

HESSCO

E L D E R S E R V I C E S

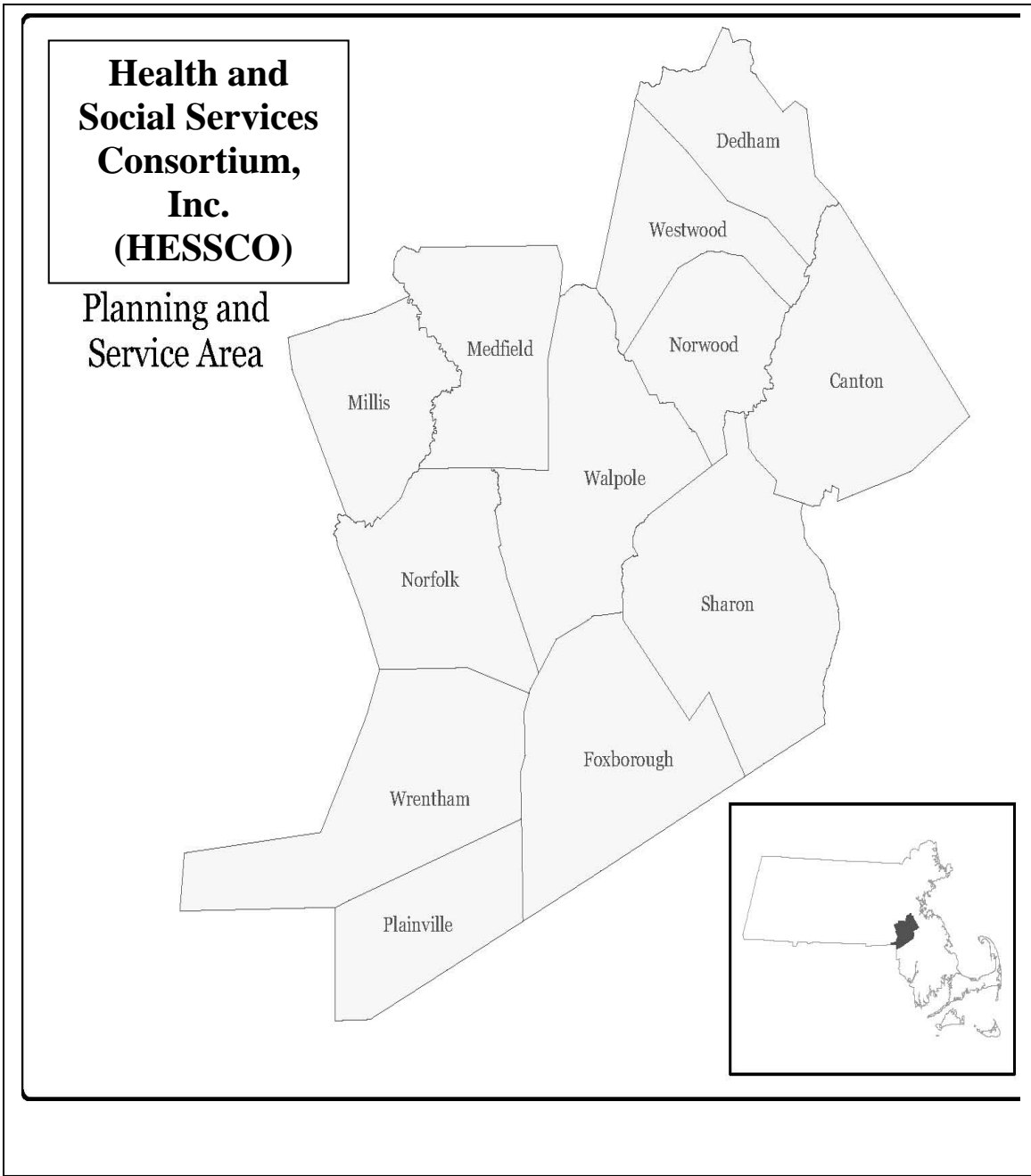
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**Area Agency on Aging Area Plan
2010 – 2013**

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Map of HESSCO's Planning and Service Area (PSA)
Canton, Dedham, Foxboro, Medfield, Millis, Norfolk, Norwood, Plainville, Sharon,
Walpole, Westwood and Wrentham

Introduction

The Older Americans Act was originally signed into law by President Lyndon B. Johnson in 1965 to address the lack of community social services for older persons. The act called for “a comprehensive and coordinated system of care for elderly Americans”. The act also established the Administration on Aging (AoA) to serve as the Federal focal point on matters concerning older persons and further defined the National Aging Network. This legislation also authorized grants to States for community planning and social services, research and development projects, personnel training in the field of aging, and vulnerable elder rights protection activities.

The current Aging Network is composed of the Administration on Aging within the federal Department of Health and Human Services, the State Units on Aging and local Area Agencies on Aging. In Massachusetts, the State Unit on Aging is the Executive Office of Elder Affairs and there are 23 Area Agencies on Aging, including Health and Social Services Consortium (HESSCO Elder Services).

The Older Americans Act is amended and re-authorized every four years to meet the changing needs of the growing elder population. The most recent re-authorization occurred in 2006 and expanded the scope of Elder Services to encourage partnerships between Area Agencies on Aging and local Independent Living Centers. This partnership is known as the Aging Disability Resource Center (ADRC).

Title III of the Older American Act designates funding for local services. Title III services which are designated in the Older Americans Act for funding are:

- Title III A: Administration
- Title III B: Supportive Services
- Title III C: Nutrition Services
- Title III D: Disease Prevention & Health Promotion
- Title III D: Medication Management
- Title III E: Family Caregiver Support Program

Funding for Title III Programs is distributed by the Administration on Aging, to the Executive Office of Elder Affairs, then to 23 Area Agencies on Aging, including HESSCO Elder Services. HESSCO uses Title III monies to fund a variety of services, including those provided through community grants. Every two years, HESSCO makes a portion of the agency’s Title III funds available through a Request for Proposal (RFP) process aimed at meeting a priority of needs and populations. These priorities are identified through a needs assessment and public hearings conducted by HESSCO using the guidelines set forth by the Older Americans Act.

The Older Americans Act requires that Area Agencies on Aging develop a comprehensive and coordinated system of elder care. To accomplish this goal, HESSCO creates an Area Plan on Aging based on priorities set forth by the Administration on Aging and the Executive Office of Elder Affairs. Additionally, needs, concerns and issues identified through listening sessions and the agency call log help HESSCO to identify focus areas specific to the local communities we serve.

Focus areas for the 2010 – 2013 Area Plan have been identified as:

AOA Focus Areas:

- A. Title VI (Native Americans)/Title III Coordination
- B. Title VII (Vulnerable Elders Rights Protection)
- C. Disaster Preparedness
- D. Faith Based Initiatives
- E. Health Care System Coordination

EOEA Focus Areas:

- A. Transportation Needs and Services
- B. Healthy Aging/Falls Prevention Programs
- C. Aging Disability Resource Center
- D. Mental Health Collaborations

HESSCO Focus Areas:

- A. Community awareness of programs
- B. Community access to services
- C. Housing
- D. Education Programming
- E. Volunteer Opportunities
- F. Review and Update Agency Operations

HESSCO's Area Plan on Aging

Since 1977, HESSCO has been dedicated to finding solutions to help those sixty and over age with dignity and independence and stay living in the community for as long as safely possible. HESSCO Elder Services is a non-profit agency which serves as both the Area Agency on Aging (AAA) and the Aging Service Access Point (ASAP) for the twelve communities of South Norfolk County, Massachusetts.

HESSCO provides planning, programs, services and advocacy in the communities of Canton, Dedham, Foxboro, Medfield, Millis, Norfolk, Norwood, Plainville, Sharon, Walpole, Westwood and Wrentham.

Currently, there are approximately 35,000 people over the age of 60 who reside in the area and they comprise 18% of the total population of 193,000¹. When all of the services provided by or funded by HESSCO Elder Services are considered, over 10,000 people receive services, information or assistance from the agency each year.

The expected growth of the elder population in the coming years is staggering. For the towns that HESSCO serves, there is a projected growth of 54% by the year 2020. This increase would expand the population served by the agency to approximately 54,000 elders and their caregivers².

HESSCO's 4-year plan seeks to offer services, programs and opportunities that dovetail and enhance those services provided at the state and federal level and expand to meet the increasing need associated with a growing population of older individuals.

The first requirement of each local Area Plan on Aging is to address needs and focus areas identified by the Administration on Aging (AoA). The Administration on Aging has identified the following five focus areas for 2010 – 2013:

- A. Title VI (Native Americans)/Title III Coordination
- B. Title VII (Vulnerable Elders Rights Protection)
- C. Disaster Preparedness
- D. Faith Based Initiatives
- E. Health Care System Coordination

HESSCO's response to each AoA focus area is as follows:

¹ Population is based on the 2000 United States census data

² Projected population taken from the Research Unit, Executive Office of Elder Affairs, based on MISER 12/2002 projections

A. Title VI (Native Americans)/Title III Coordination

HESSCO does not currently have a reportable number of Native American individuals residing in the Planning Service Area. If the population of Native American individuals in HESSCO's PSA increases at any time in the future, outreach and promotion of available services would be expanded and re-prioritized to ensure the inclusion of this population.

B. Title VII Vulnerable Elders Rights Protection

1. Provide investigation, casework, crisis intervention and advocacy for victims of elder abuse, neglect, financial exploitation and self-neglect through the direct operation of the area's Protective Service Program
2. Promote the availability of the Protective Services program
3. Facilitate collaborative efforts between local agencies, police departments and the District Attorney's office to provide timely and quality service to elderly victims of abuse, neglect and exploitation
4. Maintain accurate and current Protective Services data on the Virtual Gateway through the use of Social Assistance Management System (SAMS)
5. Provide community education trainings to professionals and mandated reporters regarding the Protective Service Program and reporting requirements
6. Provide community outreach sessions to consumers regarding the Protective Service Program and strategies for preventing abuse, neglect and exploitation
7. Provide advocacy, mediation, education and support to residents of the 18 facilities in the area through the direct operation of the area's Long Term Care Ombudsman Program
8. Recruit, train, monitor and support a network of 25 Ombudsmen Volunteers to provide advocacy and education services for the approximate 1800 area nursing facility residents
9. Provide support and education to caregivers of nursing facility residents through annual education and training sessions
10. Provide education on the rights of rehabilitation and nursing facility residents for elders and caregivers in the community through 2 Ombudsmen community presentations at area Councils on Aging (COA) each year
11. Provide education, support and technical assistance to family councils in area nursing homes and encourage their development in each facility
12. Provide money management services in cooperation with Mass Home Care, Elder Affairs and AARP through the operation of the area's Money Management Program
13. Recruit, train, monitor and support a network of Money Management Volunteers to provide money management services for a minimum of 30 consumers³
14. Obtain guidance and program support through the organization and quarterly meeting of a Money Management Advisory Board

³ The requirement of 30 consumers is determined by EOE contract and standards set by AARP

12. Provide 4 community outreach and education sessions regarding the Money Management Program to potential referral sources⁴
13. Provide an annual article regarding the money management program for publication in area Councils on Aging (COA) newsletters
14. Provide TIII B funding for legal service grantee to provide specialized legal services for elders, in the areas of housing, public benefits, defense of guardianship, nursing home and consumer issues
15. Meet annually with legal service grantee to determine service priorities
16. Assist legal services grantee with outreach to involve the private bar in providing services for elders
17. Arrange legal education forums on issues of substantive legal concern for elders and professionals in the area
18. Sponsor education sessions, by legal services grantee, on civil legal and elder law issues to area Councils on Aging Outreach Workers and HESSCO staff
19. Sponsor 2 articles, by legal service grantee, on elder law issues in area Council on Aging newsletters

C. Disaster Preparedness

1. Update a Continuity of Operations Plan (COOP) and distribute to appropriate staff
2. Annually distribute an emergency preparation plan to Home Delivered Meals Consumers to increase readiness in case of a disaster
3. Make consumer emergency preparation plan available on www.hessco.org
4. Identify and monitor clients at increased risk of being impacted by the pandemic flu
5. Maintain a list of "High Risk" clients which is updated on a monthly basis and provides contact information and risks such as oxygen use, environmental factors or nutritional vulnerability
6. Provide shelf stable meals to all identified "High Risk" clients
7. Coordinate emergency food delivery, with area emergency responders during weather emergencies, natural disasters or pandemic situations
8. Provide disaster preparedness education to area elders and caregivers through the distribution of a resource book
9. Ensure the operation of essential programming, including Information and Access and Nutrition services, during emergency situations by coordinating a disaster recovery plan through continued Memorandums of Understandings with the other five Area Agencies in the South Shore region and use of a telephone system which can be redirected to alternative locations
10. Work and support local, state and federal disaster relief organizations for shelter and evacuation plans
11. Annually update HESSCO's "Emergency Resource Plan" and distribute to each staff member

⁴ The requirement of 4 community trainings is determined by EOEA contract and standards set by AARP

D. Faith Based Initiatives

1. Maintain relationships with area Parish Nurses group for coordination of services through a faith based system
2. Maintain relationship with area community and faith based hospital through membership on the hospital's Community Benefits Committee
3. Utilize area church halls for the operation of HESSCO's congregate meal site and local lunch clubs
4. Develop strong working relationship with Hebrew Senior Life as this organization expands through the development of a new Nursing Home in Dedham
5. Develop a working relationship and information exchange with the local Interfaith Counsel
6. Support Nursing Facility Residents' quality of life rights through advocacy for participation in religious activities in facility settings
7. Continue to incorporate a caregivers' faith based and spiritual supports and beliefs into care planning through the Family Caregiver Program
8. Continue local partnership with religious organization and volunteers to deliver meals on the Thanksgiving and Christmas holidays

E. Health Care System Coordination

1. Directly operate the region's Serving Health Information Needs of Elders (SHINE) Program in the HESSCO and South Shore Elder Services Program Service Areas (PSA)
2. Educate the community about changes in the Prescription Advantage Program and assist older persons in making informed choices about prescription coverage
3. In conjunction with EOEA and the Center for Medicare and Medicaid (CMS) conduct educational seminars to inform the public about Medicare Part D and assist older people select the right provider for them
4. Increase SHINE Volunteers' understanding and awareness of Medicare/Medicaid benefits for same sex married couples
5. Operate the Clinical Assessment Eligibility program to provide Medicaid screenings for area nursing facility and rehab patients
6. Improve communication between the nursing facilities and the Aging Service Access Points (ASAPs) with the goal of providing increased support and education regarding community service options for consumers, family members and caregivers through the use of the Comprehensive Screening and Service Model (CSSM)
7. Participate in the development and operation of a program funded by a Schwartz grant to improve patient and caregiver relationships and exchange of information across care settings
8. Convene elder service and related professional group representatives through initiatives such as the Elder Services Partnership (ESP), Neponset Valley Community Health Coalition, the Aging Disability Resource Center, the Alzheimer's Partnership, the Mental Health Task Force and the Project Care Disability/Aging Coalition to share information, maximize resources,

- increase advocacy and raise awareness about aging issues
9. Assist elders in applying for food stamps and Mass Health through the use of the Virtual Gateway
 10. Identify elders eligible for public benefits, promote fuel assistance programs and assist elders with related applications
 11. Actively seek elders whose income is at or below 300% of the Supplemental Security Income (SSI) who may be clinically eligible for nursing facility services and assist in their application to Mass Health in order to facilitate access to services through Frail Elder Waiver eligibility
 12. Provide community services to elder qualifying for the Frail Elder Waiver
 13. Advocate for long term care strategies that offer elders the choice of community based or institutional care
 14. Provide case management and an array of in-home and community based services for eligible seniors
 15. Provide community services to frail elders who meet clinical eligibility for nursing facility placement, but who, with increased services, could stay at home through the Enhance Community Options Program (ECOP)
 16. Continue to provide intensive services to frail elders at imminent risk of nursing home placement through the Community Choices Program
 17. Work collaboratively with the Senior Care Options (SCO) programs in the area to coordinate care for enrollees
 18. Pro-actively assist nursing facility residents who choose to return to the community in arranging for services in the least restrictive setting
 19. Offer a Consumer Directed care program for the agency's Program Service Area (PSA)
 20. Assist the area Elder Dental Program through participation on the organizations' steering committee
 21. Assist the Elder Dental Program through participation in bi-annual oral cancer screening clinics
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The second component of the local Area Plan on Aging requires response to the focus areas identified by the Massachusetts Executive Office of Elder Affairs. The Executive Office of Elder Affairs has identified the following four focus areas for 2010 – 2013:

- A. Transportation Needs and Services
- B. Healthy Aging/Falls Prevention Programs
- C. Aging Disability Resource Consortium
- D. Mental Health Collaborations

HESSCO's response to each Elder Affairs identified focus area is as follows:

A. Transportation Needs and Services

1. Provide accessible medical transportation to Boston and other key locations for area elders through Title III B contracts with taxi and van programs
2. Provide advocacy and lend technical assistance to promote improved public

- transportation in the area
3. Work collaboratively with area agencies and transportation providers to increase available transportation across the Massachusetts Bay Transportation Authority (MBTA) service area borders to medical facilities
 4. Work collaboratively with area agencies and transportation providers to increase available transportation resources available for dialysis patients and their caregivers
 5. Work collaboratively with area elders, Regional Transportation Authorities, municipal offices and community organizations to address the need for transportation services for elders and individuals with disabilities
 6. Assist with advocacy efforts and support elders in providing testimony at transportation public hearings and community meetings

B. Healthy Aging/Fall Prevention Programs

1. Directly operate the area's Nutrition Program for elders
2. Address the issue of hunger by offering elders the opportunity to participate in meal programs
3. Provide meals through the operation of a Home Delivered Meals Program and Congregate Meal Sites in each area town
4. Distribute information on healthy eating and exercise to participants at meal sites via members of the Nutrition Project Council
5. Distribute printed information on nutrition, healthy eating, exercise and brain health activities to home delivered meals and area food pantry participants 12 times per year⁵
6. Provide 2 Nutrition Education Sessions at each meal site annually⁶
7. Improve and monitor the quality and safety of nutrition program food by conducting annual sanitation and safety training
8. Provide an array of diet specific menus, including Kosher and therapeutic meals, including diabetic, renal, chopped and pureed meals
9. Provide Nutritional counseling for elders through the agency staff licensed Nutritionist
10. Distribute Farmers' Market Coupons and promote eating local fruits and vegetables
11. Purchase fresh produce at local farmer's markets for distribution to eligible homebound elders through the local Farmer's Market Coupon Program
12. Distribute 1500 copies⁷ of a Nutrition Educational booklet to area elders and caregivers
13. In conjunction with area Councils on Aging, provide ethnic meal and social events, including activities, entertainment, education seminars and listening sessions
14. In conjunction with the Elder Dental Program , provide oral cancer screening, dental needs assessment, nutrition counseling, SHINE counseling and, oral hygiene education to 100 low income elders

⁵ 12 occurrences a year is based on monthly distribution

⁶ 24 Nutrition Education Sessions be conducted annually is determined by EOEA contract

⁷ 1500 booklets are printed based on the demand for these materials in 2007 & 2008

15. Support Council on Aging efforts to construct, renovate or develop senior centers with enough capacity to meet the needs of elders and the interests of the growing elder population
16. Conduct “Healthy Eating”, an evidenced based program across HESSCO’s Program Service Area each year
17. Expand HESSCO’s operation of evidenced based programming to include Chronic Disease Management
18. Offer community programming through Title III funds to provide information on fall prevention, screen for osteoporosis and offer education about bone health
19. Provide medication education, medication use and misuse screening and follow up assistance for elders

C. Aging Disability Resource Centers

1. Convene elder service and related professional group representatives through initiatives such as the Elder Services Partnership (ESP), Neponset Valley Community Health Coalition, the Aging Disability Resource Center and the Project Care Disability/Aging Coalition to share information, maximize resources, provide advocacy and raise awareness about aging issues
2. Hold bi-annual meetings between Council on Aging Directors and the HESSCO Management Team to improve consumer access to services, coordination of resources and sharing of information
3. Assist persons with disabilities to apply for assistive technology loans through Easter Seals
4. Continue acting as an active partner in the MetroWest and Greater Boston Aging Disability Resource Centers
5. Empower consumers to make informed decisions about community care and divert nursing facility placement through long term care options counseling, caregiver counseling and Information and Assistance services
6. Develop and maintain an agency protocol and operating procedure for referring consumers for Long Term Care Options Counseling
7. Provide cross training with Nursing Facility Social Workers, Protective Services, Ombudsmen, Comprehensive Screening and Service Model nurses and Long Term Care Options Counselors
8. Maintain leadership role in the area’s Project Care Coalition with the Department of Disability Services, the Department of Mental Health and area elder service providers, Councils on Aging, housing authorities, hospitals, Ombudsman and Long Term Care Options Counselors

D. Mental Health Collaborations

1. Provide Behavior Health Services, such as counseling and diagnostic testing to eligible consumers under the operation of Home Care Programs
2. Provide staff training to the Department of Mental Health and its network of providers and participate in cross training activities to enhance access to services for elders with mental health issues

3. Provide staff training to the Department of Developmental Services and its network of providers and participate in cross training activities to enhance access to services for elders with mental retardation
 4. Meet twice a year to collaborate with the staff of the Geri-psychology unit of Caritas Norwood Hospital on situation of elders with mental health problems
 5. Chair quarterly meeting of a Mental Health task force with membership from each town in the Program Service Area, the local Department of Developmental Services, Department of Mental Health, and local hospital to improve cross communication and community response to elders and caregivers experiencing mental health issues
 6. Work collaboratively through the Mental Health Task force and area Councils on Aging to improve outreach to area elders who experience isolation as a result of mental health issues
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Through a comprehensive Needs Assessment which was conducted during 2008 - 2009, HESSCO identified additional focus areas relevant in the communities of South Norfolk county. These focus areas are:

- A. Community awareness of programs
- B. Community access to services
- C. Housing
- D. Education Programming
- E. Volunteer Opportunities
- F. Review and Update Agency Operations

HESSCO will respond to these local needs as follows:

A. Community Awareness of Programs

1. Increase awareness of the HESSCO Elder Services' Information and Assistance Services through community involvement and outreach participation at municipal, corporate, inter-organization and neighborhood events
2. Provide general information about programs, services and community benefits through the production and local broadcast of the Cable Access Program, *Age Well*
3. Promote agency events and general information on local cable stations' community bulletin boards
3. Provide consistency in the agency message, expansion of marketing efforts and coordinated community outreach through the utilization of a Communications Director
4. Conduct outreach for the Caregiver Support Program through multi-media outlets, including twice a year articles in the Neponset Valley Senior News, and annually on www.caregiver.org and through annual appearance on local cable programs and talk radio broadcasts
5. Promote the agency, the elder services network and aging issues in general through participation in community and civic events

6. Publish and distribute quarterly newsletter to targeted stakeholders
7. Promote the agency and forge corporate relationships through participation in meetings of the area's Chamber of Commerce
8. Promote the agency and services provided in the agency's Planning Service Area (PSA) by sending annual town reports and data on agency activity to area selectmen and legislators
9. Increase elected officials awareness of Nutrition program through the opportunity to deliver meals to homebound clients each March
12. Set an education and outreach agenda on aging and caregiving issues for local businesses by serving as Chairperson on the local Chamber of Commerce's Elder Care Alliance

B. Access to Information and Services

1. Operate the local Information and Assistance Department with staff certified by the national Alliance of Information and Referral Specialists (AIRS)
2. Respond to 8500 requests⁸ for assistance annually through the agency's Information and Referral Department
2. Promote the use of 800-Age-Info through the agency's Information and Referral Department, outreach efforts and on www.hessco.org
3. Update state of the art website on a weekly basis for continued ease of use and accuracy of information for the 9,500 visits⁹ to the site each year
4. Modify website for vision impaired visitors by offering a range of font sizes
5. Modify website for English Limited Proficiency (ESL) consumers by offering translation of website pages
6. Hold bi-annual meetings between Council on Aging Directors and the HESSCO Management Team to improve consumer access to services, coordination of resources and sharing of information
7. Conduct outreach and education to Indian, Chinese, and Russian-speaking consumers to discuss their caregiving roles and resources to assist them
8. Operate the Family Caregiver Support Program, providing supportive counseling, assistance in self care and creation of back up care plan for caregivers and their care recipients
9. Provide Strengths based approach to care planning with each caregiver who receives caregiver counseling
10. Provide information packet to caregivers who are referred to HESSCO's Caregiver Support Program or call HESSCO in search of caregiver Information and Assistance
11. Provide support and education to caregivers of nursing facility residents through annual education and training sessions conducted by the agency's Family Caregiver Program
13. Improve access to services for Limited English Proficiency (LEP) elders through education sessions for medical professionals who serve large numbers of Chinese elders
14. Promote the availability of the Personal Care Attendant (PCA) Program by

⁸ Number of requests is based on the average number of calls received during Fiscal year 2008 and 2009

⁹ Number of website visits is based on the number of visits made in Fiscal Year 2009

having a representative present in the agency for referrals and care management consultation every month

15. Promote the availability of services through the Department of Veteran Affairs
16. Refer to Veterans and their spouses to area Veteran Agents for screening, benefits and support

D. Housing

1. Seek funds for the purchase and installation of grab bars for area elders
2. Continue distribution of 244 carbon monoxide detectors¹⁰ to area elders
3. Create and distribute a hiring tool for elders to used in screening professional contractors, repairmen and service providers
4. Develop community partnerships which will help to address the need for maintenance assistance in private homes
5. Monitor the need for increased alternative housing units in area communities
6. Develop and distribute a general housing maintenance list and educational materials for homeowners
7. Continue to advocate for an array of housing options in the area
8. Monitor proposals to develop housing options for elders; provide comment on such proposals and organize elders to attend public hearings and offer testimony
9. Promote the Adult Family Care programs which serve our area as an additional housing option for eligible elders

E. Educational Programming

1. Sponsor an annual conference on topics related to caregiving for 150 formal and informal caregivers¹¹
2. Provide an education session annually to grandparent caregivers during the agency sponsored caregiver conference
3. Provide education, support and technical assistance to family councils in area nursing homes and encourage their development in each facility
4. Work with area companies to offer care giver education programs to employees
5. Sponsor annual education sessions at Ethnic Meal regarding elder legal issues and public benefits
6. Work collaboratively with area Councils on Aging, area health care providers and local physicians to increase awareness about women's health issues and need for routine medical care throughout the aging process
7. Provide staff with opportunities to continue education, training and maintain licensure through participation in Continuing Education Units (CEUs) trainings
8. Provide license social work staff with Social Work Supervision hours to meet licensure requirements

¹⁰ The number of detectors available is based on the number of units purchased in Fiscal Year 2008

¹¹ The number of conference attendees is based on the average number of attendees in Fiscal Year 2007 and 2008

9. Develop an annual sensitivity and awareness training for staff on Lesbian, Gay, Bi-Sexual and Transgender issues facing elders and their caregivers

F. Volunteer Opportunities

1. Expand and promote volunteer opportunities to meet local needs and help older people stay actively engaged in community life
2. Develop and distribute a volunteer satisfaction survey to ensure that opportunities are rewarding and fulfilling for volunteers
3. Explore expanded opportunities for current volunteers to contribute, based on their individual interests and skills
4. Host an annual volunteer appreciation event for all volunteers and acknowledge volunteers at each anniversary of 5 service years
5. Expand services available through the incorporation of volunteers into programs such as the Family Caregiver Program

G. Review Efficiencies and Effectiveness of Agency Operations

1. Improve agency operations and procedures to increase efficiency and streamline processes
2. Review and update the agency's Quality Assurance plan
3. Decrease agency's dependence on state and federal funding by developing and carrying out a detailed plan for fund development
4. Develop policy and procedures to comply with the new Standards for the Protection of Personal Information of Residents of the Commonwealth