Care for Elders
Leading ideas. Enhancing life.

Care for Elders
Year End Accomplishments Report
FY 09 – 10 (July 1, 2009 – June 30, 2010)

Introduction
Care for Elders is Houston's largest, most experienced and most diverse partnership focused solely on elder care issues. With more than 80 organizational and individual members, the partnership is dedicated to informing public policy and influencing community practice to increase access to services, improve the quality of care, and enhance the quality of life for older adults and family caregivers in Harris County. The partnership's major accomplishments for FY 09 – 10 are described on the pages that follow.

2-1-1/Access Network

Care for Elders established an access network in 2006 to improve access to needed services, optimize system efficiency and provide older adults and family caregivers with a single, easy to remember phone number to call for community resource information. With 211 Texas/United Way Helpline serving as the "place for consumers to start" when pursuing resource information, 12 additional private and public sector senior service organizations have been formally linked to form the Access Network and provide enhanced information and referral services, benefits counseling and case management to individuals as they attempt to navigate the long-term care system and access needed services. The chart below provides information about the current status, intended outcomes of the Access Network's coordinated effort, and highlights of our FY accomplishments.

Anticipated Outcomes	Current Status and July 1, 2009 – June 30, 2010 Accomplishments
There is adequate capacity within the Access Network (AN) to respond to consumer requests/needs	• The Access Network (AN) is now comprised of 13 public and private sector partner organizations coordinated to respond to elder care needs • Five (5) Enhanced Information and Referral staff based at, and supported by United Way are dedicated to the AN • Twenty-eight (28) case managers from 9 agencies are engaged in providing case management services to older adults referred through the AN • Funding secured by Care for Elders supports one .75 FTE case manager to supplement the AN partners • In 2010, the Network added its 12th partner, Neighborhood Centers, Inc, that through its Aging in Place grant from the Administration on Aging will provide case management services in targeted neighborhoods, bringing the Network's capacity to 28 case managers
	• Total number of callers to 211 Helpline from July 2009 – June 2010: 452,726 • Total calls from older adults: 49,044 (11%) • Total caregiver calls to 211: 549
Access to services for older adults is improved	Access Network: • 1,471 (3%) older adults were referred to Enhanced I & R, an increase of 5% compared to July 2008 – June 2009 • 295 older adults (20% of Enhanced I & R clients) referred for case mgt., a decrease from 322 in FY 08 – 09. • Seven (7) clients were connected to resource specialists at the AAA for Benefits Counseling

Anticipated Outcomes	Current Status and July 1, 2009 – June 30, 2010 Accomplishments

	Flexible Funding Pool (FFP):
	 • Total number of requests from July 2009 to June 2010: 164
	  o From Access Network clients:115
	  o From other Case Management clients: 37
	 • Total number of clients served: 152
	 • $91,528 approved in FFP requests
	 • Support ranged from $12 for critical medication to $4,350 for home repair
	 • Top 3 needs: mortgage/rent assistance; dental work and dentures; and appliances

	Field Specialist: • Completed 1,451 activities to support Network clients and was utilized by 65% of partners • Conducted 377 home visits & 702 follow up calls with clients • Top needs: pick up and deliver documents; complete utility assistance applications, and deliver food
System efficiencies are attained Organizational capacity is maximized The practice skills of case managers are improved	• Case managers were granted authority and trained in 2008 by the Area Agency on Aging (AAA) to complete Meals on Wheels eligibility forms and service applications for their clients; 44% of Network partners completed applications for older adults • Case managers were granted authority and trained in 2009 by Sheltering Arms Senior Services to complete utility assistance applications for their clients; 74% of Network partners submitted CEAP applications for their clients • In 2010, Network partners were authorized by the Houston Food Bank to complete service applications and enroll clients in the Commodity Food Box Program; 68% of partners assisted older adults in enrolling in the new program • Case managers from seven (7) of seven (7) Access Network partner organizations have been trained to deliver Healthy IDEAS (evidence based depression intervention); 52% of partners are implementing Healthy IDEAS with clients

Partner Support

The chart below provides information about the type and level of support provided by each partner in the Access Network.

Partner Organization	Function		Clients Served	
	Enhanced Information and Referral	Case Management	FY 08 – 09	FY 09 – 10 (7/09 – 6/10)
United Way of Greater Houston	X		1,382	1,452
Alzheimer's Association	X		15	17
Houston Area Parkinson Society	X	X	4/2	2/6
Chinese Community Center	X	X	0/0	0/1
Boat People SOS	X	X	1/1	0/1
Jewish Family Service		X	36	13
Sheltering Arms Senior Services		X	55	43
Catholic Charities		X	66	53
City of Houston, DHHS		X	17	3
Family Services of Greater Houston		X	N/A	133
Neighborhood Centers, Inc		X		7
CFE Supported Case Mgr(s) [.75 FTE]		X		35

Partner Organization	Function		Clients Served	
	Enhanced Information and Referral	Case Management	FY 08 – 09	FY 09 – 10 (7/09 – 6/10)
Harris County AAA – Benefits Counseling				7
TOTAL – Enhanced I & R	5		1,402	1,471
TOTAL – Case Management		9	177	295

Older Adults Served

The chart below provides an overview of the older adults served through the Access Network.

Demographic Information		
	Number	%
Ethnicity		
• African American	732	57%
• Asian	12	1%
• Hispanic	229	18%
• White	302	23%
Age		
• 60-64	313	24%
• 65-74	545	42%
• 75-84	334	26%
• 85+	83	6%
Gender		
• Female	333	26%
• Male	958	74%
Income		
• $0 - $750 per month	538	42%
• $751 - $1200 per month	429	33%
• $1201 - $1800 per month	191	15%
• $1801 - $2200 per month	49	4%
• Over $2201/month ($26,412 per year)	29	2%
Living Arrangements		
• Lives alone	757	59%
• Spouse	139	11%
• Spouse/Family	32	2%
• Family	265	20%
• Others	66	5%

Other Access and Coordination Efforts

The approach to Care for Elders' access and coordination work is all about partnership and expanding opportunities in the community for collaboration and innovation. In September 2009, Evelyn Carlson, LMSW was hired to direct our efforts. She brings gerontological expertise, strong aging network relationships, and tremendous enthusiasm to this critical work. In addition to the Access Network, the following coordination efforts have begun under Evelyn's leadership:

Community Resource Database: In partnership with the 2-1-1 Texas/United Way helpline, Care for Elders is leading efforts to develop a consumer focused, web-based Community Resource Database

(CRD) of elder care services. A CRD committee has been formed with representatives from 2-1-1, United Way's Community Investment department, the Senior Guidance Directory, the Access Network case management component, and partners who are private-pay geriatric care managers. Leveraging the 2-1-1 website, the committee has made progress in developing the database to ensure ease of use by the consumer and increased listings of non-profit and for-profit services for older adults. The CRD will include 20 top categories with key community resources as well as an e-library with articles to help older adults navigate challenging situations.

Expansion of the Access Network: In FY 09 – 10, Care for Elders further expanded the Access Network, both by increasing referrals as well as adding new partners to meet capacity needs. CFE completed training for new community partners including RIDES drivers and ambassadors, and staff at the Aging and Disability Resource Center. In addition, as reported previously, Neighborhood Centers, Inc joined the Network to provide case management to elders in the targeted neighborhoods of Fifth Ward, Magnolia Park, and Sunnyside.

Launch of Economic Independence Initiative: In 2009, Care for Elders became a formal referral partner to the first LISC Financial Opportunity Center as well as the organization to train LISC partners on aging issues and services. In 2010, Care for Elders launched its own Economic Independence Initiative (EI^2) which includes a four-part capacity building component for Network Partners that covers financial stability, benefits counseling, reverse mortgage counseling and financial exploitation. An EI^2 technical assistance team is also being developed to serve as a resource for the Network and is currently comprised of experts in the areas of elder law, housing counseling, banking and financial coaching. Finally, with their encouragement, a proposal was submitted to the National Council on Aging and the Bank of America Charitable Foundation for support of this initiative. Funding will be awarded in the Fall of 2010 if the proposal is accepted.

Further Evaluation of Access Network Clients: Through previous professional evaluation of the Access Network, Care for Elders learned that a significant percentage of clients did not have their needs met, despite their utilization of enhanced information and referral services or case management. In most instances this was because needed services were not available. However, many others did not get their needs met because of their "failure to follow through on referral information" given to them. Care for Elders was concerned that this may be indicative of systems issues that are creating barriers to service access so it partnered with the City of Houston's Dept. of Health and Human Services to further explore this issue with clients. The evaluation has been completed and results available in August 2010.

Get Ready for Life

It was clear from consumer surveys administered during Care for Elders initial planning process that older adults and baby boomers alike are "unprepared" for the many challenges they are likely to face during the aging process. The Get Ready for Life (GRFL) program was developed to provide free educational materials and resource tools to help individuals think through and plan ahead for ways to ensure "long term living". In 2008, a web site (www.GetReadyforLife.org) was developed and launched that includes information about physical and mental health, financing and housing options for long-term care, advance directives, and opportunities for civic engagement.

After a successful year of implementing, evaluating and tweaking the Get Ready for Life website and program, Care for Elders successfully transitioned GRFL to the Senior Guidance Directory (SGD) in August 2009. The SGD will maintain and enhance this very unique program and the transition provides yet another example of Care for Elders success at developing projects that can be sustained by having them embedded into community practice in settings that align with the project's goals.

Healthy IDEAS

Healthy IDEAS (Identifying Depression, Empowering Activities for Seniors) is an evidence-based intervention that is embedded into the routine practice of community case managers and utilized to address depressive symptoms in older adults. Through support from the National Council on Aging

and leadership from Baylor College of Medicine, Care for Elders now serves as the technical assistance center for the national dissemination of Healthy IDEAS. During this past year, Healthy IDEAS has gained exceptional national reach.

Goal	To Date Accomplishments (Since July 2008)
Provide technical assistance to service organizations, state health and human service offices, funding organizations, etc for the replication of Healthy IDEAS	• Training in 14 states at over 53 agencies • Over 500 case managers and supervisors trained to deliver Healthy IDEAS • Intervention Manual and Tools, including a CD version and a training DVD were finalized and produced • Training curriculum was finalized and produced; two training webinars for certified national trainers were conducted • TA support provided to Chinese American Services League in Chicago with producing a culturally and linguistically relevant version of the program • Technical assistance provided to 2 new states; training to be provided in 2010/11 • On-line web-based readiness assessment tool was developed and beta-tested in collaboration with NCOA. Tool will enable agencies to assess their readiness to implement the program.

Quality and the Direct Care Workforce

Improving the recruitment, training, recognition and retention of the frontline, hands-on workforce has been a top priority for Care for Elders since the partnership first formed. We implemented screening, orientation and continuing education initiatives/pilots in 2006 and demonstrated that training can improve retention. For the past three years, with funding from the Harris County Area Agency on Aging, CFE has planned and coordinated a full day training conference specifically for direct care workers; 187 workers attended in 2010, an increase of 10% over 2009. Last year, a second conference targeting leaders and supervisors of direct care workers was added; 48 professionals attended in 2010.

In August 2009, Care for Elders implemented an employee recognition initiative that awarded $500 to eight (8) agencies to design and implement a direct care worker recognition program or enhance an existing one. This "practice enhancement initiative" allowed agencies to recognize and encourage above and beyond performance and acknowledge employees for their accomplishments in a way that was most meaningful to their own workforce and organizational culture. Upon completion of the six month initiative, six of the eight participating agencies indicated that they will sustain their new recognition programs.

Care for Elders also conducted employee satisfaction surveys for five (5) of the partners involved in the recognition initiative. With analysis and final reports prepared by research experts with the City of Houston, these organizations now have critical information upon which they can act to improve the job satisfaction of their direct care workforce.

Care for Elders actively worked to address workforce issues in other ways as well. For example:
- CFE executive director, Jane Bavineau, was asked by the Executive Commissioner of the Texas Health and Human Services Commission to chair a state level council focused on improving the recruitment and retention of direct care workers. The council produced a preliminary report in May 2010 that included 15 recommendations. At his request, the report was submitted to the executive commissioner, and in a follow-up meeting, he was asked to include workforce issues in his HHSC appropriations request. Care for Elders also testified at three public hearings about the need to address direct care workforce issues.

- A meeting was held in February 2010 with leaders of direct service organizations to explore options for a collaborative project that would address the recruitment and/or retention of direct care workers. Primary interest is in sharing training opportunities for workers and supervisors.
- Consumers and direct care workers were engaged in developing an educational brochure for older adults about selecting home care services, including information about what to expect, questions to ask and how to navigate the system. The brochure will be disseminated in FY 10-11.

Advocacy and Public Policy

Care for Elders has become increasingly involved in educating elected officials and policy makers about the needs of older adults and what they can do to address those needs. Below are highlights of our work from July 2009 through June 2010:
- Provided verbal testimony at three public hearings, and submitted written testimony four times to legislators or their appointed committees. Topics included improving the recruitment and retention of direct care workers, and addressing community issues through greater collaboration between the public and private sectors
- Actively involved with One Voice and other advocacy groups to address payday lending and transportation concerns; provided data and gathered client stories and testimonials to support these campaigns
- Co-sponsored a City of Houston Mayoral Candidate Forum with One Voice and the Coalition for the Homeless
- Was an invited guest of the Center for Houston's Future for the "audience of experts" that appeared on Channel 8's "Houston Have Your Say" program to discuss health care reform
- Distributed educational packets to newly elected city officials (in their first term) about Care for Elders and Houston's older adult community
- Sent two staff members to *video advocacy* training sponsored by WITNESS and the National Council on Aging (NCOA) to learn how to use this new approach and tool to support CFE's overall advocacy efforts
  - CFE staff then filmed 20 stories with older adults and elder abuse advocates to support NCOA's campaign, some of which were highlighted on World Elder Abuse Awareness Day and screened on Capitol Hill in September 2009.
  - Staff interviewed and filmed several older adults about "growing old in Houston" for a video that will be launched at a Leadership Briefing event in the Fall of 2010


Care for Elders Website www.careforelders.org

The goal of the Care for Elders website is to provide partners, policymakers, and professionals in the field of aging with relevant and current data on the older adult population of Harris County, as well as keep the community abreast of Care for Elders initiatives, accomplishments and results.

Visitors to the Care for Elders website can:
- Find demographic data and other critical information about the long-term care needs of Harris County older adults
- Review various local maps about where, and how, older adults live
- Learn about advocacy efforts effecting older adults
- Read about Care for Elders initiatives, accomplishments and results
- Stay up-to-date on educational and community events for professionals working in the field

Visitors to the Care for Elders Website
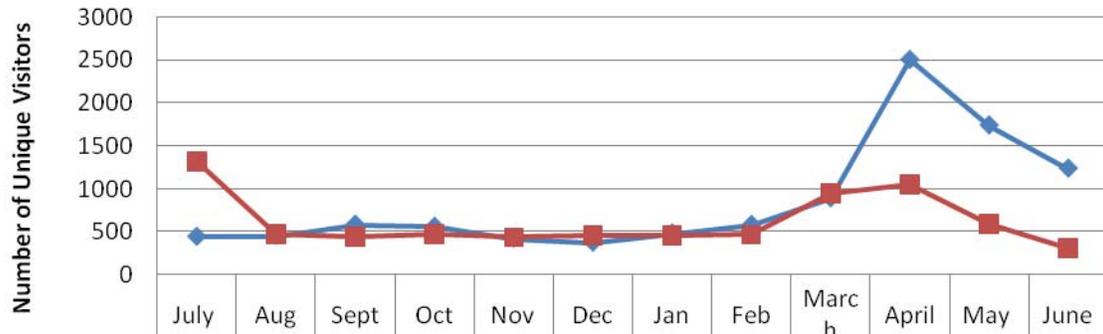
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
FY 2008-2009	441	452	582	559	421	372	479	580	893	2511	1745	1240
FY 2009-2010	1316	468	447	477	434	461	462	464	941	1044	588	308

Number of Unique Visitors

Catalyst for Systems Improvements and Practice Enhancements

Care for Elders sees one of its most important roles as being a catalyst for improvements within the long-term care system and for enhancements within partner organizations' service delivery and practice. In addition to the accomplishments already described, below are examples of how the partnership has indeed been such a catalyst, both in leadership and supporting roles.

Hospital to Home: Hospital to Home (H2H) is a care transitions intervention developed by Care for Elders to improve health outcomes and reduce hospital readmissions of older adults with congestive heart failure. It utilizes a community-based social worker/case manager as a "transitions coach" to: 1) educate clients about ways to manage their chronic health condition, 2) coordinate reconciliation of their medications with a hospital pharmacist, 3) ensure clients go to follow-up physician appointments, and 4) create a personal health record for clients to consolidate their health information and aid in their communication with health care providers. In 2010, the Methodist Hospital integrated H2H into their daily practice as a strategy to reduce 30-day hospital readmissions, and now funds the H2H Transitions Coach position.

Stakeholder Input Process: In 2009 – 2010, Care for Elders developed and implemented a survey process to solicit input from older adults, family caregivers and professionals in the aging network about priorities for making Houston/Harris County more elder-friendly. More than 1,100 surveys were completed and a final report of the findings will be available in the Fall of 2010. CFE will use these survey results to inform and educate elected officials, policy makers, advocacy groups, and funding organizations about the most pressing issues facing older adults and to influence their policy and funding decisions.

Disaster Response to Older Adults and Special Needs Populations: Care for Elders formally joined with Harris County Social Services and the County's Office of Emergency Management and agreed to support future disaster response efforts as follows:
- Adopt-a-Senior-Housing Community Program – will match housing communities with community organizations or groups willing to "adopt" them; adopters will ensure that the older adult residents of their assigned community are checked on and monitored following a disaster.
- Release of Staff – will call upon partners to release one-to-three professional level staff to assist in disaster operations, primarily to conduct initial screening and provide case management with older adults impacted by the disaster.

Gulf Coast Aging and Disability Resource Center (ADRC): Care for Elders collaborated with the AAA, MHMRA of Harris County, and the Texas Dept of Aging and Disability Services on the development of the proposal submitted to the state to establish an ADRC in this region. CFE staff now serves on the ADRC's advisory council, the partnership provides staff support to the physical location of the ADRC at the Kashmere Multi-Purpose Center, and the Access Network is the formal referral partner for ADRC clients (who are elderly and residing in Harris County) needing case management.

Houston Aging in Place Innovations (HAPI): Care for Elders was also very actively involved in the development of the model now known as HAPI, an initiative that will strengthen three targeted neighborhoods by building upon their assets and providing supports that will allow older adult residents to age in place. Leadership for the project is provided by Neighborhood Centers, Inc and funding comes from the U.S. Administration on Aging, the United Way and St. Luke's Episcopal Health Charities.

Care for Elders staff now serves on the project's advisory council, and because there is a case management component to HAPI, Neighborhood Centers will join the Access Network and add to its capacity. It was also exciting to see funds awarded to the project for a Flexible Funding Pool (FFP), in large measure because of the success Care for Elders and the Access Network has had with its FFP.

Home Repair Services for Older Adults
The Access and Coordination Work Group was charged with identifying an area in which access to services could be improved or service delivery impacted in some other positive way through greater coordination. Based on their review of community-wide and Access Network data, "home repair" was identified as one such potential area. Consequently, Care for Elders has begun investigating the issue, and has conducted numerous interviews with home repair service providers and groups representing older adults to better understand the challenges and resources surrounding home repair in our community. Still in its preliminary stages, this research will ultimately provide a community-level snapshot of the issue and its impact on older adults as well as serve as the foundation for future Care for Elders or other organizations' efforts.

Summary of Outputs

Outputs	FY 08 – 09	FY 09 – 10	FY 10 -11
2-1-1/ Access Network			
Total Calls to 211	367,818	452,726	
Total Calls from Older Adults	32,058 (9%)	49,044 (11%)	
Total Calls from Caregivers	848 (.2%)	549	
Elders Referred to Enhanced Info and Referral	1,402 (4%)	1,471 (3%)	
Elders Referred for Case Management	322 (23%)	295 (20%)	
Elders Connected to Resource Specialist/AAA		7	
CFE Employed Case Managers			
• Annemieke Pike Luckey (.75 FTE)		35	
Field Specialist – Home Visits	100	377	
Field Specialist – Follow-Up Calls	99	702	
Partners Serving in the Access Network	10	12	
Partners Linked from Outside the Network	0	2	
Flexible Funding Pool Requests	112	164	
For Access Network Clients	84	115	
For Other Case Management Clients	26	37	
Total # Individuals Served	74	152	
Amount Approved	$66,444	$91,528	
Disaster Response to Older Adults			
Adopt-A-Senior-Housing Community			
• Communities to be Adopted			
• Adopting Organizations			
Release of Staff			
• Organizations Willing to Participate (if able)	N/A	11	
Direct Care Workforce Initiatives			
DCW Conference/Workers			
• Workers Attended	173	187	
• Agencies sending staff	25	30	
DCW Conference/Supervisors			
• Attended	68	43	
• Agencies sending staff	30	26	
Partners Engaged in Pilots	N/A	8	
Care for Elders Website			
Unique Visitors	10,275 visitors	6,514 (as of 4.30.10)	
Advocacy Efforts			
Verbal Testimony Given at Public Hearings		3	
Written Testimony Submitted to Legislators or Policy Makers		4	
Healthy IDEAS (TA Center)			
Case Management Agencies Trained (nationally)		53	
States Offering Healthy IDEAS		14	
Case Managers Equipped with Intervention (nationally)		500+	

Summary of Practice Enhancement Tools and Methods

Practice Enhancement Tool	Partners Implementing
Access Network Field Specialist	65%
Flexible Funding Pool	71%
Healthy IDEAS (Access Network)	52%
Community Resource Database	55%
CEAP and Weatherization Applications	74%
Meals on Wheels Applications	44%
Commodity Food Box Applications	68%