



Greater Richmond Age Wave Leadership Committee

AGE WAVE LEADERSHIP MEETING

Richmond Regional Planning District Commission

Friday, December 11, 2015 @ 9:00-11:00am

WELCOME AND INTRODUCTIONS

Opening Remarks: Dr. Thelma Bland-Watson, Executive Director of Senior Connections, The Capital Area Agency on Aging

Dr. Thelma Watson kicked off the meeting welcoming back from maternity leave Sara Link, Director of Greater Richmond Age Wave. Since the last meeting, the Greater Richmond Age Wave was honored with the Valentine's Richmond History Makers Award for regional collaboration.

Dr. Watson thanked Richmond Regional Planning District Commission for hosting the meeting. She also thanked funders: Richmond Memorial Health Foundation, United Way of Greater Richmond & Petersburg, Genworth Financial, The Community Foundation, Jenkins Foundation, Bon Secours, Oasis Institute- Anthem Foundation. A special recognition and thank you was given to Mr. Jeff Cribbs of Richmond Memorial Health Foundation. The team extended best wishes with his retirement from the Foundation.

A thank you was extended to all the Age Wave work group chairs, Beth Ludden (Genworth Financial), Marge Boynton (Senior Connections), Sean McCleary (Bon Secours), and Michele Chesser (Scorecard). Special mentions were given to transitioning staff, new staff and partners. Jay White (VCU Department of Gerontology) recently accepted the position as Chief Operation Officer at A Grace Place Adult Day. Sean McCleary was recently promoted to position of Chief of Staff at Bon Secours. Ms. Theresa Norton is the new Aging for Life consultant, helping to develop Aging for Life Toolkit and curriculum. Ms. Catherine MacDonald is the new No Wrong Door & Age Wave Integration Specialist, conducting research and development of social isolation risk index and intervention tools/strategies.

Ashley Hall, Manager of the Capital Region Collaborative, welcomed the group on behalf of Richmond Regional Planning District Commission.

Age Wave: University Integration

Dr. E. Ayn Welleford spoke about the integration this of Age Wave planning, this past semester, into the Department of Gerontology's three core courses (Biology, Sociology and Psychology of Aging) through a service learning component. She extended a special recognition to all the faculty, staff and student(s) in the Department that attended the meeting.

Nicole Hunt, a master's degree student in the VCU Gerontology program, presented her team's service learning project utilizing the Gero walkability audit/assessment tool in the Ginter Park neighborhood. Nicole opened the presentation providing a history of Ginter Park and how it developed into a neighborhood. Nicole's team identified a few key areas to improve the tool such as: individualizing tool, noting that livability is in the eye of the beholder, include opportunities for



Greater Richmond Age Wave Leadership Committee

employment, noting whether there was a sense of community and looking deeper at how community members perceived their area.

Business For Life/ Aging 2.0 Work Group Update

Beth Ludden reported on the Business for Life (BFL) work group and its progress over the past year. In 2015, the work group launched a local chapter of the global organization, Aging 2.0. The BFL work group hosted the first Aging 2.0 Pitch session on November 5 at VCU Art Depot. The event had over 50 attendees representing various sectors of community including new and emerging entrepreneurs. Six individuals “pitched” their ideas/ start up businesses (ranging from a new product to a service/consultation). The format included “liquid networking” for the first 20 minutes, followed by an interactive session of pitching business ideas, and concluding with the announcement of a winner. Each presenter was allotted 4 minutes to speak about their business/idea and then 1 minute was granted to the audience to ask questions of the presenter. A winner was chosen by the audience using a web-based voting site through your smart phone. The winner was Lindsay King with “[Catch A Glimpse of Me.](#)” Lindsay received a cash prize, mentoring from SCORE and media attention via social media, website and Richmond Times Dispatch article.

The work group’s key goals for 2015 were to: 1) develop age-friendly criteria and plan approach to key businesses and 2) hold an event and establish a community presence. Goals for 2016 include: hosting two Aging 2.0 pitch events and two networking events in order to create a local movement and broaden interest among business community.

Toolkit: Aging For Life Program

Marge Boynton reported on the Aging for Life Toolkit work group. In 2015, the Toolkit work group developed an inspiring [video](#) featuring five local individuals- speaking to life during retirement. This video is a part of the broader project developing an Aging for Life curriculum and program. Theresa Norton is conducting research and alignment utilizing existing models (regional, statewide to national) with the curriculum which focuses on: 1) encouraging adults to plan for the future, 2) preventing social isolation and 3) empowering organizations to engage in projects already available to them. Theresa is drafting a white paper of the research and promising practices/models. Theresa’s research led a few work group members to a site visit of Washington D.C.’s Iona Senior Services. The center offers a program, [Take Care Age Well Academy](#), similar to the one we are creating utilizing existing tools/curriculum of community partners in our Age Wave network.

On December 4, work group members travelled to D.C. and met with Lylie Fisher of Iona Senior Services. The program Take Charge Age Well Academy is a cohort-based, evidence-based program that has been in existence for approximately 3 years. Participants pay a membership fee and after taking one (8 week) class become alumni in their academy’s network. There are options for subsidizing membership fee through scholarships (grants) and work study (volunteering to help with program set up). The visit was very beneficial in considering next steps toward implementing a program in our area based on an established and successful working model. Lylie has offered to share resources and support our regional efforts as we move forward.



Greater Richmond Age Wave Leadership Committee

No Wrong Door: Statewide Update

Kathleen Vaughan of DARS presented updates on the statewide No Wrong Door network. Virginia is one of five states to receive funding to create a No Wrong Door system. A three year grant has been received to implement the database. The database will help streamline the process of getting assistance for individuals in need. Individual(s) will be able to receive help without repeating their story multiple times throughout the state. The grant is also responsible for Adult Protective Services offices to receive technical assistance needed to set up their databases and utilize the technology/network for case management and information and referrals.

No Wrong Door: Regional Update

Patrick Hickey and Catherine MacDonald provided the group with updates from the Regional No Wrong Door initiative. Recently, a ninth partner* was added to No Wrong Door (NWD) which currently includes with signed MOUs:

- FeedMore: Meals on Wheels
- Circle Center Adult Day
- Project: HOMES
- Hanover Adult Day
- Family Lifeline
- Jewish Family Services
- Riverside PACE - MacTavish
- Rebuilding Together Richmond*
- YMCA of Greater Richmond & Petersburg

A goal moving forward is to build broader networks and continue to meet with local partners. This case management system will take a proactive approach to social isolation and help to prevent individuals from falling through the cracks through engagement and supportive networks/programs. A question was asked regarding the referral traffic now and how well NWD is being utilized. Since NWD has been up, it was noted the number of referrals has increased. The more community partners that become a part of the network, utilizing system, the more this number will increase. Senior Connections is currently making the most referrals, but the referrals can also be made within Senior Connections. The system is designed to be an efficient way to track the progress of a request. In addition to Senior Connections, Crater AAA has also been added to network since there is an overlap in people served.

Catherine MacDonald reviewed a two page document outlining NWD / AW project to determine which factors / indicators best measure social isolation, as well as, developing key interventions and tools for an individual and a community determined as at "higher risk." She has conducted research of existing systems and frameworks across the country that have technology based case management system(s) like No Wrong Door (PeerPlace). Some communities are using system(s) to identify individuals and/or target communities that may be at a higher risk of social isolation. Current findings show Virginia as nationally ahead of the curve. Similar projects in the United Kingdom utilize slightly different models, but have overlapping concepts.



Greater Richmond Age Wave Leadership Committee

Risk Factors/variables most often used in such projects include:

- Age 75+
- Live alone
- Low annual income
- Health issues (including depression and anxiety)
- Hearing and/or vision impairments
- Limited mobility/lack of transportation

2015 End of Year Review & Achievements

Sara Link provided an overview of the collaborative's accomplishments in 2015. She noted that in order to move forward into 2016, with clear goals and vision setting, we must first step back to look at our history. Below are various achievements/successes of 2015 which were achieved as a community with the various partners at our table. Our regional collaborative should celebrate these successes.

- New infrastructure of Collaborative (organizational chart) to inform, inspire and share work
- Four project-based work groups moving change at the local level
- Partnership with Active RVA blog for posting healthy aging and positive images
- Release of the 2015 Age Wave Strategic Update
- Release of the Agewellva.com website
- CATCH Healthy Habits at new sites and launched Healthy Habits program for adults
- Age Wave course at VCU Gerontology and service learning project in 3 core gerontology courses (deeper look at the Gerocommunity Assessment)
- Southern Gerontological Society Conference in Williamsburg, VA
 - 2 Posters (CATCH Healthy Habits, Age Wave course)
 - Workshop Session (Elders are our Superheroes)
- Rotating Elders are our Superheroes show across community
- Received national Metlife Foundation / Generations United Best Intergenerational Communities Award
- Launched 5K Indoor Challenges in partnership with Friendship Cafes, SportsBackers and CareMore
- Serving on Bon Secours' First RVA Successful Aging Forum featuring Mary Wilson
- Hosting Regional Age Wave Local Government Forum- 12 minute "TedTalks" from the each county on their Age Wave work
- Release of Aging for Life video featuring 5 local individuals that speak about retirement and community engagement
- Planning *Come Together Symposium* targeting social isolation of older adults hosted by United Way of Greater Richmond & Petersburg bringing Dr. Jessica Retrum, author of AARP's Social Isolation Framework and other key speakers
- No Wrong Door & Age Wave Integration project beginning with research to develop Index and prevention tools
- Coordinating 2nd region wide Active Aging Week w/ kickoff event at the new Diversity Center



Greater Richmond Age Wave Leadership Committee

- Received Richmond History Makers award for regional collaboration
- Launching RVA Local Chapter of Aging 2.0

2016 Visioning and Goal Setting

Dr. Ayn Welleford, Chair of VCU Department of Gerontology, led the group in discussion to set goals for 2016. Attendees were asked to post two thoughts in the back of the room for this session including 1) a reflection on work in 2015 and 2) a goal for 2016.

Dr. Welleford reviewed all the 2015 reflections which included positive feedback for a year of action implementing our regional Age Wave plan on various levels (local governments, work group deliverables, events and programs). A lot of hard work was accomplished in 2015, but our goal is to keep the momentum moving forward. In 2016, we want to continue to add new stakeholders to our table. We also want to look outside of our usual partners and at a broader audience for engagement, education and change. Another key takeaway is to make sure our Aging for Life Toolkit is a project that accommodates for different angles and industries outside of aging networks of service providers.

Rev. Ben Campbell of Richmond Hill spoke to the importance of keeping regional transportation front and center in our community efforts. He believes that collaboratives such as Age Wave should build a presence with legislators, advocating for the need to have a mass public transit system that supports community members. Rev. Campbell will let the group know when there is another hearing on RVA Rapid Transit. A transportation system moves our region one step closer to becoming a livable community for all ages.

Announcements

2016 Leadership Meetings

- **Age Wave Strategic Update**
Friday, March 25 at 9:00-11:00am @ United Way of Greater Richmond & Petersburg
2001 Maywill Street, #201, Richmond, VA 23230- Conference Room
- **Age Wave Forum for Local Governments to Showcase Best Practices**
Friday, May 27 at 9:00-11:00am @ Richmond Memorial Health Foundation (pending)
4901 Libbie Mill East Boulevard, Suite 210, Richmond, VA 23230
- **Active Aging Week Celebration**
Friday, September 30 at 9:00-11:00am @ Genworth Financial
6620 W Broad Street, Richmond, VA 23230
- **End of Year 2016 Achievements & Visions for 2017**
Friday, December 9 at 9:00-11:00am @ Henrico County (pending)

Upcoming Events

Southern Gerontological Society

Thursday, March 31- Sunday, April 3rd @ The Boars Head Resort, Charlottesville, VA



Greater Richmond Age Wave Leadership Committee

VCU Department of Gerontology's Age Virginia Awards: 40th Celebration

Dr. Bill Thomas 2016 Age of Disruption Tour

Friday, April 22

Virginia Governor's Conference on Aging: "Designing Our Future"

Monday, May 2- Tuesday, May 3

Older Americans Month: Open House

Tuesday, May 24 @ Senior Connections, 23 East Cary Street, 3rd Floor, RVA

RVA's Active Aging Week & RVA Successful Aging Forum

Sunday, September 25- Sunday, October 1

Senior Connections: Empty Plate Luncheon

Wednesday, October 5

AGE WAVE LEADERSHIP MEETING ATTENDANCE

NAME	ORGANIZATION
Lisa Adkins	Hanover County
Gigi Amateau	United Way of Greater Richmond & Petersburg
Thelma Bland Watson	Senior Connections, The Capital AAA
Marge Boynton	Senior Connections, The Capital AAA
Ben Campbell	RVA Rapid Transit / Richmond Hill
Harvey Chambers	Seniors Helping Seniors
Carolyn Champion	Genworth Financial
Carolyn Comerford	Senior Center of Greater Richmond
John Cotter	VCU Gerontology
Jeff Cribbs	Richmond Memorial Health Foundation
Susan Davis	The Community Foundation
Bruce DeSimone	VHDA
Marcia DuBois	Department of Aging and Rehabilitative Services
John Estes	Richmond Memorial Health Foundation
Eric Garmon	National Multiple Sclerosis Society
Tracey Gendron	VCU Gerontology
Ashley Hall	Richmond Regional Planning District Commission
Mike Harton	Richmond Hill / Community Advocate
Patrick Hickey	Senior Connections, The Capital AAA
Nicole Hunt	VCU Gerontology
Jenny Inker	VCU Gerontology
Kimberly Jefferson	Goochland County
Michelle Johnson	Charles City County



Greater Richmond Age Wave Leadership Committee

Amy King	Community Advocate
Mary Catharine Kolbert	Bon Secours Richmond
Marie Kolendo	Alzheimer's Association
Ken Lantz	Richmond Regional Planning District Commission
Debbie Leidheiser	Chesterfield County
Bill Liepis	Community Volunteer
Sara Link	Greater Richmond Age Wave
Beth Ludden	Genworth Financial
Catherine MacDonald	Senior Connections, The Capital AAA
Sara Morris	Greater Richmond Age Wave
Dave Norris	United Way of Greater Richmond & Petersburg
Courtney O'Hara	Virginia Center on Aging
Ellen Phipps	Alzheimer's Association/ VCU Gerontology
John Robertson	HomeKeepers
Rachel Shelton	Glavé & Holmes Architecture
Amy Strite	Family Lifeline
Kim Tarrantino	Senior Navigator/ Lindsay Institute
Jelisa Turner	Henrico County
Kathleen Vaughan	DARS
E. Ayn Welleford	VCU Gerontology
Jay White	VCU Gerontology
Patty Wilkerson	Community Advocate
Carol Young	Henrico County
Jonathan Zur	Virginia Center for Inclusive Communities