



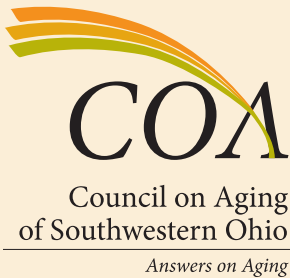
2009 Annual Report

Council on Aging of Southwestern Ohio



**Council on Aging CEO, Suzanne Burke, with Paul, a longtime client of the Hamilton County Elderly Services Program**

*“In our vision, all older adults in our region will have access to services that help them remain independent and live with dignity among the things and people they love.”* **Suzanne Burke**



## *Mission and Vision*

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

*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.*

## *Our Values*

*We are committed to building strong relationships with our customers to enable Council on Aging of Southwestern Ohio to continue to meet the needs of senior adults and caregivers.*

## *Teamwork and Collaboration*

*Results and Quality*

*Responsiveness and Availability*

*Innovation*

*Efficiency and Accountability*

*Communication*

*Caring Attitude*





## Dear Friends,

In our last letter to you, we predicted Ohio's budget deficit might bring about cuts in services for seniors. We were right. Although cuts came late in our 2009 fiscal year, they have been a defining factor in the year's events. The aging network and older adults have taken a blow.

The entire network fought to prevent this situation. It would have been worse, if not for everyone's strong advocacy. But Ohio once again has a waiting list for PASSPORT – the first since 2007. Some seniors are being forced into nursing homes when they could be helped at home – unfortunate for them, and costly for taxpayers. There's irony in cutting a program that saves money. In addition to the cuts in home and community-based long-term care, we've also seen a 39 percent reduction in funding for services such as transportation and senior center activities.

Our advocacy continues. We have many supporters both in and outside the statehouse. In fact, we'll make another prediction. Ohio will reform Medicaid long-term care, not only because our institutionally-biased system is financially unsustainable, but because the public is becoming more knowledgeable. Increasingly, Ohioans will demand that they have the same range of less costly, more humane long-term care options that are available to seniors in other states.

Despite the budget hard times, Council on Aging had a year of many successes and positive – if sometimes challenging – changes. We hope you will read about our clients who tell their stories in this report as well as the innovations that are transforming our ability to respond effectively to the needs of older adults, their caregivers and families for now and the future.

As the Area Agency on Aging for five counties, we are one of the largest non-profits in our region. By design of the Older Americans Act, we carry out our mission in conjunction with many organizations. We are grateful for all of you who work with us, sharing our passion for service, dedication to quality, and helping us always to do better.

In the coming year, we look forward to enhancing our relationships in the aging network as we seize opportunities for innovation and collaboration.



**Suzanne Burke**  
**CEO**

**Phil Masten**  
**President, Board of Trustees**

## About Council on Aging

Council on Aging of Southwestern Ohio (COA) helps older adults remain in their homes with independence and dignity. Through COA, services such as home-delivered meals and transportation help seniors avoid unnecessary placement in nursing homes.

Founded in 1971, COA is one of our region's largest non-profit organizations and is designated by the state of Ohio to be the Area Agency on Aging for Butler, Clermont, Clinton, Hamilton, and Warren counties.

As such, COA is a central and unbiased source of information and connection to community resources for older adults, their caregivers, families, and professionals in the field of aging.

COA has 208 employees. Most are licensed social workers and registered nurses who provide intake, assessment, and care management for our home care programs.

### What we do

**Help older adults stay in their homes and communities** with services such as Meals on Wheels, housekeeping help, transportation, and care management.

- *In-home care:* Elderly Services Program and PASSPORT
- *Intermediate, community-based care:* Assisted Living Waiver
- *Caregiver support and training:* Council on Aging Learning Advantages (COALA)
- *Other community services:* recreation, legal help, transportation, health education, Alzheimer's services, and more

**Work to reform Ohio's long-term care system**, so seniors will have more compassionate and cost-effective choices in where they live as they age.

**Provide Answers on Aging:** Connections to unbiased information, advice, and community resources for older and disabled adults.



*No one likes to think about getting old and needing help. But we do hope that we will have choices about where and how we will live as we age. For most of us, the first choice is to stay in our own home for as long as we can.*

### Fiscal Year 2009 Highlights:

- **22,221** clients receiving in-home services
- **1.85 million** hours of in-home care
- **48,262** calls for information about help for seniors
- **2,076,723** home-delivered meals to **11,645** home-bound older adults

## Working to reform Ohio's long-term care system...

### Budget cuts force some seniors into nursing facilities

The cuts in Ohio's 2010-11 budget have turned long-term care into a roulette game for the state's poor and disabled seniors. With a waiting list for Medicaid home and community-based programs such as PASSPORT and the Assisted Living Waiver, the only sure bet is a bed in a nursing facility.

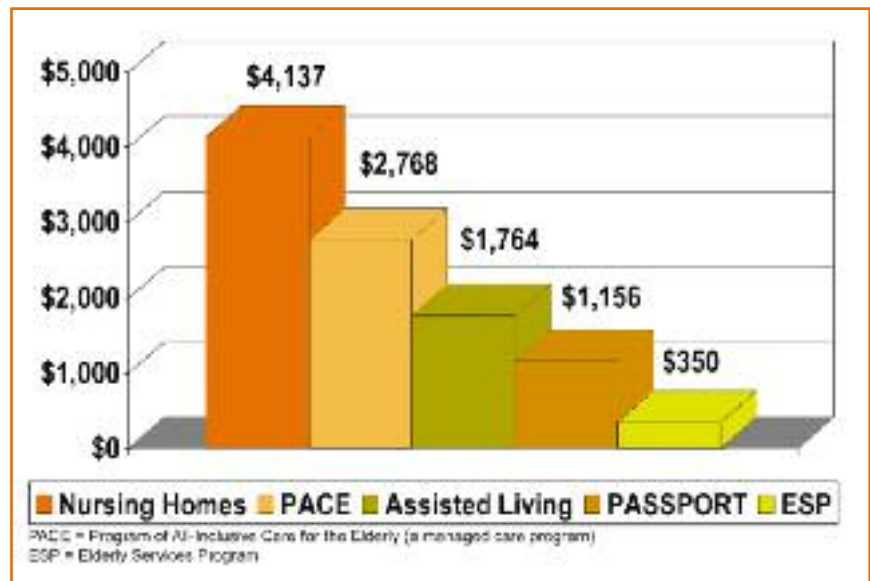
Prior to the cuts, 900 Ohioans were enrolling in PASSPORT each month. Last summer, openings were limited to 680 a month, a 25 percent drop. They were cut again to 500 a month at the end of 2009. By late 2009, frail seniors had to wait up to a month for services – making do as they could, or forced into a nursing home if they couldn't wait. The waiting list is expected to get longer.

A bright spot has been Home First, a law that allows those discharging from nursing facilities to enroll in services such as PASSPORT without waiting. From the start of the waiting list in late July through the end of the fiscal year (September 30), COA helped 46 local seniors leave nursing homes and enroll in home and community-based services via Home First.

## Ohio has an institutional bias...

**Long-term care waiver programs, including PASSPORT, were cut by 13 percent for State Fiscal Year 2010 and by 10 percent for 2011. This equals a \$15 million reduction each year.**

**Compared to most other states, Ohio has an institutional bias, spending more of its Medicaid long-term care dollars on costly nursing facility care and less on home and community-based options. According to the Ohio Business Roundtable, Ohio could rebalance its spending to the national average and save \$900 million a year.**



**Cost per person, per month for Medicaid-funded long-term care:**  
*Home and community care options cost much less than nursing homes.  
COA administers Assisted Living Waiver, PASSPORT and ESP.*



**Clinton County PASSPORT client, Hazel, has been an ambassador for the program. In 2009 she told reporters for the Wilmington News Journal and the Associated Press she feared state budget cuts would mean people like her would be forced into nursing homes.**

*“I couldn’t be here without PASSPORT. My doctor says I have too much spunk for a nursing home.” Hazel*

## Helping older adults stay in their homes...

### PASSPORT Client Story | Carol

Carol was 58, active, and working at a warehouse near Cincinnati when she had a stroke that left her unable to walk. Unable to keep her job, she then lost her home. “I had nothing,” Carol said. “I didn’t want to move in with my kids. That was pure pride. I didn’t want them to take care of me. It was embarrassing.”

Carol settled into a nursing home, but she couldn’t fathom staying there forever. She heard about Council on Aging and the option of getting in-home care. But the obstacles seemed insurmountable: serious disabilities, no home, few possessions, and no bank account. Once housing could be found, she would need a home health aide to help with bathing and housework. PASSPORT could handle that, but there was a waiting list due to state budget cuts.

Home First opened the way. This state law allows Medicaid-eligible nursing home residents to move out and bypass waiting lists so they can enroll in home and community care programs. Despite Carol’s situation, independence seemed once again possible. “It was,” she said, “a pure miracle.”

Carol also received help through a federal grant administered by the Hamilton County Department of Job and Family Services. Now, after living nearly four years in a nursing home, she has a simple apartment where she enjoys visits with her six grandchildren. She gets around for errands on the Access bus. Her care manager arranged for PASSPORT services, including an aide three times a week, Meals on Wheels, and emergency response device. Carol’s PASSPORT care plan costs \$10,118 annually. On average, that amount would cover only about two months in a nursing home.

*“It gets you your life back,” Carol said. “I expect I’d be in the nursing home more years without it. I don’t want to think about that.”*

These days, as she undergoes physical therapy at Drake Center, Carol is literally struggling to get back on her feet. “They torture me,” she joked, as her physical therapist stood her at the parallel bars. “But I’m doing things I haven’t been able to do in five years. I’ll probably never be the same, but I’m going to be a volunteer some day at a hospital. I know I’m still good for something.”



*Carol's PASSPORT care plan costs \$10,118 a year. On average, that would cover about two months in a nursing home.*



**Carol's COA care manager, Mary Beth, and Drake Center physical therapist, Emily, help her regain strength.**

*"I'm doing things I haven't done in five years." Carol*

Our home care programs offer compassionate and cost-effective alternatives to nursing home care.

## Program Profiles

### PASSPORT

Our typical client is a woman in her late 70s living alone, in poverty and needing help with basic activities such as bathing and meals. Clients are frail and qualify to be in a nursing home, but PASSPORT provides an alternative. More than 80 percent of clients have three or more diagnosed health problems. One in five have seven or more diagnoses. PASSPORT is funded by Medicaid.

### Elderly Services Program

Like PASSPORT, the Elderly Services Program is compassionate and cost-effective. It costs taxpayers under \$400 a month, on average, or less than one-twelfth the cost of care in a nursing home. Many clients contribute to the cost of their care via co-payment. The program is funded almost entirely by county tax levies.

Council on Aging administers the Elderly Services Program through contracts with boards of county commissioners in Butler, Clinton, Hamilton and Warren counties. In Clermont County, a similar program is administered by Clermont Senior Services.

	Elderly Services Program		PASSPORT	
	<i>Clients Served</i>	<i>% Change</i>	<i>Clients Served</i>	<i>% Change</i>
<b>Butler</b>	4,082	+6%	511	-4%
<b>Clermont</b>	N/A	N/A	257	-21%
<b>Clinton</b>	524	+9%	92	-24%
<b>Hamilton</b>	8,238	+4%	1,717	-20%
<b>Warren</b>	2,172	-1%	183	-21%
<b>Total</b>	<b>15,016</b>	<b>+4%</b>	<b>2,760</b>	<b>-18%*</b>

### Elderly Services Program and PASSPORT clients served by county in FY 2009 and percent change since FY 2008

\*PASSPORT decline is due primarily to state budget cuts which have restricted enrollment.



*“The help is such a blessing.”* **Betty**

## *Elderly Services Program Client Story* | **Betty**

To Betty, independence means living by your own rules. It's visiting with friends and walking the halls of her building for exercise. It's going to Israel Baptist Church, where she's been a member since the age of 12, and buying a lemon meringue pie if she feels like it, even if her sister calls it an extravagance.

“My mother liked to be happy and she wanted us to be happy,” said Betty, who was raised in Hamilton in a family of 13 children. Despite health problems, a marriage that didn't last, and the loss of most of her siblings, Betty, 76, peppers her conversation with, “The Lord has been good to me.”

A client of the Butler County Elderly Services Program (BCESP) since 1998, Betty receives homemaking help, an emergency response device and medical transportation. The program also provided a handheld shower. And Betty's BCESP care manager, Amy, is in touch regularly.

Without the services, Betty figures she would, “try to do what little I can. I can do my own cooking, but I don't know, I have trouble getting around. The help is such a blessing.”

## *Demand, tight budgets put strain on some programs*



**Marian, here with her daughter, Carol, moved to an assisted living room at a retirement community about a year ago. She had begun falling frequently and was calling 911 each time.**

*“I love it here,” she said. “I don’t think you could ask for something much better than this.” Carol visits frequently to help her mother. “She’s a good kid,” Marian said.*

### **High demand forces changes to Hamilton County ESP**

COA is controlling enrollment in the Hamilton County Elderly Services Program because demand has threatened to outpace the program’s tax levy funding. Enrollment has already exceeded projections for 2012. A study by Miami University’s Scripps Gerontology Center found that if the program continued this growth, costs would increase by 50 percent over 10 years.

COA started a waiting list in March 2009. Fortunately, the list has not been long. With the support of Hamilton County Commissioners and the county’s ESP Advisory Council, COA also adopted a phased plan to limit eligibility for new clients beginning in 2010.

Clients on the program at the time of the change are not affected. But new clients must meet requirements for higher levels of care. By focusing on serving seniors who are more frail and at high risk of nursing home placement, COA will offer more services to fewer people. This will help prevent waiting lists and sustain the program.

### **Assisted Living Waiver has rapid growth**

Since it began in 2007, COA’s Assisted Living Waiver Program has been one of the fastest growing in Ohio, doubling in size every year. Although the program is small compared with PASSPORT, it’s increasingly popular among low income adults who need an intermediate level of care. Assisted living offers more independence and privacy than nursing homes. The program grew from 48 clients in July 2007 to 103 in July 2008 and to 246 by September 2009.

Facilities were at first slow to sign on, but that has changed due to the poor economy, popularity of the program, and strong recruitment efforts by COA. In our region, there were 22 facilities certified for the Assisted Living Waiver as of September, with participation in all counties except Clermont.

State budget cuts have caused a waiting list for the Medicaid waiver. For people in assisted living who pay privately, but then run out of money, this can mean a forced move to a nursing home.



# New programs address mental health needs of older adults

## Healthy IDEAS

Sitting in her kitchen, Warren County Elderly Services Program client, Margaret, tearfully recalled how she felt just a few months ago.

She was sad and lonely, and for good reason. After a series of illnesses, operations and losses, Margaret said, “I felt like I wasn’t worth anything.”

Depression is common among older adults dealing with declining health, lifestyle changes and loss. But it’s not a natural part of aging and many people suffer unnecessarily. As part of its strategic plan, Council on Aging began looking for ways to address unmet mental health needs in older adults. Such needs can lead to physical decline and premature institutionalization.

Research turned up national programs that showed promise. In 2009, COA received a grant to train Elderly Services Program (ESP) and PASSPORT care managers in Healthy IDEAS, which uses a simple screening tool and personalized action plan to detect and reduce depression in older adults.

Margaret and her ESP care manager, Cara, developed a Behavior Action Plan with goals and action steps to help her feel less lonely. First, she decided to move to a new senior building where there would be more opportunities to make friends. Then, she asked her children to throw a party for her 80<sup>th</sup> birthday. Among dozens of family and friends, the self-proclaimed wall flower was the center of attention. Later, she took charge of the family Christmas party and wrote letters to each guest afterward, letting them know how much their company meant to her.

Healthy IDEAS participants are monitored for three months and then re-evaluated. Some then move on to new goals and action steps. Margaret decided to weed out clutter and make genealogical scrapbooks for her children.

Participants see results quickly, including lower pain levels, better sleep, more energy and a willingness to take on new challenges.

Healthy IDEAS is just getting started, but by the end of 2010, all ESP and PASSPORT care managers will be using the screening tools with their clients.

## PEARLS & IMPACT

In Butler County, the Mental Health Board and the Elderly Services Program (ESP) joined forces to fund two national programs designed to relieve depression among older adults. The programs – called PEARLS and IMPACT – serve ESP clients or other county residents who are age 65 or older and impaired in their daily living activities.

Proven effective in national studies, PEARLS is an in-home approach for minor depression, while IMPACT is based in doctors’ offices and treats more serious symptoms.

Hamilton-based Community Behavioral Health is providing services and began enrolling clients in late 2009.

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*Depression affects an estimated one in five older adults living in their own homes or community settings and more than one in three of those in nursing homes.*

*The rate of suicide in adults age 65 and older is higher than for any other age group and the rate increases with age.* Source: Centers for Disease Control and Prevention

# 2009 Highlights

## COA restructures to meet needs of the future

In September 2009, COA announced a restructuring plan that will roll out through 2010. Some positions were eliminated, new ones were created, and others moved to different departments. Entire departments were created or consolidated.

The reasons go back to our Strategic Plan and a 2005 analysis that has proved to be strikingly accurate. Our challenges and opportunities include: competition, budget restrictions, operational demands, a need for non-stop advocacy, and a statewide long-term care system that is under strain, but ripe for improvement.

Significant changes include new and newly consolidated departments: Aging and Disability Resource Connections (our “front door”); Business Results and Innovation; Housing Services; Nursing Home Diversion and Transition; and Procurement and Provider Services.

The changes will improve efficiency; customer service; performance measurement; innovation; and stakeholder relations. Most importantly, they’ll strengthen our capacity to help seniors remain independent.

## COA boosts presence on World Wide Web

Increasingly, older adults are turning to the Internet for information and socialization.

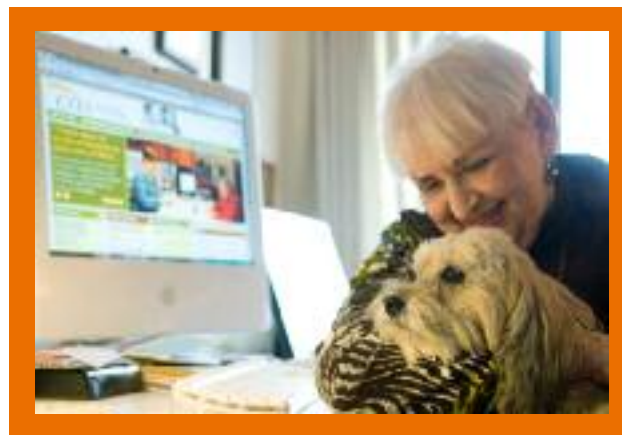
### According to the Pew Research Center:

- 70 percent of adults age 50-64 are online
- From 2005-2008, Internet usage among adults age 70-75 increased 19 percent, the biggest increase among all age groups for this time period

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In February, 2009, we re-launched our Web site, ([www.help4seniors.org](http://www.help4seniors.org)) following a complete overhaul and new design. Since then, hundreds of people have signed up online to receive our e-newsletter and updates. We also began sharing information on FaceBook and YouTube.

It’s now easier and more enjoyable for visitors to learn about our programs, find community resources, and share information.



**Alice, here with her constant companion, Brandy, says,** “Where I live in a retirement community, computers are hot – near boiling, in terms of owning one. We offer a computer lab on one floor. Many of us communicate daily via the Internet. I produce DVDs and daily notices using my computer. And, like many others, I buy off the Internet too.”

## Seniors sound off on transportation

Concerned that the needs of seniors were not being sufficiently considered by transportation planners, COA conducted a comprehensive Senior Transportation Needs Assessment, the first study of its kind in the region. Nearly 2,600 adults age 60 and older from five counties participated in surveys and focus groups.

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### Findings include:

- *Thirty-nine percent of older adults said they had quit or limited their driving in the last six months*
- *Seniors found places of employment and education to be the most difficult to get to*
- *Forty percent of seniors said they lack awareness of transportation resources*

To help find some answers, Cincinnati USA Regional Chamber's Agenda 360 and COA are presenting *Moving Forward: Seniors, Transportation & Independence*, a series of five public forums. Forums were held in Butler and Clermont counties in 2009 and will be held in Hamilton and Warren counties in 2010.

### From information to intelligence

COA relies on data to make decisions in every arena, but we have outdated technology and too many databases that don't communicate. In the words of our Business Intelligence Manager, we're "trying to build a skyscraper on stilts."

A team studied the issues and devised a new Business Intelligence System. Among the changes ahead: new software, staff training, a data store where employees can "shop" for data, and customized Web pages with data snapshots.

The system will put us on a better foundation for strategic planning and decision making.

### Plan addresses meals on too many wheels

It's noon at a senior apartment building. Mrs. Jones looks out her window for her Meals on Wheels delivery. Her next door neighbor is doing the same thing – only she's looking for a different delivery van. What's wrong with this scene? Whether it's for meals or in-home care, COA has too many service providers in the Elderly Services Program. None has enough market share to gain economies of scale and the unwieldy number is an administrative burden. A study in Hamilton and Warren counties revealed a complex and criss-crossing system.

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## 2009 Highlights

Contracting reforms have helped reduce the provider number, but in 2009, COA announced a plan to step up the effort by dividing the two counties into regions for which providers will bid competitively. We tested the regional approach on a small scale at St. Paul Village, a senior building in Madisonville. There, a dozen different providers were serving 48 ESP clients. We reduced to one home care provider and one meals provider. The effort was successful and is being expanded. Greater efficiency is critical if the Elderly Services Program hopes to grow along with the aging population.



**As a client of the Hamilton County Elderly Services Program and resident of St. Paul Village, Dorothy participated in the efficiency plan by transitioning to a new home care provider. Changing home care aides is sometimes difficult, but, as Dorothy pointed out during an information forum for St. Paul residents, "We're lucky. We get the help for free." With Dorothy is Kate, COA's service coordinator for St. Paul Village.**

Medicaid could care for three people in home and community settings for every one person in a nursing facility.

# advocacy



**COA care manager, Pam; PASSPORT client Pauline; and Ohio Rep. Danny Bulp (Clermont County) during a visit to Pauline's home.**

*"This program (PASSPORT) keeps me alive and independent. I get the help I need and am able to maintain my quality of life. Without it I would be withering in a nursing home."* **Pauline**



## Advocacy | More choices for Ohio's seniors

To those seeking reform, Ohio's long-term care system often seems like an immovable glacier. It has been nearly 30 years since the start of PASSPORT, the in-home alternative to nursing facility care, yet Ohio hangs on to an institutional bias, with its strain on both seniors and taxpayers.

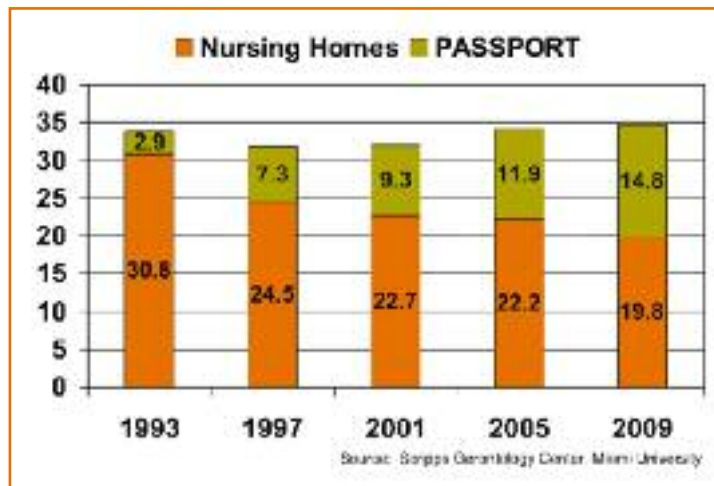
But the glacier is slowly thawing. Although the budget bill cut PASSPORT and other Medicaid waiver programs, it also signaled a philosophical shift by calling for increased efforts to divert people from unnecessary nursing home placements and, whenever possible, transition them out of institutions and back into their communities.

For years, Ohio's aging network has sought reform via a unified long-term care system that would bring nursing homes, PASSPORT, Assisted Living Waiver and other community-based care together in one Medicaid budget line item. This would allow consumer choice to drive spending. It would also promote more housing options and freedom for frail and disabled adults to move among care settings as their needs change.

We hoped Ohio's budget crisis might be the impetus to finally bring about this cost-saving measure. But the budget bill went only partway, combining the Medicaid waivers, but keeping nursing homes as a separate line item. Nevertheless, optimists saw it as a move in the right direction.

Our advocacy activities peaked during the summer budget debate, but we kept a strong pace all year representing the interests of older adults with leaders and elected officials. Many people are involved in these efforts, including COA staff and members of the Board of Trustees, Advisory Council, and Elderly Services Program boards. Accomplishments include:

- *47 meetings with elected officials, legislative aides and candidates, individually*
- *35 visits by elected officials and board members to the homes of COA clients (first hand exposure to our programs)*
- *Ongoing education of public officials about the bed bug epidemic's effect on seniors, resulting in formation of state and local task forces and proposed legislation*



**Fewer Medicaid long-term care recipients are receiving care in nursing homes as PASSPORT has grown. (Chart shows number receiving long-term care per 1,000 Ohioans age 60+).**

## Caregiver Story | Julius and Maria

In 1956, Julius's country was on the brink of revolution. Soon after graduating from university, he fled Hungary and eventually landed in America.

He found work as an engineer at General Electric and convinced Maria, a medical student still in Hungary, to leave her home to start a new life with him in a place called Cincinnati.

They built a life together in Greenhills. Julius worked at GE until he was 75. Maria began a career in medicine while raising four children. Julius even found time to work a 106-acre farm the couple purchased in Warren County. His youngest daughter called it his "labor of love."

Now, the couple lives fulltime at the farm, but the cows, corn and hay are gone. Maria retired five years ago to care for Julius fulltime after a series of strokes and Alzheimer's left him unable to do much for himself. Though he seldom speaks, he smiles when Maria talks to him and his eyes brighten when his favorite subjects come up - history, airplanes and WWII.

Even with medical training and help from their children, it became difficult for Maria to care for Julius. "When you're taking care of a loved one, you feel you are not adequate, that you should be doing better," she said. "Feelings come to the surface and it can feel like a burden."

For help, Maria contacted the Warren County Elderly Services Program and received a referral to COA's caregiver support program – Council on Aging Learning Advantages (COALA). Margie, a COALA nurse, visited Maria and Julius twice. "Even though we had never met, Margie was like an old friend when she left," Maria said.

Margie and Maria talked about the challenges of caring for a loved one. "In the hospital, I saw nurses do these things everyday," Maria said. "But it's very different when you're taking care of a loved one." Having someone to talk to helped tremendously, Maria said. She also appreciated the caregiver manual she received as part of the visit. "I was happy to see everything [about caregiving] in one book. It was simple and educational."

Even with all its challenges, Maria is happy to be able to care for Julius at home. "He gave me a very busy and very nice life and I am trying to pay him back," she said.



*“When you’re taking care of a loved one, you feel you are not adequate, that you should be doing better.”* **Maria**

## Caregiver Education and Support | 2009 Highlights

Council on Aging Learning Advantages® (COALA) is an award-winning program that provides training for home health aides and education and support for family caregivers.

### Home Health Aide Training

This career training program for home health workers addresses the increasing demand for qualified aides.

#### 2009 Highlights:

- *Graduated 188 aides (1,313 graduates since the program started in 2000)*
- *Exceeded national standards for job retention: 82 percent of aides remain on the job 16 months after graduating; 10 percent go on to higher education*
- *Featured at the American Society on Aging/National Council on Aging 2009 conference*



**COALA Home Health Aide Training Program  
graduating class June 2009**

### Caregiver Education and Support

In this free service, a nurse provides in-home training and emotional support to family caregivers.

#### 2009 Highlights:

- *370 home visits (2,566 visits since 2003); participation in more than 45 community events*
- *99 percent of participants report program had positive impact on their life*



**Maria called COALA for help after she became her husband's full time caregiver. Margie, a COALA home health nurse, visited the couple twice. Maria said it helped just having someone to talk to.**

*“Even though we had never met, Margie was like an old friend when she left.”*



# Connecting seniors with their communities...

## Title III | America's Promise to Older Adults

Title III of the federal Older Americans Act is the foundation of Ohio's aging network. It authorizes funding to states and the Area Agencies on Aging for planning, developing and coordinating home and community-based services.

In southwestern Ohio, Council on Aging uses Title III funds to advocate for older adults and help them remain within their own homes and communities. Money goes to senior centers and service organizations, such as Pro Seniors (legal assistance); and the Cincinnati Recreation Commission (Senior Olympics). COA also leverages Title III dollars with state funds and county tax levies to provide home care services to seniors who are not eligible for PASSPORT.

To help balance the state budget, legislators cut the State Community Services Block Grant by 39 percent for fiscal year 2010-11.

As a result, COA decided to terminate its Title III contracts and seek provider bids for services such as transportation, congregate meals, caregiver support and wellness programs. The goal has been to preserve funding for the highest priority services and to deliver them via contracts with the highest performing providers.

### Meals and Transportation

*Title III provided **232,364** congregate meals served at various sites (mostly senior centers) in five counties.*

*Title III funding provided **147,570** transportation trips in senior center vans and buses for medical appointments, shopping, recreation, and the like. (Total transportation from all funding sources: **258,348** trips.)*



**More than 745 athletes – including 113 first-time competitors – participated in the 29<sup>th</sup> annual Senior Olympics. Athletes competed in 66 events in 16 sports.**

### Protecting the rights of elders

Residents of nursing homes and other long-term care settings are not always aware of their legal rights and may be easy targets for exploitation. Pro Seniors Long-term Care Ombudsmen – both paid and volunteer – are authorized by law to help long-term care residents:

- 1) ask for what they want;*
- 2) understand what to expect from a nursing home; and*
- 3) resolve complaints.*

Pro Seniors ombudsmen handle hundreds of complaints each year. They also represent the consumer perspective in government policy arenas and advocacy organizations. Contact Pro Seniors at 513-345-4160; 800-488-6070 or [www.proseniors.org](http://www.proseniors.org).

## Connecting seniors with their communities...

### Fun and learning mark COA events

More than 3,000 older adults turned out for the 32<sup>nd</sup> annual Senior Expo in May. The celebration of Older Americans Day included dance contests, great jazz, health and wellness activities and hundreds of information and vendor booths.

Other events organized by COA include the Senior Art Show and Forum on Aging, an educational opportunity attended by more than 400 professionals in the field of aging.

COA also co-sponsored Be Prepared Ohio, an event designed for people with disabilities and emergency planning personnel, and the Caregiver Empowerment Conference, a two-day workshop series presented as an initiative of the Southwest Ohio Caregiver Coalition.

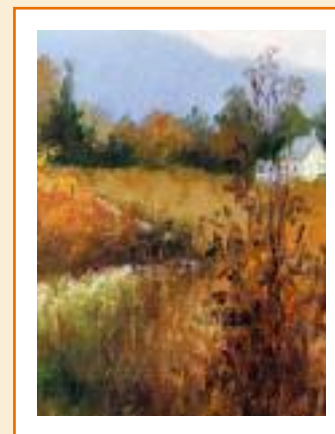


**Student volunteers with the Cincinnati Recreation Commission helped with archery lessons at Senior Expo's popular Wellness Island.**

### Seniors get help with DTV static

Through a grant from the National Association of Area Agencies on Aging, COA and other organizations participated in the *Keeping Seniors Connected* campaign, a national effort to help seniors prepare for the digital TV transition. In our five-county area, the effort provided phone and in-home assistance to more than 4,200 older adults.

Seniors had trouble purchasing and installing the digital TV converter box. To help, COA distributed donated converter box coupons and digital TV equipment.



**Entries from COA's 2009 Art Show**

## Awards and Recognition

We are fortunate to have staff members, volunteers and people in the community who are passionate about improving quality of life for older adults. Their skill and dedication have brought them recognition and awards.

### 2009 winners include (from top):

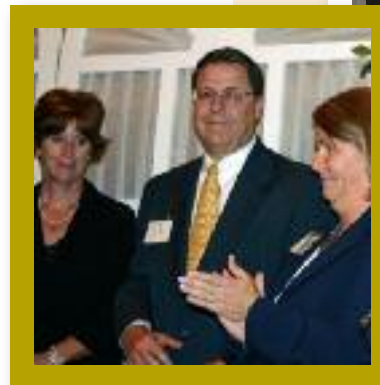
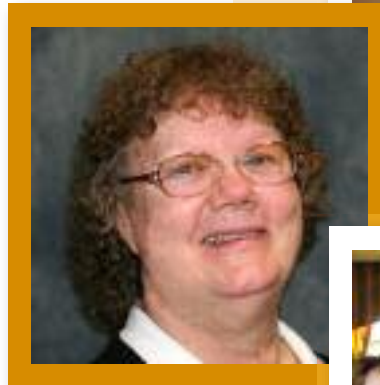
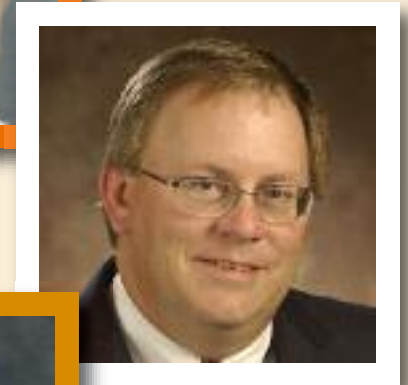
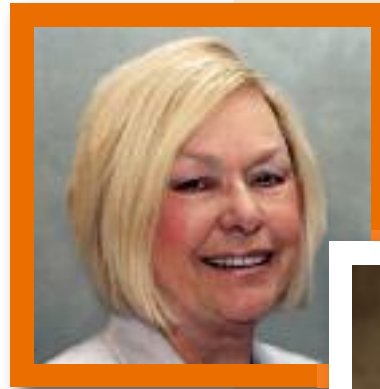
*Barbara Condo, of Fairfield*, was inducted into the Ohio Senior Citizen's Hall of Fame, for founding and operating One Way Farm Children's Home for abused, abandoned, homeless and troubled children.

*Council on Aging Chief Financial Officer David Wolfzorn* was selected as a finalist for the Cincinnati Business Courier's "CFO of the Year" Award.

*Camilla Bennett, of Maineville*, won a Caregiver of the Year Award from the Ohio Department of Aging for her role as caregiver for her disabled son, aging parents, and ill husband.

The Ohio Association of Area Agencies on Aging (O4A) presented the "Legislator of the Year" award to *Ohio Representative Dale Mallory* (D-West End). Rep. Mallory received the award for his work in bringing Ohio's bed bug problem to light and advocating for the prevention and treatment of infestations in housing for seniors and others. Ohio Department of Aging Legislative Liaison, Grace Moran (left) and Ohio Department of Aging Director, Barbara Riley, presented the award.

COA's 2009 President's Award went to *Cincinnati Area Senior Services* (CASS) (Tracey Collins, executive director); *Derringer Co.* (Jack Maybury, president); and *Hamilton County Commissioners* for their efforts to get food to needy seniors during the massive power outage following the windstorm of September, 2008. COA, CASS and Derringer also received a Partnership Award from O4A. Tracey and Jack are pictured with Duana Patton (right), O4A board president.



## Boards and Advisory Councils

Membership at the end of FY 2009  
(9/30/09)

### Council on Aging Board of Trustees

Philip C. Masten: Chair  
Edgar Rust: Vice Chair  
Dorothy H. Christenson: Secretary  
William G. Thornton, Jr.: Treasurer  
Donald Barnhart  
Pamela Ginsburg  
Jack A. Meyer  
Mark Newkirk  
Ralph James Parker  
Ronald Surface  
Ed Smith  
Dr. Stanley C. Wang  
Stanford T. Williams, Jr.  
Cynthia Wright

### Council on Aging Advisory Council

Charlene Himes: Chair  
M. Jean Hill: Vice Chair  
Barbara S. Bayless  
Carole Erdman  
Melda E. Fant  
Dolly Garrison  
Patricia B. Hogue  
Margaret Hutton  
Adrienne Morris  
Paul R. Sensbach, Ph.D.  
Ann Stengl  
Amanda Yauger

### Clinton County

#### Citizens for Elderly Services, Inc.

John Hosler: President  
Gene Breckel  
Joan Burge  
Tim Hawk  
Dennis Humphreys  
Dean Knapp  
Larry Roddy  
Donna Vandervort  
Carol Weber  
Eli Yovich

## Service Providers

Acare Home Health  
Active Day of Cincinnati  
ActivStyle, Inc.  
ADT Security Services, Inc.  
Adult Day Services @ Butler County  
Care Facility  
Advanced Medical Equipment, Inc.  
Algo Termite & Pest Control  
All\*Gone Termite & Pest Control, Inc.  
Alternative Home Care & Staffing, Inc.  
Alzheimer's Disease and Related  
Disorders Association, Inc. Greater  
Cincinnati Chapter  
Amaramedical Health Care Services, Inc.  
Amenity Home Health Care, LLC  
AmeriBest Home Health, Inc.  
American Nursing Care - Dayton  
American Ramp Systems  
American-Mercy Home Care, LLC  
Angels Home Health  
Apex Universal Living  
Ashley Place Care, LTD  
Assisted Care by Black Stone  
Bathblest Renovations  
Beechwood Home  
Bernens Medical  
Best Choice Home Care  
BetterLiving Medical Supplies  
Booth Residence LP  
Cambridge Home Health Care, Inc./  
Private  
Cape May Retirement Village  
Care Medical, Inc.  
Caring Hearts Adult Day Care, Inc.  
Caring Hearts Home Health Care, Inc.  
Carriage Court Kenwood  
Catholic Charities of Southwestern Ohio  
CCCAP  
Charter Home Services  
Chelsea Place  
Cincinnati Area Senior Services  
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.  
Close to Home, II LLC  
Clossman Catering LLC  
Colerain Township Senior Center  
Colonial  
ComForcare Senior Services  
ComForcare Senior Services - Tri County  
Comfort Keepers #172  
Comfort Keepers #178  
Comfort Keepers #200  
Comfort Keepers #530  
Community Services West  
Comprehensive Health Care Services, Inc.  
Cottingham Retirement Community, Inc.  
Creative Aging Cincinnati  
Crosby Electric  
Day Share Senior Services  
Deaconess Lifeline  
Deupree Community Meals on Wheels  
Duraline Medical Products, Inc.  
Eagle One Medical Transportation  
Eldermount Adult Day Program  
Emerson Heating & Cooling Company  
F.R.E.E. Russian Center  
Fairfield Pavilion  
Family Care, Inc.  
Fidelity Health Care  
First Medical Staffing of Ohio  
Formula Exterminators, Inc.  
Friendly Care Agency  
Garden Manor Terrace, Inc.  
Guardian Medical Monitoring  
Halsom Home Care  
Harmony Court Day by Day  
Harrison Senior Center  
Hawthorn Glen Nursing Center  
Healing Connections Associates  
Heartland of Woodridge  
Helping Hands Healthcare, Inc.  
Hillebrand Home Health, Inc.  
Home Care Delivered, Inc.  
Home Care Network, Inc.  
Home First  
Home Health Care Services  
Hometowne Transportation LLC  
Hoveround Corporation  
Hyde Park Center for Older Adults  
In Good Hands Medical Transportation  
Interim HomeStyles of Greater  
Cincinnati, Inc.



## Service Providers

International Quality Healthcare Corp.  
Jewish Family Service of the Cincinnati Area  
Jewish Vocational Service  
Judson Home Care  
Liberty Retirement Community of Middletown  
Lifeline Systems Company  
LifeSpan, Inc.  
Llanfair Retirement Community  
Lorraine Surgical Supply  
MARIELDERS Senior Center  
Mason Health Care Center  
Mayerson JCC  
McKnight Terrace  
Meda-Care Transportation, Inc.  
MedAdapt LTD  
Mercy Franciscan @ Schroeder  
Mercy Lifeline  
Middletown Senior Center  
Millenium Nursing Agency  
Milt's Termite & Pest Control  
MJ Nursing Registry, Inc.  
Mount Pleasant Retirement Village  
MSI  
Mt. Healthy Christian Home, Inc.  
Mullaney's Pharmacy & Home Health Care  
N Services, Inc.  
North College Hill Senior Center  
North Fairmount Community Center  
Norwood Community/Senior Center  
Nurses Care, Inc.  
Otterbein Lebanon Adult Day Service  
Oxford Senior Citizens, Inc.  
Partners in Prime  
Personal Touch Home Care of Ohio, Inc.  
PHC Foundation  
Prime Home Care, LLC  
Private Home Care, Inc.  
Pro Seniors, Inc.  
Quaker Heights Care Community  
Quality Care  
Queen City Med Mart, Inc.  
ResponseLink of Cincinnati  
RHC  
Rural/Metro Helpline  
Russian Tradition

S.M.S. Inc.  
Safeway Safety Step, LLC  
Saint Joseph Construction  
Santa Maria Community Services, Inc.  
Scarlet Oaks Retirement Community  
Senior Independence  
Senior Resource Connection  
Seven Hills Neighborhood Houses  
Skilled Nursing II, Inc.  
SP Contracting  
Superior Home Care, Inc.  
Sycamore Senior Center  
The Drug Store Pharmacy  
The Inn at Renaissance Village  
The Salvation Army Wilson Downtown Adult Day Center  
The Scooter Store Alliance Seating & Mobility  
The Visiting Nurse Association of Greater Cincinnati & Northern Kentucky  
Thermal-Shield, Inc.  
Trenton Heating & Air Conditioning, Inc.  
Tri State Maintenance  
Tub Cutter!  
Twin Towers  
United Way 211  
Universal Transportation Systems  
V&N Services, Inc.  
Valued Relationships, Inc. (VRI)  
Victoria Retirement Community  
WCCS, Inc.  
Wesley Community Services  
West College Hill Neighborhood Services, Inc.  
WMKV Radio

*COA's home and community-based services are delivered via contracts with a variety of organizations.*

## Butler County Citizens for Elderly Services, Inc.

Marilee Broscheid: President  
David Schul: Vice President  
Dr. Jane Straker: Secretary  
Daniel Solazzo: Treasurer  
Douglas Alder  
Kathlyn Campbell  
Dr. Harry M. Davin  
Bart J. Drake  
Charles Eberwine  
Debbie Hauenstein  
Elaine Hohman  
Kevin Kurpieski  
Janet Miller  
Helen Smith (ex-officio)  
James White

## Hamilton County Elderly Services Program Advisory Council

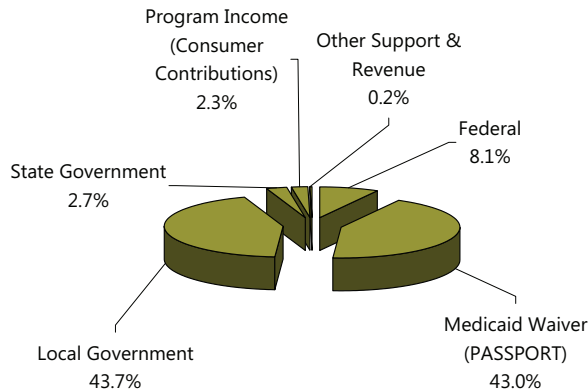
Ann McCracken, Ph.D.: Chair  
Michael Eyman: Vice Chair  
Judy L. Singleton, Ph.D., LISW: Secretary  
Jim Ashmore  
Tracey Collins  
Warren C. Falberg  
Virginia A. Fox  
Andrea Herzig  
Jacqueline Kebede  
Jack Maybury  
Vincent Palmer  
Rebecca Ritchie  
David Tramontana  
Deanna M. Webster, MA, LSW, Ph.D.  
Cynthia Wright (ex-officio)

## Warren County Elderly Services Program Advisory Council

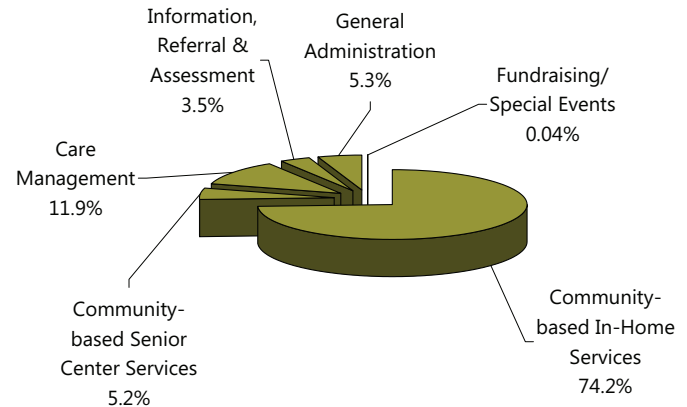
Dave Gully: Chair  
Nick Nelson: Vice Chair  
Mark Clark  
Dr. Don Juszczuk  
Freda Kilburn  
Ann Munafo  
Chuck Peckham

# Financial Report

## Support and Revenue



## Expenses



## Statement of Activities

Year Ending September 30, 2009

### Support and Revenue

Federal	\$6,886,046	8.10%
Medicaid Waiver (PASSPORT)	36,587,478	43.00%
Local Government	37,124,400	43.70%
State Government	2,279,846	2.70%
Program Income (Consumer Contributions)	1,935,203	2.30%
Other Support and Revenue	145,126	0.20%
<b>Total Support and Revenue</b>	<b>\$84,958,099</b>	<b>100%</b>

### Expenses

Community-based In-home Services	\$63,025,896	74.20%
Community-based Senior Center Services	4,389,314	5.20%
Care Management	10,078,721	11.90%
Information, Referral and Assessment	2,990,329	3.50%
General Administration	4,470,982	5.30%
Fundraising/Special Events	34,225	0.04%
<b>Total Expenses</b>	<b>\$84,989,467</b>	<b>100%*</b>

### Change in Net Assets

Change in Unrestricted Net Assets	\$(31,368)
Unrestricted Net Assets, Beginning of Year	1,316,543
Unrestricted Net Assets, End of Year	\$1,285,175

\*Total may not equal 100 percent due to rounding.

## *Aging Facts* | Is Ohio ready for its aging population?

Every aspect of American life is being affected by the aging of our population. More people are living longer and the birth rate is declining.

The greatest effects are still to come now that the nation's 78 million Boomers have begun turning 60. The number of Americans over age 65 is expected to double to 71 million by 2030. By 2015, for the first time in history, people age 65 and older will outnumber children under age five. The U.S. Social Security Administration estimates 10,000 Americans will apply for benefits every day for the next 20 years.

What are the implications of this so-called silver tsunami? Clearly, it will place unprecedented pressures on our economy, our health care system, transportation, housing, social services, emergency planning, and long-term care resources. Most directly, it will affect families who are being called upon in ever-increasing numbers to care for their elderly loved ones.

### *Consider:*

**In terms of the size of its elderly population, Ohio ranks 6<sup>th</sup> in the nation**, with more than two million people age 60 and older. Every month, another 12,000 Ohioans turn 60. By 2020, we'll have 40 percent more older Ohioans than we do now.

**We face a tremendous increase in the number of frail elderly age 85 and older.** About 175,000 Ohioans are among the "oldest old," including 50,000 over age 90. By 2010, more than half a million older Ohioans will need someone to help them with at least one activity of daily living, such as bathing, dressing or getting out of bed.

**Ohio spends about \$4.7 billion a year in Medicaid funds for long-term care;** accounting for about 42 percent of the state's total Medicaid spending.

**Frail, poor Ohioans are more likely to be in nursing homes than their peers in other states.** Many states have moved aggressively to increase options for home and community-based care, which is less costly than nursing homes. Ohio lags behind, ranking near the bottom among the states in the proportion of its Medicaid dollars allocated for nursing home alternatives. (*Source for all above: Scripps Center for Gerontology at Miami University*)

**Caregiving and workforce organizations speak of an "emerging care gap"** in which the demand for paid direct care workers, such as home health aides, will outstrip supply.

**However, unpaid (usually family) caregivers provide 80 percent of home care services.** According to a 2007 study by AARP, "their contributions to loved ones and friends are not only the foundation of the nation's long-term care system, but an important component of the U.S. economy, with an estimated economic value of about \$350 billion in 2006."

### **Credits**

This report was produced by Council on Aging of Southwestern Ohio's Communications Department. *Writing by* Laurie Petrie and Paula Reichle-Smith; *design by* Paula Reichle-Smith; *data compiled and provided by* Council on Aging's Planning and Accounting departments; *photography by* Lyons Photography, Ohio Department of Aging, Cincinnati Recreation Commission, Laurie Petrie, Paula Reichle-Smith, and Polly Doran.

*Advocacy. Assistance. Answers on Aging.*



Council on Aging  
of Southwestern Ohio

*Answers on Aging*

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(513) 721-1025  
(800) 252-0155  
[www.help4seniors.org](http://www.help4seniors.org)**