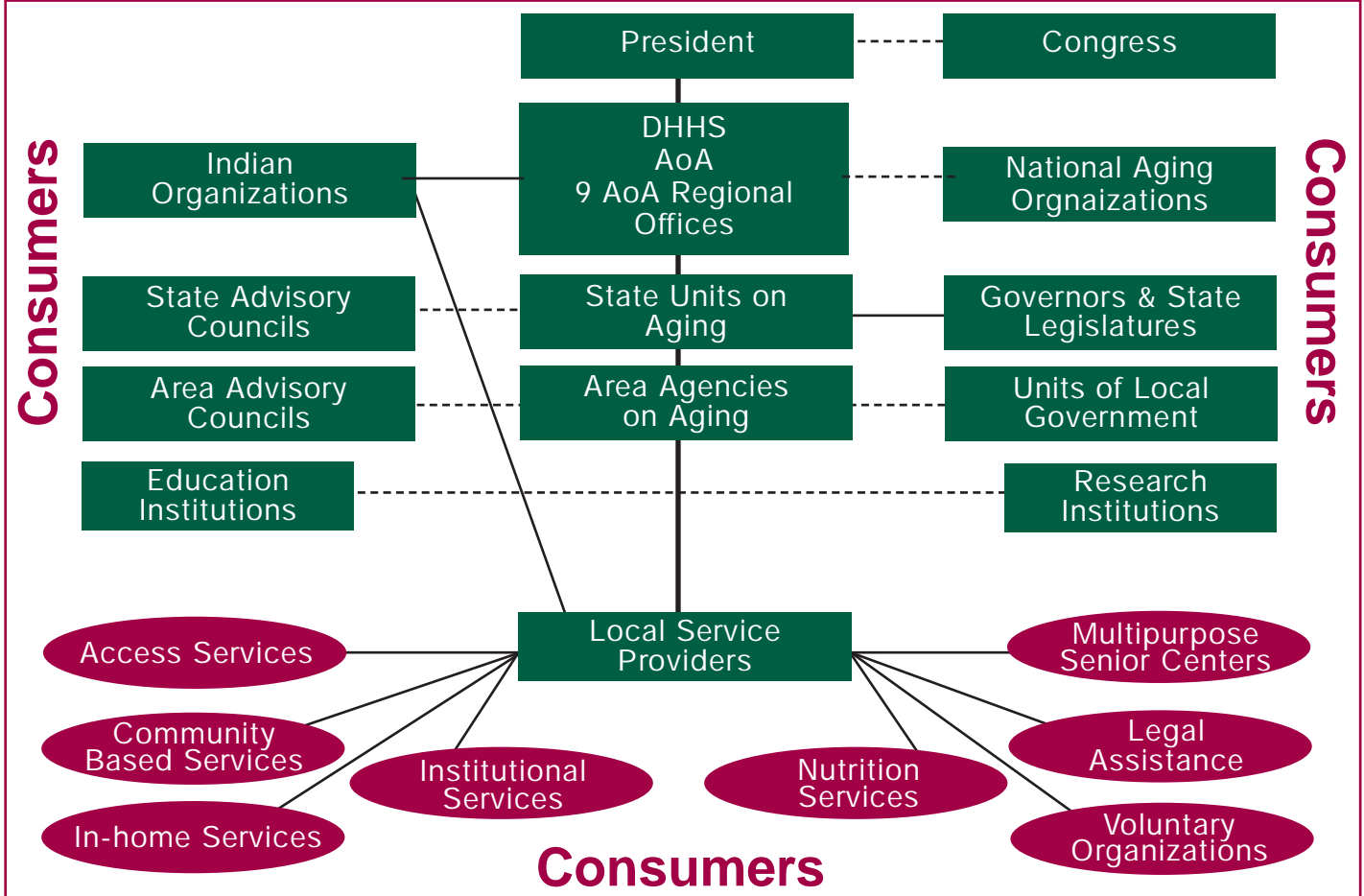


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National Aging Services Network





Message from the Board President

As you review our annual report, you will see that Council on Aging of Southwestern Ohio continues to offer varied and innovative opportunities for older adults in our five-county area. We provide many services, develop our financial resources, build new ideas into workable programs and collaborate with local, state and federal organizations.

We are proud of the strides we have made in 2005 and expect more great things as we move forward with our mission from our new location in Springdale.

Having served seven years as a member of COASM's Board of Trustees, I can attest to the dedication of this organization to its mission, vision and values. I have had the pleasure of serving as president of the board for the past two years. I thank our staff, administrators, providers, volunteers, and especially my fellow board members for their dedication to serving older adults.

Marilee Broscheid

Council on AgingSM Mission, Vision & Values

Our Mission

Enhance the lives of adults by assisting them to remain independent at home through a range of quality services.

Vision

Every senior adult in our region shall have a choice, and a range of services and programs that will assist them to remain independent in their chosen environment.

Council on Aging Values Building Strong Relationships

- ◆ Teamwork and Collaboration
- ◆ Responsiveness and Availability
- ◆ Results and Quality
- ◆ Efficiency and Accountability
- ◆ Innovation
- ◆ Caring Attitude
- ◆ Communication



Message from the CEO

Dear friends of COASM,

Empowering and Supporting Elders. Building a Network of Care. Enriching Life. These are the themes of our 2005 Annual Report. They are also our framework – our ethic – for service.

This is an exciting time for COA. We must sustain an array of fine services while preparing to meet the tremendous growth in demand that we all know is coming. We must be strong, creative and flexible. Our minds and our calendars are full!

For myself, I am looking forward to the second half of my first year in the aging network. Since becoming CEO in July 2005, I have had a wonderful time getting to know a dedicated group of partners.

I have found the COA staff to be committed, caring and skilled. Their mission-driven focus is what makes COA a leader in coordinating services for older adults in our five-county region. We're also fortunate to have a Board of Trustees and Advisory Council who are committed to innovation. With their guidance, we will position ourselves to serve the seniors of tomorrow.

Another pleasure has been my visits with stakeholders. Warren County Community Services treated me to a tour of their facilities and programs. I was particularly interested in their affordable housing for seniors.

Similar ideas are blossoming in Clinton County where I attended the open house for the new senior housing complex developed by the Clinton County Community Action Agency. The result of years of planning, this project offers attractive, affordable apartments.

I met with the director of Clermont Senior Services and local legislators about state funding of the PASSPORT program and I made countless trips to Butler County to support the tax levy for the county's Elderly Services ProgramSM. We are grateful to voters for approving an increase that will allow us to serve the 900 seniors on the waiting list.

In Hamilton County, I toured an adult day care facility in Blue Ash and was impressed with its medical model and array of services.

Late in the year, we welcomed new Ohio Department of Aging Director Merle Kearns and had a visit from U.S. Department of Health and Human Services Secretary Mike Leavitt as he kicked off a bus tour to introduce Medicare Part D.

Amidst all this meeting and greeting (as well as a round of great events including Senior Expo and the Senior Art Show), we developed a Strategic Plan for the next five years. I visited with more than 50 partners, and 65 stakeholders participated in a strategic planning retreat. Several strategic themes emerged: *meet senior needs of the future; increase community and legislative awareness; strengthen and position the organization.*

Now we begin 2006 in our new offices in Springdale. From here, we can better serve our region.

We hope you enjoy reading about how you and other partners have helped to empower and support elders, build a network of care and enrich people's lives.

Suzanne Burke

Council on Aging of Southwestern Ohio 2005 Accomplishments

- ◆ Delivered 1,832,417 home delivered meals to 9,753 homebound older adults
- ◆ Served over 15,643 home care consumers
- ◆ Case managed 13,148 consumers
- ◆ Provided more than 1,470,135 hours of in-home care, an 8% increase from 2004
- ◆ 212,660 congregate meals were served at Butler, Clermont, Clinton, Hamilton and Warren County meal sites
- ◆ 47 senior centers provided sites for congregate meals and/or activities
- ◆ PASSPORT had a 15% increase in enrollment
- ◆ Warren County Elderly Services Program had a 9% increase in enrollment
- ◆ Over 3,500 older adults attended Senior Expo
- ◆ 311 older adults attended 20 Active for Life® classes
- ◆ The Senior Art Show exhibited 90 paintings submitted by older adults
- ◆ The Forum on Aging was attended by 385 health care/home care professionals
- ◆ 12 senior centers received grant funding totaling \$70,000 to promote collaboration within the local senior center network
- ◆ RN Educators made 380 home visits to 340 caregivers, providing education on issues such as medication management, personal care, transfers, stress and other caregiver-related issues.
- ◆ The COALA® Program received the International Council on Active Aging's "Industry Innovators Award 2005"
- ◆ The third annual Provider Quality Report was distributed to 38 home care providers and 21 home delivered meals providers
- ◆ The Senior Center Reengineering Project received the Ohio Association on Aging's Award for 2005.
- ◆ Four (4) legislators accompanied ESPSM care managers on a visit to their consumers' homes
- ◆ Sixteen (16) legislators accompanied PASSPORT case managers on a visit to their consumers' homes



Council on AgingSM

Council on Aging of Southwestern Ohio (COASM) is a 501(c) 3 public nonprofit corporation, incorporated in 1971. Since 1974 COA has been designated as the Area Agency on Aging (AAA) for Butler, Clermont, Clinton, Hamilton and Warren Counties.

COA is responsible for planning, coordinating and administering local, state and federally funded programs and services for older adults in the five-county area it serves.

These programs help to increase the quality of life of older adults and allow many to remain as independent as possible in their own homes.

COA Programs and Services

Elderly Services ProgramSM

PASSPORT

Residential State Supplement Program

Title III of the Older Americans Act

Service Coordination

Long-term Care Planning

COALA[®] Home Health Aide Training
COALA[®] Caregiver Education and Support

Pre-admission Review

Information and Assistance



Empowering older adults and their caregivers

Empowering Seniors ♦ Supporting Independence

PASSPORT (Pre-Admission Screening System Providing Options and Resources Today) is a state-wide Medicaid Waiver program that helps curb the skyrocketing costs of nursing homes by providing essential in-home services.

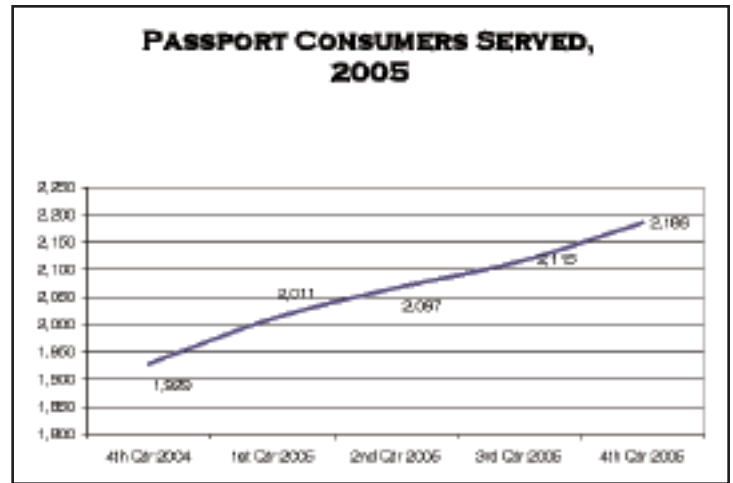
PASSPORT consumer profile

Age: 22% - 60-69 years of age
 35% - 70-79 years of age
 32% - 80-89 years of age
 11% - 90+ years of age

Gender: 80% female; 20% male

Income: 77% at or below 200% of poverty*
 23% above 200% of poverty

Living Arrangements: 16% Live with other caregiver
 20% Live with a spouse
 64% Live alone



Racial Breakdown:** 60% Caucasian
 38% African-American
 2% Other

* Federal Poverty Level for 2005: \$9,570 for an individual

** Minorities are 18% of the general population (Census 2000)
 Forty percent (40%) of PASSPORT consumers are minorities

In-home services keep mother and daughter together

Catherine Merrill observes her fame as the oldest citizen of Oxford, Ohio with typical wry humor. “It’s nice to be a celebrity,” she told her daughter, “but it took an awfully long time.”

Last November, Catherine celebrated her 106th birthday. There was a big party and a young reporter from the Oxford Press wrote a story about her. Catherine took a liking to him because he knew a thing or two about literature.

“The article makes her sound like a sweet old lady,” said Catherine’s daughter, Marjorie Therrien. “And she *is* very sweet. It’s just a good thing he didn’t get her started on politics.”

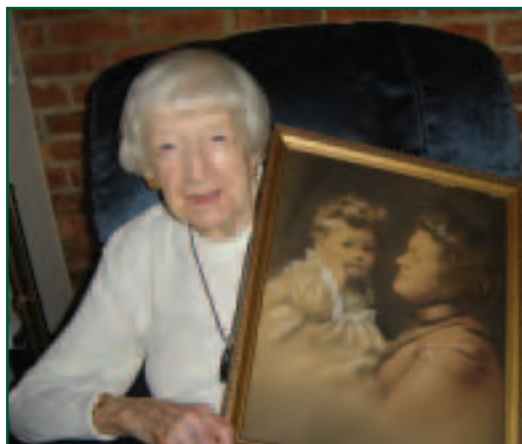
Catherine and Marjorie, who is 81, have lived together since the mid-1970s when Catherine was widowed. Each looks at least 10 years younger than her age, even though life has not always been easy. Twice widowed herself, Marjorie also had cancer not long ago and had to undergo chemotherapy. As her mother’s long-time caregiver, she didn’t want her illness to force Catherine into a nursing home.

“While I was sick, we got Meals on Wheels and the (Butler County) Elderly Services ProgramSM,” Marjorie said. “That’s what got us through.”

They continued to use the Elderly Services Program until

Catherine had a stroke. Because her health needs increased, she was able to enroll in PASSPORT to receive more in-home help.

“I feel very fortunate,” Marjorie said. “The alternative would be to have her in a nursing home on Medicaid. I want to continue to do this, and we can, because mom is still mobile with her walker.”



A caregiver comes three days a week for a total of 11 hours. She handles Catherine’s shower and does laundry and other chores. Marjorie uses the time to run errands and attend an exercise class at the senior center next door. Catherine encourages her to get out and take a break.

“So I did,” Marjorie said, “and just the other day a friend and I went to Jungle Jim’s and had lunch. I guess I’m still listening to my mother.”

Catherine and Marjorie moved to Oxford from North Carolina in 2001 to be close to Marjorie’s son. They live in a cozy apartment with a few pieces of heirloom furniture and an array of family photos, including a favorite portrait of Catherine as a child.

Born in Pennsylvania, Catherine attributes her longevity to her childhood in a small town. “The air was pure and the water was clear and everyday life was simple,” she said. “I had a good start.”

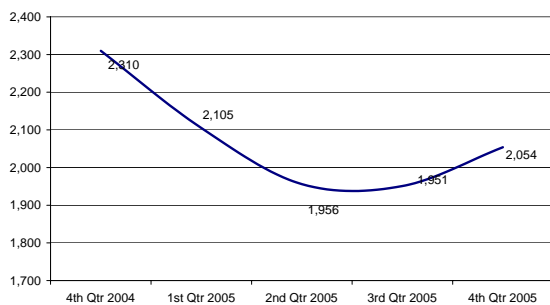
Empowering Seniors ♦ Supporting Independence



The **Elderly Services Program (ESPSM)** is supported by special tax levies in Butler, Clinton, Hamilton and Warren Counties, Title III of the Older Americans Act, State and grant funding. This innovative home care program administered by Council on AgingSM fosters self-determination and independence for eligible county residents through the provision of in-home services. ESP recognizes the importance of the family and other informal support systems in achieving this goal and supports the continuation of informal caregivers.

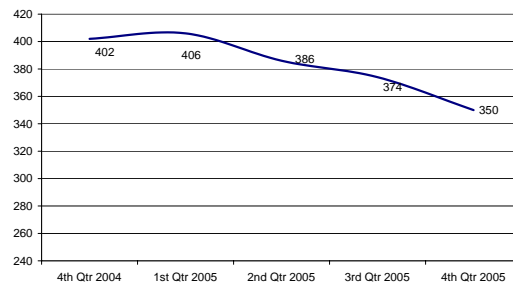
Enrollment in Butler and Clinton Counties had very little or no growth in 2005. Due to the high demand for service there has been a wait for enrollment into the programs. Thanks to voters, the Butler County Elderly Services Levy was approved in November. The number of residents waiting for services in Butler County dropped from 900 to approximately 300.

BCESP NUMBER SERVED, 2005*
*FISCAL YEAR OCTOBER 1ST - SEPTEMBER 30TH



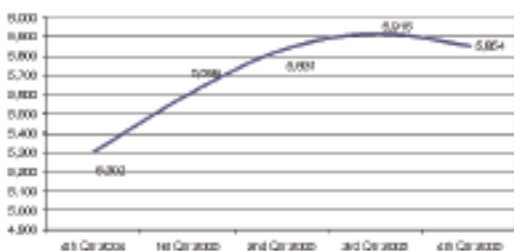
Butler County Elderly Services Program

CCESP NUMBER SERVED, 2005*
*FISCAL YEAR OCTOBER 1ST - SEPTEMBER 30TH



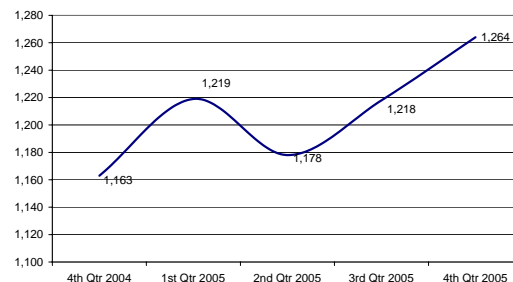
Clinton County Elderly Services Program

HCESP NUMBER SERVED, 2005*
*FISCAL YEAR OCTOBER 1ST - SEPTEMBER 30TH



Hamilton County Elderly Services Program

WCESP NUMBER SERVED, 2005*
*FISCAL YEAR OCTOBER 1ST - SEPTEMBER 30TH



Warren County Elderly Services Program

Elderly Services ProgramSM ♦ Supporting Independence

Butler County ESP consumer profile

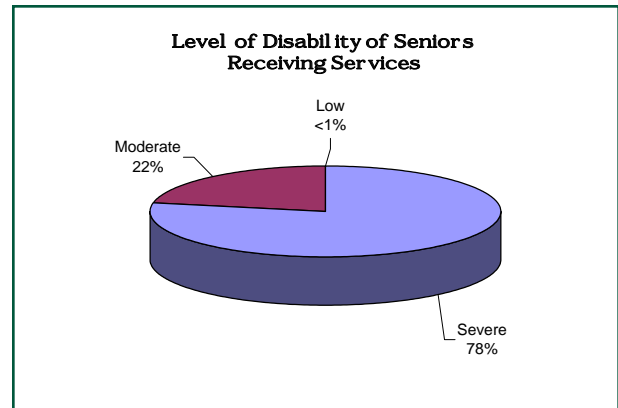
Age: 14% - 60 - 69 years of age
 33% - 70 - 79 years of age
 42% - 80 - 89 years of age
 11% - 90+ years of age

Gender: 74% female; 26% male

Income: 76% at or below 200% of poverty
 24% above 200% of poverty

Racial Breakdown: 11% Minority*; 89% Caucasian

*Minorities are 5.2% of the Butler County general population (census 2000)



Clinton County ESP consumer profile

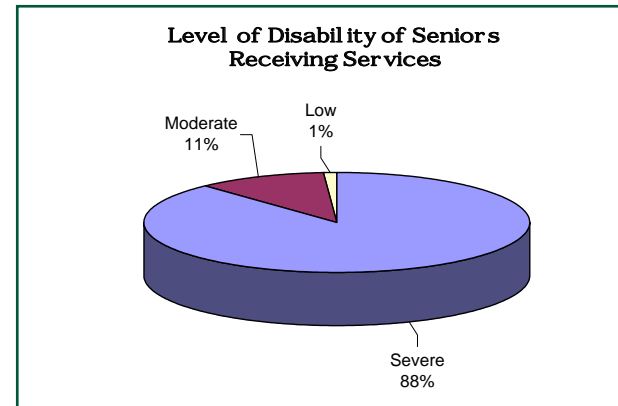
Age: 17% - 60 - 69 years of age
 34% - 70 - 79 years of age
 38% - 80 - 89 years of age
 11% - 90+ years of age

Gender: 73% female; 27% male

Income: 83% at or below 200% of poverty
 17% above 200% of poverty

Racial Breakdown: 5% Minority*; 95% Caucasian

*Minorities are 2.4% of the Clinton County general population (census 2000)



Hamilton County ESP consumer profile

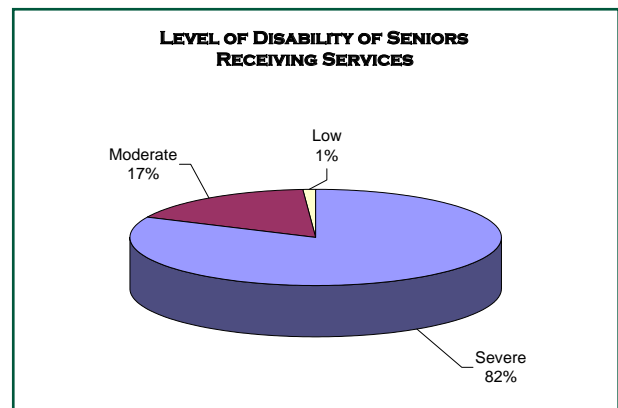
Age: 12% - 60 - 69 years of age
 34% - 70 - 79 years of age
 42% - 80 - 89 years of age
 12% - 90+ years of age

Gender: 72% female; 28% male

Income: 77% at or below 200% of poverty
 23% above 200% of poverty

Racial Breakdown: 36% Minority*; 64% Caucasian

*Minorities are 18% of the general Hamilton County population (census 2000)



Warren County ESP consumer profile

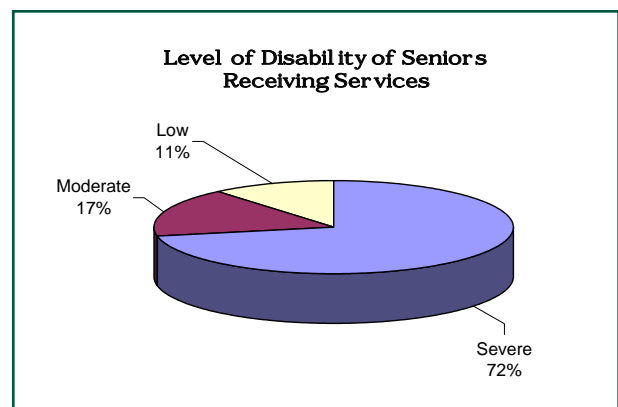
Age: 14% - 60 - 69 years of age
 34% - 70 - 79 years of age
 44% - 80 - 89 years of age
 8% - 90+ years of age

Gender: 70% female; 30% male

Income: 70% at or below 200% of poverty
 30% above 200% of poverty

Racial Breakdown: 3% Minorities*; 97% Caucasian

*Minorities are 1.8% of the general Warren County population (census 2000)



Empowering Seniors ♦ Supporting Independence

Title III of the Older Americans Act of 1965 (OAA) provides support for a range of programs that offer services and opportunities for older Americans, especially those at risk of losing their independence. Title III grants funds to the states and local planning and service areas (the Area Agencies on Aging) for planning, developing, and coordinating systems of supportive, in-home and community-based services.

Title III consists of:

Part B: Social Services, In-home Services, Transportation, and Senior Centers

Part C: Nutrition (Home Delivered and Congregate Meals)

Part D: Disease Prevention and Health Promotion

Part E: National Family Caregiver Support Program



How is Title III used in Southwestern Ohio?

Title III enables Council on AgingSM to develop and plan needed senior services and act as an advocate for the older population. These services allow older individuals to remain self-sufficient and to live in their own homes and communities. Title III funds area senior centers and community service organizations and is leveraged with state and local funding to provide needed in-home services for seniors not eligible for the PASSPORT Medicaid Waiver Program.

Services in the community funded by Title III

- ♦ Transportation
- ♦ Congregate Meals
- ♦ Home Delivered Meals
- ♦ Alzheimer's Education
- ♦ Case Management
- ♦ Legal Assistance
- ♦ Personal Care
- ♦ Homemaker Services
- ♦ Ombudsman Program
- ♦ Adult Day Services, Respite
- ♦ Recreation/Socialization
- ♦ Information and Referral
- ♦ Nutrition Education
- ♦ Caregiver Education
- ♦ Health Promotion

There were 212,660 congregate meals served in 47 senior centers in Butler, Clinton, Clermont, Hamilton and Warren Counties.

Butler County Elderly Services successfully passes levy

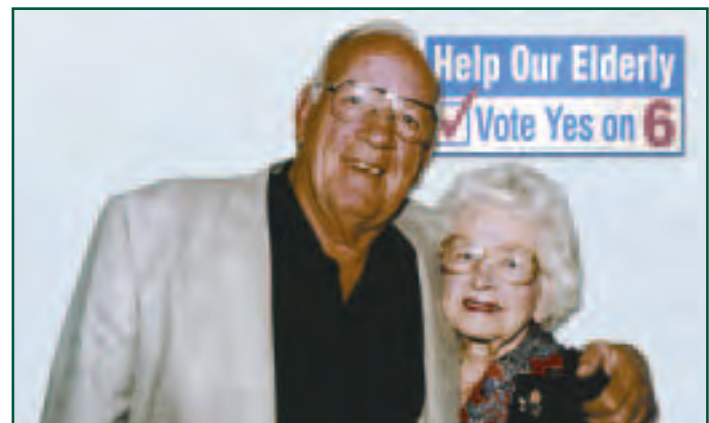
On November 8, 2005, voters in Butler County approved a replacement and increase in the Elderly Services Levy.

The Butler County Elderly Services Program (ESPSM) helps thousands of our elderly neighbors and relatives live safely and independently in their own homes.

First approved by voters in 1996 and renewed in 2001, the Butler County Elderly Services Levy pays for Home Delivered Meals, personal care, homemaker services, home safety repairs, transportation and adult day care just to name a few.

Nearly 900 elderly were on a waiting list for services; levy funds were not able to keep pace with demand. We thank the Butler County Commissioners who, in order to eliminate the waiting list, voted unanimously to place the Elderly Services Levy on the 2005 ballot.

Passing the Elderly Services Levy helps thousands of Butler County's elderly live safely in their own homes at a modest cost to our taxpayers. The levy (a 1.3 mill replacement and .7 mill increase) will cost the owner of a \$100,000 home \$63 per year, or just \$5.25 per month.



Empowering and Supporting Caregivers

COALA®: Caregiver Education and Support

Caregiver Education and Support:

The COALA® program provides training and emotional support to caregivers. Informal caregivers, such as spouses, children, other relatives and friends, are a lifeline for seniors. They may provide help that ranges from basic personal care, housework and errands to intensive 24-hour support. Many want to help, but they don't know how or can easily become overwhelmed.

COALA® sends a Registered Nurse to the home at no charge to help the caregiver with hands-on education. The caregiver receives a detailed instruction manual and resource directory.

To qualify, the caregiver or the care receiver must be age 60 or older and live in one of the five counties served by Council on Aging of Southwestern Ohio.

Caregiver training eases daughter's stress

Sleep-deprived and financially-constrained, Ann DeVoe has willingly made sacrifices to care for her elderly father at home. There was a time, however, when she thought the demands of caregiving would overwhelm her. She feared she would have to find an alternative that would be heartbreaking for them both.

Five years ago, George Devoe, 88, moved into the College Hill home of his 48-year-old daughter. He was active then and could get around with the help of a cane. His health deteriorated, though. He was in and out of the hospital in 2005 and was in a rehabilitation center for five weeks, coming home only in the evenings. Upon his release, various health professionals helped Ms. DeVoe with his care until the insurance ran out.

"When their service ended, they told me to call the Council on AgingSM, which I did," Ms. DeVoe said. "I tell people, Council on Aging is the only number they need to call. It's one-stop shopping. They are wonderful. They have everything."

The COALA® caregiver instruction and support program gave Ms. DeVoe what she needed to take care of her father, while keeping some balance in her life.

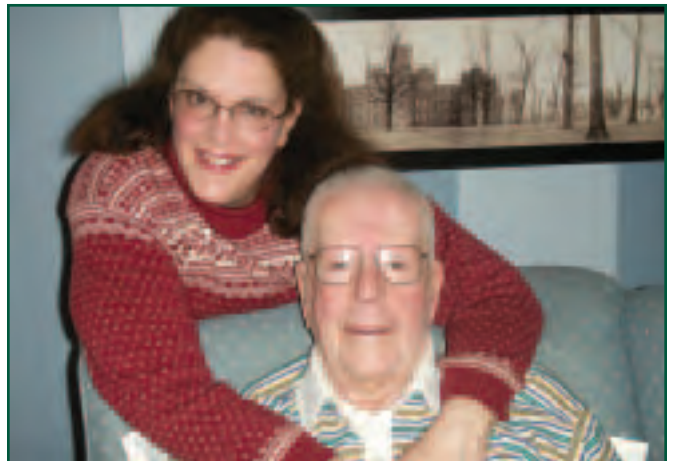
Nurse Nina Wichard made three home visits to Ms. DeVoe and has remained available for unlimited phone calls. She gave her the COALA® Caregiver Manual and COASM Resource Directory, which Ms. DeVoe said are extremely helpful.

"She observed me and showed me how to do things better," Ms. DeVoe said. "Anything I need to unload, I can unload on her. I would leave messages for her at 4 a.m. – 'I haven't been to bed yet and I'm stressing out!'"

"It's been a lot of responsibility," Ms. DeVoe said. "But Dad would be miserable and I would be miserable if he was in a nursing home. Everyone you talk to for help, that's their solution. Nina is the only one who has never suggested that. For some, that's a good option, but it doesn't fit us."

"Ms. DeVoe is feeling more in control of her situation now," Ms. Wichard said. "She's accepting offers of assistance from friends, has home delivered meals for her father, and is able to again do some freelance work as a lawyer from home."

"It's me and my dad and the two dogs," Ms. DeVoe said. "As long as I can physically take care of him, this is his home. When he sings, the dogs howl. They sing with him. He loves my friends and they go in and visit with him. For rent, he gives me a kiss on the first day of the month. Then he's all paid up."



"Nina (Wichard, R.N.) is the only one who really understands. I want my dad here and he wants to be here. It's not a burden. He's family and I love taking care of him."

Empowering and Supporting Caregivers

COALA® Home Health Aide Training:

This formal training program makes it possible for more seniors to remain in their own homes by training people for careers as home health aides. COASM serves the community by:

- ♦ Helping people to have a productive and rewarding career
- ♦ Increasing the number of qualified aides who may be hired by provider agencies
- ♦ Increasing the number of seniors who receive care at home
- ♦ Improving the health and safety of seniors in their own homes

2005 Services at a Glance...

Caregiver Education and Support: 380 homes visits to 340 caregivers; Home Health Aide Training: nine 75-hour classes, ten in-service sessions for aides, seven Senior Companion classes.

2005 Highlights

COALA® expanding: Other Area Agencies on Aging throughout Ohio are continuing to adopt the COALA® program which our agency started.

Best Practice Award: COALA® received the 2004 Best Practice Award from the Ohio Valley Appalachia Regional Geriatric Education Center. The center is a consortium of the universities of Cincinnati, Kentucky, Louisville and East Tennessee.

2005 ICAA Industry Innovators Award: The International Council on Active Aging (ICAA) honored COALA®'s Home Health Aide Training Program for excellence and creativity in the health and wellness field. The ICAA is the world's largest trade association for programs supporting active aging among adults ages 50 and older.

Report praises program: An evaluation from the Scripps Gerontology Center at Miami University found that the COALA® Caregiver Education and Support Program increased caregivers' knowledge, self-esteem and competence, while the hours needed to complete weekly care tasks decreased.

"COALA is an inspiring example of what is possible when it comes to initiatives to support the health and well being of older adults..."

~Colin Milner, CEO, International Council on Active Aging

COALA® Aide Training Success Stories



"That training was great," she said. "I've got five people I care for now. I like them and they like me."

Patricia Houze was a die cutter when the factory where she worked shut down. Unable to find another factory job, she decided to go into home health care at the suggestion of her daughter, a surgical technician.

Ms. Houze graduated from the COALA® Home Health Aide program in 2001 and has worked for Mary Jane Nursing Registry ever since. COALA® support has helped Ms. Houze through some personal and health problems.



"They need me," she said. "I feel good about myself and what I'm doing."

Maythia Grissom always wanted to be a nurse, but problems kept her from her dream. After working as a hotel housekeeper, she enrolled in COALA® and graduated in 2001. She worked for a provider agency for more than three years, but lost her position.

Encouragement from COALA® "helped me keep my head up," Ms. Grissom said. "They helped me to get another job and now I've got two jobs, so I am really proud of myself."

Ms. Grissom's kindness and ready smile have earned her praise from her elderly clients.

Building a Network of Care

Service Providers

A.D. Home Health Care
ABA Health Services, Inc.
Acare Home Health
Active Day of Cincinnati
ADT Security Services, Inc.
Adult Day Services @ Butler County Care Facility
Advanced Medical
Alan W. Arend
Algo Termite & Pest Control
All Gone Termite & Pest Control, Inc.
Almost Family
Alternative Home Care & Staffing, Inc.
Alzheimer's Association - Greater Cincinnati Chapter
AM & PM Health Care Services, Inc. II
Amenity Home Health Care, LLC
American Nursing Care, Inc. - Cincinnati
American Nursing Care, Inc. - Dayton
American Ramp Systems
Angels Home Health
Bathblest Renovations
Bernens Medical Pharmacy
Black Stone healthcare
Booth Residence, Inc.
Care Medical, Inc.
Caring Hearts Home Health Care, Inc.
Catholic Social Services of Southwestern Ohio/Caregiver Assistance Network
Center Hill Adult Day Care Center
Charter Home Services
Cincinnati Area Senior Services, Inc.
Cincinnati Recreation Commission
Citizens for Elderly Services, Inc.
Clermont County Community Services, Inc.
Clermont Senior Services, Inc.
Clifton Senior Center
Clinton County Adult Day Center, Inc.
Clinton County Community Action Program
Clossman Catering, LLC
Colerain Township Senior Center
Colonial Community Services
ComForcare Senior Services
Comfort Keepers #123
Comfort Keepers #172
Comfort Keepers #178
Comfort Keepers #200
Comfort Keepers #224
Community Services West
Comprehensive Health Care Services, Inc.
Creative Aging Cincinnati
Day Share Senior Services
Diabetes Monitors of Greater Cincinnati, LLC
Diversified Home Health Services, Inc.
Edenvue
Elderlife at Deaconess Hospital/Deaconess Lifeline
Eldermount Adult Day Program
Emerson Heating & Cooling Company
Envision Home Care Alternatives
Episcopal Retirement Home
Family Care, Inc.
Formula Exterminators, Inc.
Friendly Care Agency
Frosty's Chauffeur Service
Gentiva Health Services
Guardian Medical Monitoring, Inc.
Halsom Home Care
Handy Household Helpers
Harmony Court Day by Day
Harrison Senior Center
Healing Connections Associates, Inc.
Helping Hands Healthcare, Inc.
High Quality Staffing
Hillebrand Home Health
Home Care Network, Inc.
Home First Non-Medical
Home Health Care Services
Home Helpers
Home Instead Senior Care
Homeowner Solutions
Hometowne Transportation LLC
House Mates
Hoveround Corporation
Hyde Park Multi-Service Center for Older Adults
Interim Health Care of Cincinnati, Inc.
International Quality Healthcare Corp.
Jewish Community Center
Jewish Family Service of the Cincinnati Area
Jewish Federation of Cincinnati
Jewish Vocational Service
Judson Home Care
LifeSpan
LifeSphere
LifeSphere Home Health Services

Building a Network of Care

Service Providers

Littleton Respiratory Homecare
Locust Ridge Adult Day Care
Lorraine Surgical Supply Co.
Marielders Senior Center
McKnight Terrace
Meda-Care Transportation
Medic One, Inc.
Medical Supply Inc.
Medicall
Mercy Lifeline Cincinnati
Middletown Area Senior Citizens, Inc.
Millenium Nursing Agency
M.J. Nursing Registry, Inc.
Milt's Termite & Pest Control
Mullaney's Pharmacy & Home Health Care
Nerswick Home Services
NORCEN Behavioral Health Systems, Inc.
North College Hill Senior Center
North Fairmount Community Center, Inc.
Northwest Elder Care LLC
Norwood Senior Center
Nurses Care, Inc.
Ohio State University Extension
Otterbein-Lebanon Adult Day Services
Oxford Senior Citizens, Inc.
Personal Touch Home Care
Private Home Care
Pro Seniors, Inc.
Queen City Med Mart
Reid-ANC
Response Ability Systems, Inc.

ResponseLink of Cincinnati
Rural Metro Helpline
Safeway Safety Step
Salvation Army
Santa Maria Community Services Inc.
Select Health Systems
Senior Citizens, Inc.
Senior Independence
Senior Independence Adult Day Services
Senior Resource Connection
Seven Hills Neighborhood Houses
Skilled Nursing II, Inc.
Southwestern Ohio Easter Seal Society
SP Contracting
Spotless Maintenance Systems, Inc.
St. Joseph Construction Company
Superior Home Care, Inc.
Thermal-Shield, Inc.
TriHealth Lifeline
Tri-State Maintenance
Tub Cutter
Twin Towers Day Stay
United Way 211, Get Help, Give Help
Universal Transportation Systems (U.T.S.)
V & N Services, Inc.
Visiting Nurse Association
VRI
Warren County Community Services, Inc.
Wesley Community Services
West College Hill Neighborhood Services, Inc.
Wilson Downtown Adult Center
WMKV 89.3 FM

Partnership Helps Senior Centers Stay Vibrant

Senior centers are taking action to become more lively gathering places for older adults.

A partnership of 65 centers in southwestern Ohio is working on four goals:

- ◆ Increase expectations and quality
- ◆ Improve training and development for boards and staff
- ◆ Increase funding resources
- ◆ Develop product identity and marketing

The partnership is called the Senior Center Re-Engineering Workgroup of Southwestern Ohio. It is led by Jan Venn, Social Services Administrator for Council on AgingSM. The four goals were identified as part of a strategic plan that will continue through 2007.

Senior centers want to realize their potential as vital community resources. They want to provide more varied and high-quality programming, focus on wellness and life-long learning, reach out to underserved populations, and increase attendance.

They have discovered they can best do that by working together, rather than competing with each other. The workgroup developed the strategic plan and has created other means for change including a self-assessment tool, staff training, ideas for building relationships with foundations, and a network-wide marketing plan. In 2005, the workgroup received the Outstanding AAA/Provider Partnership of the Year Award at the annual conference of the Ohio Association of Area Agencies on Aging.

Building a Network of Care

Celebrating Older American's Day Senior Expo

Senior Expo is one of the most popular events for older adults in southwestern Ohio. We celebrated the 27th Annual Senior Expo at Coney Island in 2005. The day was filled with music, dancing, bingo, riverboat rides and a variety of other entertainment.

A wealth of information and health screening opportunities was made available from numerous on-site exhibitors, many of our providers and other community agencies and businesses.



Group effort helps explain Medicare Part D

In collaboration with our partners, Council on AgingSM has been helping seniors understand and enroll in the new Medicare Prescription Drug Benefit. The partners include ProSeniors, Social Security, TriHealth, and the Working in Neighborhoods Senior Action Coalition.

From April through December 2005, COASM's Information and Referral Department provided 36 Medicare Part D educational programs and six enrollment events in our service area. At the enrollment events, held in November and December, older adults received personal assistance to find drug plans that best met their needs.



“Grillin & Chillin with COA”

This special day each year features a cook-out lunch and fun activities for the staff and members of participating senior centers and COA employees.

This year, 706 seniors at 14 senior centers spent a wonderful day with 114 COA staff members.

COA works closely with the senior centers to plan the most popular activities at the center, plus bring some new and different ones to try. COA also offers health screenings, and information about COA programs.

The best part of the event for COA employees is getting to know the seniors and staff at the centers. An extra benefit is learning new games and having fun.



Enhancing Life

Active for Life®

Active for Life® is an initiative of the Robert Wood Johnson Foundation designed to help older adults become more physically active. Council on AgingSM, in partnership with the Hamilton County General Health District and the Health Alliance, received one of nine grants the foundation awarded nationally to start the program.

In 2005 classes were held in 16 different locations including senior centers, recreation centers, a retirement community and a work site. Twelve of the 16 sites this year were new locations. The work site class was held at Council on Aging. The program was open to COASM employees as well as other employers in the office complex. Participants attended class during their lunch hour.

In 2003 there were 103 participants at 8 sites and in 2004 there were 259 participants at 15 sites.

In 2005 there were 311 participants at 16 sites; 12 were new sites.

Active for Life participant profile 2005

- 27% were age 50-64
- 41% were age 65-74
- 32% were age 75+
- 86% were women

Baby-steps turn senior into dedicated walker

Linda Roberts is an avowed couch potato – or was - until she got involved with the Active for Life® classes at the Mason Community Center.

“I am not one to go to the gym,” she said. “I did that thing where you sign up and then you never go.”

She knew she should quit her sedentary lifestyle, though, so she enrolled in the class. It was convenient, since she was already a member of the community center’s program for seniors, Mason Bridge. Most of all, she liked the “baby step” approach with realistic goals that she could stick to.



“My house is looking better,” she said. “I get up and do things now rather than sit and think about it!”

Council on AgingSM Senior Art Show

Seniors display their talent

The Senior Art Show, an annual event sponsored by Council on Aging, gives older adults the opportunity to showcase their talents. The exhibition consists of artistic pieces completed by artists after their 60th birthday. The 2005 show was held in November at the Knolls of Oxford and the art work was on display for three weeks.



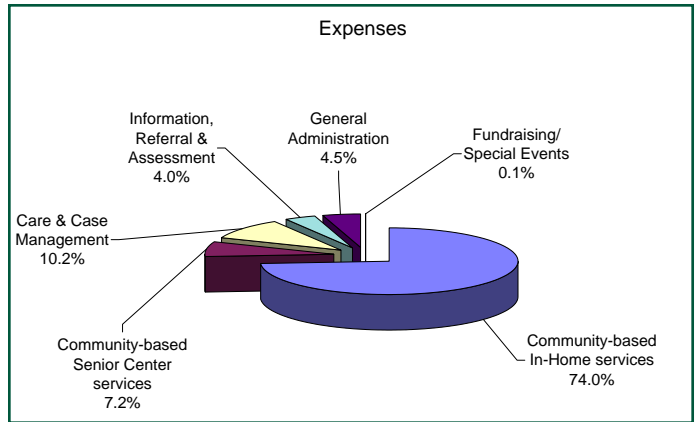
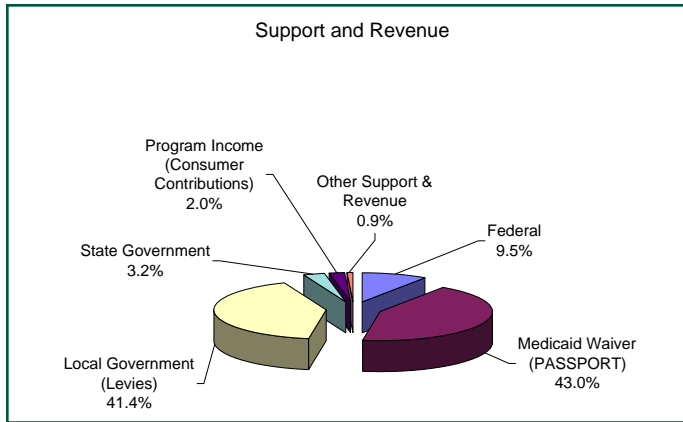
Mrs. Roberts, 64, took a liking right away to the class leader, Kelly Lake. “The program is wonderful,” she said. “Kelly taught us so much.”

For her exercise routine, Mrs. Roberts walks a route she has mapped through her house. Lately, she has begun to venture outside.

“I started out walking two minutes during commercials,” she said. “I worked my way up to 22 minutes of straight walking – my record, yah! A few days ago was the first time I walked around the neighborhood. Eventually, I’ll get all the way around the main block.”

Mrs. Robert has more energy and her resting pulse rate has dropped from 88 to 60. She’s encouraging her 87-year-old mother to start walking. And she’s gained another, unexpected benefit. “My house is looking better,” she said. “I get up and do things now rather than sit and think about it!”

Income and Expenses

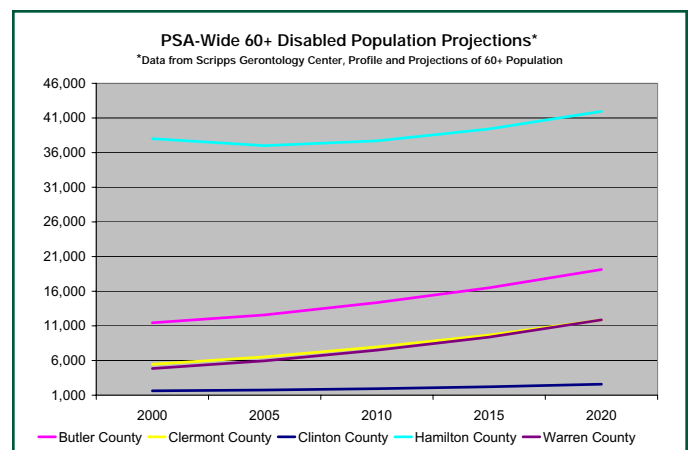
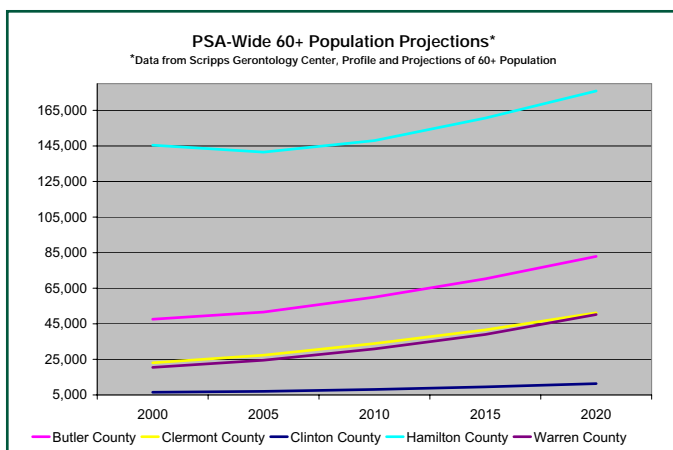


Support and Revenue

Federal	\$ 6,507,459
Medicaid Waiver (PASSPORT)	29,399,606
Local Government (Levies)	28,315,300
State Government	2,175,273
Program Income (Consumer Contributions)	1,399,071
Other Support & Revenue	635,832
Total Support and Revenue	\$ 68,432,541

Expenses

Community-based In-Home Services	\$ 50,779,943
Community-based Senior Center Services	4,924,758
Care & Case Management	6,972,728
Information, Referral & Assessment	2,790,297
General Administration	3,077,409
Fundraising/Special Events	70,609
Total Expenses	\$ 68,615,744



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By relocating to northern Hamilton County, we're near the center of our five-county region. From here, we're in a better position to serve you, our customers and partners.

Our new location is 175 Tri County Parkway, Springdale.

We've moved!