

Aging Futures NEWS

A Publication of the
Aging Futures Project

MARCH 2005

Partnerships Have Impact for Years to Come

Michael Winer, founder of 4RESULTS Together and author of *Collaboration Handbook: Creating, Sustaining and Enjoying the Journey*, was the featured speaker on a technical assistance conference call. The call was offered to the eight communities throughout the nation coordinating Community Partnerships for Older Adults (CPOA) grants.

Winer opened the discussion by bluntly stating that most people find the process of collaboration frustrating. Winer noted that personality profiles, including the popular Myers-Briggs Personality Type Profile, indicate that most personality types will find the partnership process wearisome. For instance, the Myers-Briggs Profile indicates that approximately 75% of people are *sensing* types. This means they mentally live in the present and prefer "doing" over planning. According to Myers-Briggs only 25% of people are considered *intuitive*, meaning they like to invent new possibilities and would naturally feel at ease with the type of work typically taken on by partnerships.

The Aging Futures Partnership has been about the business of systems change for over a decade, but that still doesn't make it easy. Systems change implies that we are looking for transformation or even revolution, and we all know change in any form is not easy.

Michael Kendrick, PhD, who has written extensively on national change projects related to aging, disability and mental health, stated during his visit to Broome County that the work we are embarking on will impact us for years to come. He went on to encourage us by saying, "A few good decisions can help you for a decade."

*Our Mission:
Creating and strengthening
community systems, thus
enabling persons age 60 and
over to maintain the highest
quality of life.*

The work of the Partnership will not always feel natural. The work doesn't necessarily represent our natural leanings, but the activities we are taking on will impact seniors in our community for years to come.

- DeeDee Camp, Project Manager

Aging Futures Recommits to Primary Strategies

February 2005 started Year 2 of the implementation grant awarded to Aging Futures by the CPOA program of The RWJ Foundation. Kathy Bunnell, Chair of the Partnership, states, "The work plan and budget for 2005 demonstrate our commitment to four primary strategies. We will continue to support caregivers and seniors managing chronic diseases, and will promote social connections and awareness of senior services."

DeeDee Camp, Program Manager for the Partnership, met with workgroups to develop the work plan for Year 2. At a recent Partnership meeting the work plan activities for the entire Partnership were highlighted.

This year the Core Management team will begin to look at other funding opportunities and to work more closely with the business community. The budget supports efforts coordinated by workgroups including professional education and communication activities.

The work plan reflects activities subcontracted with the Partnership. This year we will continue to focus on the *Strike Out Stroke* program coordinated by UHS which will expand to include the Quality Initiative for Hypertension Management and Stroke Prevention at primary care sites.

The budget also commits resources to enhanced support for caregivers. Specifically, Aging Futures will work to support caregivers who are caring for a senior who recently has been discharged from a hospital.

Strike Out Stroke

Aging Futures is contracting with United Health Services Hospitals (UHS) to coordinate **Strike Out Stroke**, a quality initiative for hypertension management and stroke prevention. The goal of the initiative is to improve modifiable risk factors associated with hypertension among the elderly population in Broome County.

Four primary care sites, Johnson City Family Care Center, Windsor Family Care Center, Binghamton Internal Medical and Clinton Street Family Care Center, will enhance standardized care to hypertensive seniors using best practice models. Self management tools, patient handouts and electronic medical record templates will be used during routine office visits. Throughout the program Nurse Direct staff will monitor referred patients. A minimum of 300 patients who meet the CPOA/RWJF criteria will be included in an evaluation of the programs impact.

Pat Fell, RN, Director Community Health Services UHS Hospitals and member of Aging Futures Chronic Disease Workgroup, states, "People are living longer; mass media is bombarding us with information. So now we hear every day that people want to avoid an illness like stroke. They are ready for a healthy heart plan that will strike out stroke."

Speak Up About Collaboration

The Data Committee is currently designing a Partnership assessment questionnaire to learn how members view the process of collaboration. By surveying individual members, the committee plans to learn whether the coalition is meeting the needs of its individual partners.

As partners, we all have different expectations on how collaborating will benefit us. We collaborate because we believe working together will better the lives of seniors; but also because we believe collaboration will prove advantageous to our individual needs. As the Partnership develops, it must ensure that its members are receiving the benefits that they are seeking.

The assessment will occur in late spring or early summer. The Core Committee has asked that the instrument first be tested by a few partners to ensure that the right questions are being asked. A draft survey will be piloted in early spring. Partners who receive a questionnaire are asked to take the time to complete it, paying special attention to the open-ended questions. These provide members with an opportunity to describe how and why the Partnership is meeting (or not meeting) needs. Some members of the Partnership may be interviewed to provide deeper and richer information.

If you have questions, or would like to work on the Partnership assessment, contact Neil Eldred at 778-2411.

Phone Banks Are Successful

Two "Senior Connections" phone banks were featured on WBNG-TV 12 in 2004. Most recently in December a phone bank on chronic disease, including hypertension, was conducted. This followed an April phone bank promoting the Broome Elder Services Guide. Funding from the Community Foundation of South Central New York and the Stewart W. and Willma C. Hoyt Foundation allowed the Partnership to mail requested information to callers.

The December phone bank resulted in 423 callers requesting a packet of information that included literature on diet, exercise, managing stress, blood pressure screening sites, and more.

A community survey conducted by Mathematica Policy Research, Inc. in 2002 indicated that 38% of older adults in Broome County were unaware of a help line for senior information and assistance. A phone bank in April resulted in increased calls to the Senior Resource Line and more than 1,000 calls from viewers interested in obtaining a copy of the *Broome County Elder Services Guide*.

A multi-media campaign designed to promote awareness of the Senior Resource Line was coordinated by Action for Older Persons, Inc. on behalf of the Partnership. (See article on page 4.)



From left to right: Roz Antoun, Ann Lomonaco, Pat Fell, Diane LeFever, and Ann McNichols were busy answering calls after the viewing audience heard the comments of Dr. Richard Terry, Dr. Neil Hall and Pat Fell, RN on the noon, 5, 5:30 and 6 o'clock Action News on WBNG-TV 12.

Social Marketing Can Prompt Social Change

Imagine studying the content, intent and value of TV commercials developed by professional marketers. That's how Marvin Waldman started his presentation on social marketing to older adults. Under his guidance 61 community members examined the images used in the media to portray and "sell to" the fastest growing age group population in the USA.

If you would like a copy of Waldman's creative brief or of the Social Marketing CD published by Turning Point, which was available at the November 30 training, contact Joan Sprague at 778-6145.

He then presented the *creative brief*, a one page technique designed to make us focus and thoroughly examine the message we want to convey. Each message requires its own creative brief because, as with any good TV commercial, if the message is too complicated, no one will be moved to action. Here are the components of a creative brief.

Who are we talking to? This is a psychological and demographic look at the audience our message must reach. Example: We want to reach caregivers (too broad), or caregivers who are reluctant to use respite care (more specific). They lack receptivity to respite assistance. They are unaware that respite care is available at little or no cost.

What do they think/feel/do now? This is where we assess what the audience now thinks about whatever we want them to do differently. It should be written in the first person. Example: I am afraid to let someone else provide care. I feel incapable of leaving my loved one alone or with strangers. I don't have the money for respite care.

What do we want them to think/feel/do in the future? This will become our message, the way we can deliver a sense of hope to the audience group (or individual). If we are lucky we will discover an insight from what we write here. Example: Respite care can help reduce caregiver stress. Respite services are available at a reasonable cost. Regular respite care sharpens the caregivers' skills and allows them to enjoy their personal life.

An **insight** learned in this example could be that quality of caring can increase when stress is reduced.

Other suggestions from Waldman are important. Talk to your audience at every opportunity. Know what you are selling (idea vs. service). Use local people willing to tell their story. And most importantly, deliver a sense of hope; hope can be a visual or verbal message.

Caregivers Committed to Communicating

Seventy-four caregivers completed a survey about what support would assist them in tracking their care receiver's medical conditions and information. The survey was developed and analyzed by the Caregiver Resources Ad-hoc Committee.

All respondents said that they accompany their loved ones to medical appointments. Yet many feel they are not given complete information, without which they cannot make informed decisions for their care receivers.

The Committee is recommending that Aging Futures commits to bring about systems change by offering organizations/providers assistance in communicating effectively with caregivers. Caregivers are an important part of the decision making team.

Local Documentary to Air in March

Tune in to "Community Corner" on Time Warner Cable Channel 4 to learn how our community's seniors are coping with chronic diseases like hypertension, diabetes, and arthritis. Community Corner airs on **Tuesday**, March 15, 22 and 29 at 4:30, **Wednesday**, March 16, 23 and 30 at 7:00 p.m., and **Friday**, March 18 and 25 at 7:30 p.m.

Partnership Sets Meeting Dates

Aging Futures Partnership meets the 3rd Tuesday in odd numbered months. The 2005 schedule is listed below.

The meeting place is Broome County Council of Churches, 3 Otsenigo St., Binghamton.

**Tuesday, March 15 - 9AM
Tuesday, May 17 - 2 PM
Tuesday, July 19 - 9AM
Tuesday, September 20 - 2 PM**

Partnership Training

The Professional Education Workgroup is coordinating training segments for Partnership members and their guests. They will be held at 9 a.m. as part of the Partnership meetings. The first segment, held on March 15, addressed Housing Trends and Development Plans.

Future discussion topics include mental health and transportation.

These training opportunities allow Partnership members to stay current on critical issues that affect seniors and our community, and will contribute in the development of the Strategic Plan. Guests of the Partnership are welcome to attend the trainings and to stay for the Partnership meetings.

Media Campaign Produces Results

The Aging Futures Media Committee can be proud of its work and legacy. Specifically, they collaborated with WBNG-TV 12 in producing a weekly program called "Senior Connections." Every Wednesday Senior Connections highlights a member of the Aging Futures Partnership and a program that affects persons over age 60. It is a way to inform seniors of services available in the county and how to access them.

Program topics cover a variety of subjects such as housing, transportation, health issues, safety tips, good eating habits, caregiver support and fraud protection. The Senior Resource Line, 778-2411, is featured in most segments. The recurring message in all the programs is that the Senior Resource Line is the first choice for senior information. The segments are available to view on-line at www.wbng.com; click on Senior Connections then scroll down to a program of interest.

The Media Committee has also produced nine (9) TV commercials about senior issues: volunteering, home repair, and finances to name a few. The Senior Resource Line has received an increase in call volume as a result of these commercials.

The final objective of the committee is to develop four 30-minute documentaries with Time Warner Cable. These documentaries will provide the viewer in-depth information on various topics. The current program on chronic disease airs in March. See page 3 for metro-area viewing times.

CPOA Adds 11 Communities

Congratulations and welcome to the eleven new grantees selected into the Community Partnerships for Older Adults (CPOA) family.

For a brief description of the 11 new grantees, or the original eight (8), go to the RWJ website: www.partnershipsforolderadults.org

Senior News Promotes Social Connections

The Social Connections Workgroup responded creatively to the key findings in a Senior News survey that looked at the frequency of readers' social activities. The workgroup members wrote articles that were printed in the Senior News, a monthly publication of the Office for Aging. The intention of the pull-out, supported by the Aging Futures Project, was to provide readers with information about the impact of isolation and to suggest ways to connect with others.

The special January edition was sent to an additional 5,237 households. Extra copies of Senior News are being distributed by nurses and case managers. RSVP volunteers are delivering copies to Giant Food Markets and selected pharmacies.

Workgroup members are now writing a monthly column in the Senior News, "Aging With Attitude," featuring the importance of social connections.

The articles are available for Partnership members to reprint in their own publications. Contact Kathleen Morrow, 778-2411, for a summary of articles. Articles can be viewed on the county website at www.gobroomecounty.com



Aging Futures
c/o Broome County Office for Aging
PO Box 1766
Binghamton, NY 13902-1766
Phone: (607) 778-2411 • Fax: (607) 778-2316



Aging Futures News
March Issue

The Aging Futures Partnership is supported by funding from Community Partnerships for Older Adults, a national grant program of The Robert Wood Johnson Foundation.