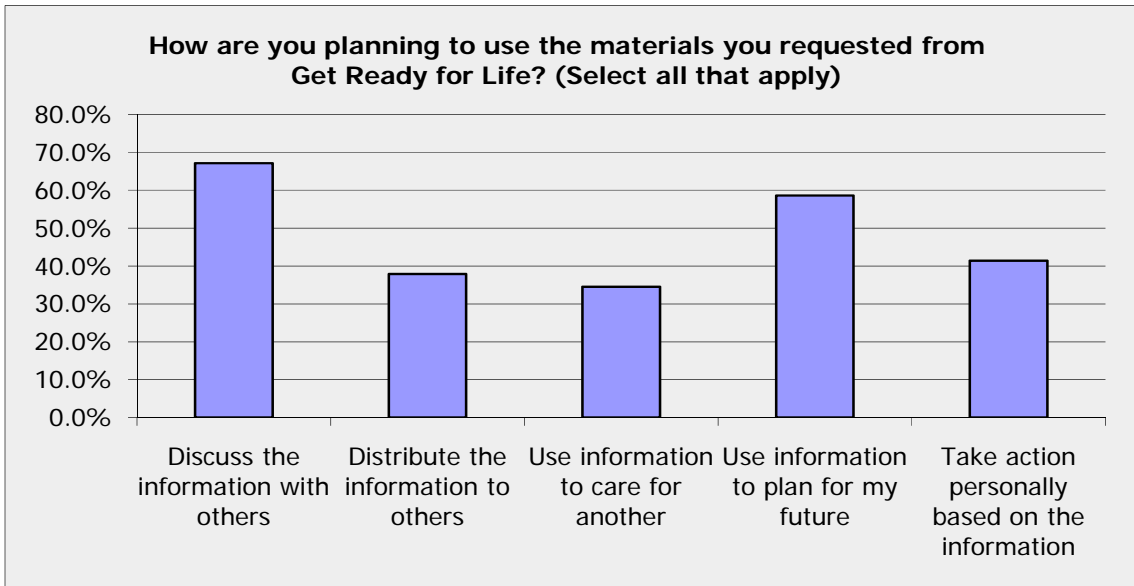
Spoke with my parents about upcoming medical procedures and issues and ensured that their plans would meet all their needs

Not at present, but I am looking forward to take steps on some things

Discussed with others

I have shared the information with people needing community resources

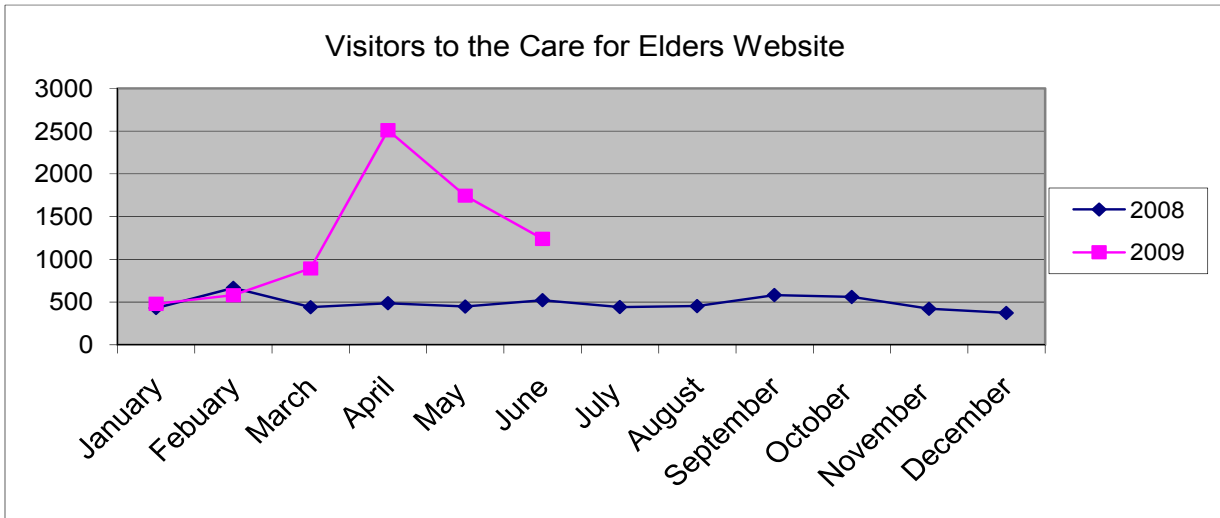
Trying to make things easier and less stressful and enjoy my life even though I am in pain most of the time with arthritis and poor circulation



Other Get Ready for Life Accomplishments

- Conducted focus groups with 32 seniors at Tom Bass Senior Center to determine GRFL domain of greatest interest
- Learned that “falls prevention” was of greatest interest; pursued opportunity for Center to offer A Matter of Balance, an evidence-based falls prevention program

Care for Elders Website



Top 3 Documents Downloaded

- Healthy IDEAS Brochure
- CFE Accomplishment Report
- Growing Older in America: The Health & Retirement Study

Most Popular Pages

- Home Page
- Healthy IDEAS Overview Page
- CFE Overview – About Us
- Spotlighting the Direct Care Workforce Conference Page
- Initiatives – Overview Page

2-1-1/Access Network

Goal	Accomplishments to Date
Increase capacity of the Access Network	<ul style="list-style-type: none"> • Family Services joined the Access Network as a new case management partner; Access Network now has 11 public and private sector partner organizations • Additional part time CFE manager hired to serve Access Network clients
Increase access to services for older adults	<p>Access Network:</p> <ul style="list-style-type: none"> • 1,402 (3.7%) older adults referred to Enhanced I & R, an increase of 66% over last year; goal was to serve 943; 898 served in FY 07 – 08 • 322 older adults (23.3% of Enhanced I & R clients) referred for case management
	<p>Flexible Funding Pool:</p> <ul style="list-style-type: none"> • Total number of requests = 112 <ul style="list-style-type: none"> ○ From Access Network clients = 84 ○ From other Case Management clients = 28 • Total number of clients served = 74 • \$66,444 approved for FFP requests • Support ranged from \$25 (for medication co-pay) to \$3,786 for dental work • Top 3 needs: Home repair (22), Rent/mortgage (15), Medical care (14), including MD visits, medications, lab work and co-pays
	<p>Community Resource Database (CRD):</p> <ul style="list-style-type: none"> • 620 resources included; increase of 41 resources
	<p>Field Specialist:</p> <ul style="list-style-type: none"> • 100 home visits & 99 follow up calls with clients • Top needs: Pick up and deliver documents; Safety checks on clients; CEAP applications; Food stamp applications
	<p>Enhanced I & R:</p> <ul style="list-style-type: none"> • Identified 1,553 needs; (1.1 needs per client) • 966 (62%) of needs were met compared to 52% last year • Top 5 needs: Multiple needs requiring case management (339); Utility assistance (290); Self neglect (105); Food related (63); Home repair (56) • 303 referrals to APS <p>Case Management:</p> <ul style="list-style-type: none"> • Identified 828 needs; 3 needs/client • 384 (46%) of needs were met compared to 38% last year • Top 5 needs: Utility assistance-electricity (119); Food related problems (75); Resource information (49); Home repair (44); Help with housing options (41) • 56 referrals to APS
Increase practice skills of case managers within the AN	<ul style="list-style-type: none"> • Case managers trained by AAA to complete Meals on Wheels eligibility • Case managers trained by SASS to complete CEAP application • CFE and Family Service case managers trained to deliver Healthy IDEAS • Shared information regarding 18 educational opportunities with AN partners
Other access related accomplishments	<ul style="list-style-type: none"> • Participation with AAA, MHMRA, DADS in development & implementation of ADRC • Evaluation of AN clients to determine why they do not follow through on referrals; paid for by City HHS Department

Demographic Information about Access Network Clients

Age		Gender		Ethnicity		Lives Alone	
60 – 64	286	Female	1,026	African American	59%	Total	75
65 – 74	544	Male	271	White	24%		
75 – 84	339			Hispanic	15%		
85+	112			Asian	1%		
Not Given	16			Other	1%		

Healthy IDEAS

Goal	Accomplishments to Date	Measured By
Provide technical assistance for replication of Healthy IDEAS	<ul style="list-style-type: none"> • Training in 10 states at over 40 agencies • Over 200 case managers trained to deliver HI • Intervention Manual and Tools in final print 	Expansion of Healthy IDEAS following the local demonstration funded by AoA

Quality and the Direct Care Workforce

2009 Direct Care Workers Conference

- 173 direct care workers attended the conference
- 25 agencies were present
- 8 private pay direct care workers attended
- 16 direct care workers were nominated for the Get Ready for Life Award
- 69.8% were first time attendees at the conference

Feedback from Attendees

The morning session, where everyone was telling their story about how they became a caregiver, was just so moving

I don't know what to say but it is good to be here

The afternoon classes, presenters were well organized, information presented was well put together

2009 Direct Care Workforce Leadership Conference

- 68 individuals attended the conference
- 33 organizations were present
- 10 national and local experts presented

Feedback from Attendees

- 80% of survey respondents rated the speakers as "Great"
- 79.5% of respondents rated the session topics as "Great"
- 83.3% of respondents "strongly agreed" that CFE should host another leadership conference next year

Advocacy and Public Policy

Testimony Provided

- Written testimony was submitted on February 11, 2009 to the Senate Finance Committee in support of the Department of Aging and Disability Services' request for resources that would allow wages of direct care workers to be increased
- Invited verbal testimony was given on March 5, 2009 before the House Human Services Committee about the need to mandate pre-employment training for direct care workers
- Verbal testimony was given on April 8, 2009 before the Energy Resources Committee regarding HB 2780/SB 1481 related to municipal aggregation of electricity service
- Written testimony was submitted on April 15, 2009 related to SB 1861 that called for a home repair pilot program that would ready a house for weatherization services
- Written testimony was submitted on April 16, 2009 related to HB 3263 that called for the establishment of a home and community-based services workforce council

Other Accomplishments

- CFE 2009 Policy Recommendations established - called for mandated pre-employment training for home care workers and increased wages for all direct care workers
- CFE priorities were adopted by other advocacy groups: One Voice adopted both CFE priorities; Texas Senior Advocacy Coalition, the Area Planning Advisory Council and the Texas Silver Haired Legislature adopted the wage increase priority
- Significant improvements were made to the policy section of the CFE website
 - 2,228 (21%) visitors to the website viewed a page in the policy section
- Care for Elders staff actively participated in One Voice to ensure representation of, and attention to the needs of older adults
- A Care for Elders and a United Way staff member were sent to video advocacy training conducted by WITNESS and sponsored by NCOA (National Council on Aging); they subsequently produced 20 video clips of consumers and professionals advocating for passage of the Elder Justice Act (at the national level)
- Harris County Attorney General Vince Ryan supported the Elder Justice Act campaign by providing a video message in support of the bill *and* by sending a personal letter to all Texas legislators asking them to support it as well