

**Joint  
Senior Services Advisory Council (SSAC)  
and  
Disability Services Advisory Council (DSAC)  
Meeting  
MEETING MINUTES  
Tuesday, August 6, 2019**

**SSAC Members Present:** Carolyn Mendez-Luck, Chair; Robynn Pease; Doris Lamb; Suzanne Lazaro; Anne Brett; Bill Turner; Mitzi Naucler; and Lee Strandberg.

**DSAC Members Present:** Jan Molnar-Fitzgerald, Chair; Mike Volpe; Clark Brean; Edythe James; Jann Glenn; and Tom Giles.

**Aging and Disability Resource Connection (ADRC) Member Present:** Dawn Rustrum; Sandy Potter; and Jasper Smith.

**Guests:** Cathy Savage; Curtis Miller; Anita Bailor; A.J. Warren; Brian Crump; Dan Dunham; Rose Lacey; Kindra Oliver; Sandi Hegge; Eldon McEldowney; Peggy O'Callaghan; Bryn McCornack; Kim Rockwood; Christy Fitch; Barbara Worthington; and Esmeralda Julyan.

**Members Absent:** Commissioner Claire Hall, Lincoln County; Lee Lazaro; Suzanne Brean; Saleem Noorani; Catherine Skiens; Mark McNabb; and Janet Shinner.

**Staff:** Randi Moore, Senior and Disability Services (SDS) Director; Rachael Maddock-Hughes, Oregon Cascades West Council of Governments (OCWCOG) Deputy Director; Ann Johnson, SDS Program Supervisor; Ashley Bogue, SDS Program Support Lead; Jennifer Moore, Community Service Programs (CSP) Director; and Terri Sharpe, SDS Administrative Assistant.

**1. Welcome, Introductions, and Additions to the Agenda:**

DSAC Chair Jan Molnar-Fitzgerald called the meeting to order at 10:00 am. Introductions were made, including guests.

**2. Approval of Minutes:**

ACTION: Motion to approve the June 4, 2019 Joint SSAC/DSAC meeting minutes made by Bill Turner, seconded by Doris Lamb. Motion passed unanimously.

**3. SSAC/DSAC 2019-20 Committees (SSAC Chair Carolyn Mendez-Luck):**

SSAC Chair Mendez-Luck announced that all SSAC/DSAC Committees would remain the same for 2019-20 with the addition of new Council members Mitzi Naucler and Tom Giles. The SSAC/DSAC 2019-20 Committee Membership list is included in the agenda packet.

**4. Overview of Partnership Development Exercise (SDS Director Randi Moore):**

SDS Director Randi Moore gave an overview of the partnership development exercise between SSAC/DSAC and the Senior and Activity Centers in the tri-County Region. The group will breakout into three groups with each group being assigned different talking points for discussion. Everyone will reconvene to share their discussions and answers to the set of questions assigned with additional input from the entire group.

**5. Breakout Sessions**

**6. Break and Lunch Service**

## 7. Report Out (Group One):

Peggy O'Callaghan, spokesperson for Group One in the Toledo conference room, reported on the *Collaboration on Protecting Seniors in Our Communities*.

- What programs or trainings does your Center offer to your community to reduce elder abuse, including scams?
  - Newport 60+ Activity Center has partnered with the American Association of Retired Persons (AARP), the District Attorney (DA), local and county Police departments, and OCWCOG by having presentations regarding scams. Presentations are not regular but happen when they find the time. Person to person assistance is given in the Activity Centers;
  - Confederated Tribes of the Siletz Indians spread information through social networking/phone trees/grapevine, constantly reinforcing the message to their friends regarding scams;
  - *Senior Health Insurance Benefits Assistance (SHIBA)* Councilors can also give information to their consumers regarding scams.
  
- What are other trainings or programs you have heard about (locally or nationally) that you feel would be helpful in keeping the aging population in Linn, Benton, and Lincoln Counties safe from elder abuse, including financial exploitation?
  - Providing information using real life examples;
  - *Scam Jam* through AARP;
  - *SHIBA* Councilors;
  - AARP.org, which has a list of the top ten scams;
  - DA office and Police and Sheriff departments;
  - Oregon Department of Justice – Scam Alert Network;
  - *National Night Out* provided by the police departments.
  
- In what ways can Centers and *Adult Protective Services (APS)* staff collaborate to educate our communities about how to recognize the red flags of elder abuse, and how to intervene or report when you have a concern?
  - Handing out information with contact phone numbers to seniors that they could call to verify if they are encountering a scam; for example: *Aging and Disability Resource Connection (ADRC)* and *Adult Protective Services (APS)* brochures;
  - More education regarding the *APS* processes and providing a definition of what elder abuse actually is;
  - Educating the managers of local banks to provide training for tellers so they can spot financial exploitation;
  - Apply for grants to provide special posters with information regarding scams to educate people;
  - Create more networking/informational options, such as through a slogan, Facebook, radio stations, posters, etc.;
  - Post warning signs of scams near gift card centers;
  - Educate seniors regarding the “Do Not Call” list;
  - Post information regarding current scams in the newspaper, newsletters, and quarterly articles;
  - Provide a resource that can confirm scams such as Police departments or *Scam Jams*;
  - Insert a flyer in the home meals that are delivered by *Meals on Wheels (MOW)*.

## 8. Report Out (Group Two):

Barbara Worthington, spokesperson from Group Two in the Albany large conference room, reported on *Building a Connection Between Senior/Activity Centers, and Senior and Disability Services (SDS)*.

- What are ways Senior and Disability Services (SDS) can increase its brand recognition and better inform the residents of our Region about who we are and the services we offer?
  - Put information on transit vehicles such as buses, Dial-a-Bus, etc.);
  - Public service announcements with emphasis on the ADRC;
  - Radio;
  - Column in a monthly newsletter (Senior Centers, Hospitals, Service Organizations, etc.);
  - Shopping bags with information on the bag as well as inside the bag (could be distributed at farmers markets);
  - Social media ads and campaigns;
  - Free class offered through Linn-Benton Community College Health Education to educate on available services;
  - *Senior and Law Enforcement Together (SALT)* program;
  - Engage volunteers to help OCWCOG in outreach in the community;
  - Presentations (should be conducted before, after or during the lunch hour);
  - Brochures and information placed in:
    - Physician offices (as well as having a liaison from SDS to facilitate information to the offices);
    - Grocery stores;
    - Lawyers offices;
    - Schools;
    - Fitness over 50;
    - Women, Infants, and Children (WIC) offices and food packages;
    - Social Security office;
    - Insert in an utility company's monthly billing;
    - Chamber of Commerce;
    - Hospitals;
    - Health Department;
    - Farmers' markets;
    - Linn Benton Food Share and Food Share of Lincoln County - talk with Ryan McCambridge and Nancy Smith regarding putting brochures in food baskets or food bags;
    - Gleaners;
    - Library;
    - Boys and Girls Club – develop a brochure with services offered by OCWCOG and Senior and Activity Centers specifically for the kids taking part in the outreach to seniors.

ACTION: Lee Strandberg and Suzanne Lazaro will talk with Helen Higgins from the Boys and Girls Club and get back to SDS Director Moore regarding this.

- Outreach to:
  - Discharge planners at hospitals;
  - Placement staff for nursing homes and assisted living facilities;
  - Churches and Pastors;

- Service organizations;
  - Lebanon River Center and similar places;
  - Health Department;
  - County Mental Health Departments;
  - Ombudsman;
  - Banks;
  - Self Sufficiency offices of Awake Programs;
  - Senior and Activity Centers.
- Being embedded and visible in the community, Centers can play an important role in spreading information about the ways SDS can serve seniors and people with disabilities. What are ways to implement this?
    - Columns in the Centers' newsletters with tidbits that seniors can access quickly;
    - *ADRC* presentation (before or after the lunch hour or a heavily attended class);
    - SDS to educate the Senior/Activity Center staff to enable them to recognize seniors in need;
    - Identify collaboration opportunities in the Area Agencies on Aging (AAA) *Area Plan*, where the Centers can provide their input to be included in the *Area Plan*;
    - Recruit volunteers to do outreach;
    - Have brochures at the Centers and assist seniors with their needs;
    - Identify clientele and relate to SDS the targeted audience for outreach;
    - Collaboration between the *SHIBA* volunteers and Linn Benton Housing Authority;

Ms. Lazaro questioned if there were ways to subsidize the cost of different programs or activities to enable more seniors to participate in programs.

- What type of training would be beneficial in educating your Center's staff and clientele on SDS services?
  - Education on *ADRC* services and connection to Option Counselors;
  - Have an Option Counselor present during an activity to promote SDS services;
  - Presentations before or after the lunch hour or a heavily attended class.

Additional input included:

- OCWCOG and SDS put together a reference notebook for every Senior/Activity Center that would include brochures and contact numbers that people could reference for needed services;
- Facebook advertisement and social media;
- Email blasts to one's members;
- A kiosk for information just for senior services;
- Identify what you want your brand to be then work from there on developing the roadmap on how to get there. In regards to SDS's brand, SDS Director Moore hopes people will experience an easier transition into and onto services. And with OCWCOG's staff and the help of OCWCOG's partnerships, she hopes they will come up with ways that people will be thinking of OCWCOG and get that information out and into the community.

## 9. Report Out (Group Three):

Dan Dunham, spokesperson for Group Three in the Albany Administration room, reported on *Senior/Activity Centers in Our Region Today and in the Future*. Due to the complexity of Group Three's assigned talking points, Mr. Dunham gave a synopsis of their discussion and the grid below.

- In the context of thinking about your local Center, use the grid to answer these questions about what it looks like today, what you think it will look like 10 years from now, and what you hope it will look like ten years from now:
  - Who is coming through the doors
    - Mr. Dunham summarized that Centers today are seeing an increasing large transient population, people with disabilities, and people with low economic status coming through their doors. The Centers are open to these changes but are not always able to serve their needs. What they think will happen in ten years is they may have better identity of the Centers and who is accessing them. With the use of electronic media and internet they foresee an increase in the utilization of the Centers by the older population. What they hope to see in ten years is for the Centers to serve those with more needs, such as seniors with more vulnerabilities and more fragile health;
  - How are they utilizing the facility?
    - In regards to how people are utilizing the Centers, they found a variety of utilizations from exercising to having a place to go for warmth or coolness. In the next ten years they would like to see more opportunities for exercise and health related topics and issues;
  - What are the trends?
    - The trends of today are older folks are still working, coming to the Centers from work, or not coming because they are working. There is more utilization of free classes. Volunteerism will need to increase in Centers where they are dealing with staffing problems. In the next ten years they hope to see more collaboration and partnerships. They hope healthcare systems will be able to keep up with cost or pay for things that are not used today;
  - What's going well?
    - In regards to what's going well at the Centers, they are doing okay with the folks coming through the system as they age and meet new people and friends. However, staffing problems will continue along with decreased funding;
  - What are the top three challenges?
    - The top challenges are getting people engaged and to the Centers; currently there are no strategic plans. They need more senior advocates. They need to be able to connect clients to the right resources. They will have to continue to deal with budget issues. They need to be better at publicizing, informing, and educating on the purpose of the Centers. Another challenge is transportation to and from the Centers for rural older adults.
- If the answers in the three columns aren't the same, discuss the differences.
- Is what you think the Center will be like in the future an improvement from today or do you see setbacks coming?
- How do we work together to make what you hope your Center will look like into a reality?
- Most importantly, what are the first steps we can work together on to reach the future we hope for?

Mr. Dunham summed up that what is happening today in the tri-County Region's Senior/Activity Centers and what they think will happen in the next 10 years, and what they hope will happen in the next 10 years will be dependent on focus and publicity.

Additional input included:

- More emphasis on publicity;

- Bryn McCornack asked if technology will play a part with today's isolation issues and how it will engage with Centers in the future. Mr. Dunham's view is they can be more effective in disseminating information and engaging people with the use of technology and personalizing its use such as in FaceTime. SDS Director Moore said there is mixed reviews on technology and isolation. She relayed a video she saw regarding an assisting living facility's residents Face Timing young people in Costa Rica and helping them study English. However, she feels there are barriers before they can use technology as their main form in trying to battle isolation, especially in rural areas where internet access is limited. Also, there is the cost factor. Mike Volpe stated that as baby boomers are aging and working longer this could be more of an issue.

**ACTION:** SDS Director Moore will find the link to the video and send it to the Council members and Senior/Activity Centers' representatives.

- Ms. O'Callaghan said that in ten years she thinks part of the trend for the Centers is to bring in more evidence based programs which will result in the development of more partnerships in the future. By aligning themselves with evidence programs they can become a Community leader in health. The Newport 60+ Activity Center is currently working with Samaritan Health Services on their Walk with Youth Program and she sees this trend as being important for the future.

	WHAT IS HAPPENING TODAY	WHAT I THINK WILL HAPPEN IN TEN YEARS	WHAT I HOPE WILL HAPPEN IN TEN YEARS
Who is coming through the door?	<ul style="list-style-type: none"> <li>• Large transient population (5%) of all ages with substance and mental health issues; next to park that is open facility with free food and coffee;</li> <li>• Individuals with disabilities that seek help;</li> <li>• Between incomes;</li> <li>• Population consists mostly of Caucasian, English speaking females;</li> <li>• Serve 50+ population, no age verification required;</li> <li>• Transient population with (10) regulars, offer free coffee or cool down in facility;</li> <li>• Regular bases of consumers are lower income.</li> <li>• Programs attract consumers with a higher income;</li> <li>• Varying degrees of income levels;</li> <li>• Courteous, genteel environment;</li> <li>• Language focused on Community Agency/Center and not Senior Center.</li> </ul>	<ul style="list-style-type: none"> <li>• Unless Center has a clear identity, the Center will dissolve;</li> <li>• Population is more focused on electronic emphasis;</li> <li>• Exercise classes are wanted for younger older adults (60+) but not currently offered. Without younger older adults, they won't be able to maintain a Center;</li> <li>• Financial aspect for those in the community due to the cost of the Long- term Care facilities. The Senior Center may be their hope, due to cost of the Long-term Care facilities;</li> <li>• Shaped by funding streams at city, state and national levels.</li> </ul>	<ul style="list-style-type: none"> <li>• Centers could be a cultural hub where communities becomes a creative environment that welcomes all walks of life. Make those connections and allow interpersonal connections;</li> <li>• Needs based;</li> <li>• Recognizing the potential of our older adults;</li> <li>• Intergenerational;</li> <li>• Multilingual;</li> <li>• Dedicated attention to older, more frail (physically, economically, cognitively) populations;</li> <li>• Not segregated populations;</li> <li>• Holistic emphasis that can create environment for all levels of older adults.</li> </ul>
How are they utilizing the facility?	<ul style="list-style-type: none"> <li>• Captured above.</li> </ul>		

<p><b>What are the trends?</b></p>	<ul style="list-style-type: none"> <li>• Increasing numbers of working 65+ aged population;</li> <li>• Reduction in usage;</li> <li>• Increased usage for free exercise classes;</li> <li>• Serving fewer meals at congregate dining for older adults;</li> <li>• Attendance is lower due to deaths;</li> <li>• Aging population and no back fill of younger population;</li> <li>• Volunteerism is down;</li> <li>• Increased partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>• Shift from an all-white population to more diverse population;</li> <li>• Larger inequities with older adults;</li> <li>• Staffing will be difficult to manage;</li> <li>• Decreases in funding;</li> <li>• Aging facilities and infrastructure;</li> <li>• Baby boomers are a different population due to technology usage and such.</li> </ul>	<ul style="list-style-type: none"> <li>• Even more increased collaboration and partnerships;</li> <li>• Health care systems pay for more social systems of health;</li> <li>• Technology meets needs of future consumers, such as virtual support, location, and connections;</li> <li>• Social model of home and health care onsite and embedded;</li> <li>• Support providers onsite in community centers.</li> </ul>
<p><b>What is going well?</b></p>	<ul style="list-style-type: none"> <li>• Sponsorships and partnerships used to fullest ability.</li> </ul>		
<p><b>What are the top three challenges ?</b></p>	<ul style="list-style-type: none"> <li>• Getting people engaged, market services and services to be provided to consumers;</li> <li>• Senior advocates to assist consumers;</li> <li>• Have great opportunities and programs but need to get people in the door to learn more about the programs;</li> <li>• Budget issues, with staff reduction;</li> <li>• They need to utilize the facility for evenings and weekends to market to other demographics for cost recovery;</li> <li>• Limited to availability of options based on biggest impact on consumers with limited resources;</li> <li>• How to market to consumers that actually need services/programs that are offered;</li> <li>• Building is aging and doesn't meet needs of consumers;</li> <li>• Transportation for rural older adults.</li> </ul>	<ul style="list-style-type: none"> <li>• Aging facilities;</li> <li>• Buildings;</li> <li>• Funding streams;</li> <li>• Aging Boards and loss of passion.</li> </ul>	<ul style="list-style-type: none"> <li>• Modern facilities supported by stabilized funding;</li> <li>• Sponsorship developments.</li> </ul>

**10. Wrap Up and Next Steps (SDS Director Randi Moore):**

SDS Director Moore stated that all the information from today's discussion will be compiled and sent out to everyone. If anyone has any additional ideas they should reach out to SDS Director Moore. At the upcoming Executive meeting they will discuss what the next steps would be to continue collaboration with the Senior/Activity Centers.

SDS Director Moore stated she would like a Senior/Activity Center representative on the Council and that person would be the voice, to share with their counterparts, funding opportunities SDS has or ways they could partner. If anyone is interested they should reach out to SDS Director Moore.

**11. Other Business:**

Dr. Strandberg announced the *Meals on Wheels* fundraiser, *Tapas and Treasures*, raised \$7,500 for the *MOW* program. They also had \$4,000 in corporate sponsorship that paid for the event. Excess beverages will be auctioned off at the weekly Corvallis Rotary meeting with all money going to *MOW*. The event will be held again next year at Garland Nursery and everyone is invited.

SDS Director Moore reminded the Councils that the October Joint SSAC/DSAC meeting is where Albany and Toledo all meet together. The meeting will be held at the Sunset Building, off of Research Way, in Corvallis. Details will be provided in the October agenda packet.

SDS Director Moore reminded the Executive Committee they will be meeting in the near future to plan for next year's Council activities.

Chair Mendez-Luck introduced Esmeralda Julyan, Oregon State University grad student, who is currently working with her on a focus group project that OCWCOG's is also collaborating on. They are actively recruiting for focus group discussions with caregivers of persons with dementia or Alzheimer's. They are looking for a diverse group of caregivers. The discussions would start in August and go through September. They would appreciate any support to move the project along. The information they gather from the focus groups will be used as a needs assessment for part of the *Area Plan*. Ms. Lazaro suggested reaching out to the Director of Rehab in skilled nursing facilities.

Ms. Lamb shared that she had an applicant that has been a State caregiver for 20 years and has not had any education. SDS Director Moore reminded everyone that since the passing of Senate Bill 1534, the Home Care Commission is currently working on minimum education requirements for Home Care Workers. SDS Director Moore suggested having someone from the training unit come and talk to the Councils about the bill. SSAC Chair Mendez-Luck is on the Quality Measurement Council, which has been charged with the task of coming up with what kind of training, and how it would be reported for Home Care Workers. She will ask if someone can come and speak to the Councils at a future meeting as well. Ms. O'Callaghan would like to be included on this also.

## **12. Adjournment:**

The meeting was adjourned at 12:28 pm.

The next meeting will be on Tuesday, October 1, 2019.

*Meeting Minutes were recorded by Terri Sharpe.*