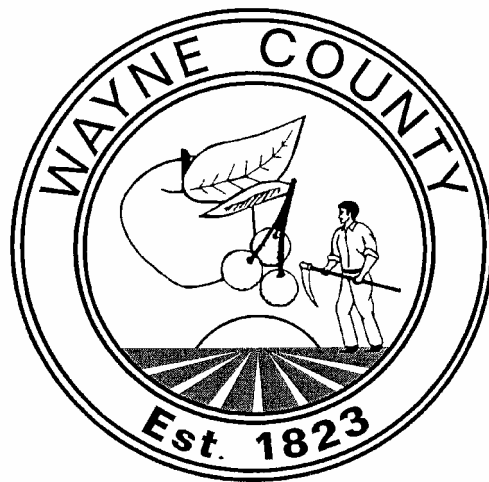


DEPARTMENT OF AGING AND YOUTH



2010 ANNUAL REPORT

Penny Shockley, Director

Martin Williams, Deputy Director of Aging Services

Kathy McGonigal, Deputy Director of Youth Services

MISSION STATEMENT

The Wayne County Department of Aging and Youth exists to promote the independence, dignity, health, and quality of life of Wayne County residents and their families; to identify and prioritize community needs; and to plan, fund, and administer a coordinated system of services to meet these needs.

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AGING SERVICES

2010 ACCOMPLISHMENTS

Demand for Community-based Services Continues to Grow

Over the past ten to twenty years, there has been a dramatic shift in philosophy in providing care to individuals with chronic conditions. Nursing homes once played a major role in offering this level of care, but the availability of, the demand for, and the cost-effectiveness of community-based care has gradually shifted these services away from institutions.

The Department of Aging and Youth has been very active in providing community-based alternatives to institutional care. Our programs encourage and allow seniors to remain as independent as possible in their own homes and apartments and provide their caregivers with education, assistance, and peace of mind.

NY Connects: Choices for Long-term Care, a collaborative effort between the New York State Office for the Aging and the New York State Department of Health, was launched in 2007 to help people of all ages, incomes, and disabilities make informed decisions about the types of long-term care services they receive. One of the major goals of the program is to delay or prevent placement in nursing homes by linking callers to services in the community. Community-based care is overwhelmingly preferred to institutional care and is frequently much less expensive. The number of individuals utilizing NY Connects services through the Department of Aging and Youth has increased from 314 in 2007 to 706 in 2010.

The Expanded In-home Services for the Elderly Program began in 1987 and continues to serve seniors throughout New York State today. Through this and related funding, the Department provides aide service and case management to frail and disabled seniors throughout Wayne County. Services have increased from 43 seniors receiving 3,994 hours of aide service in 1987 to 99 seniors receiving 13,335 hours of aide service in 2010. These seniors receive, on average, four hours of aide service per week—an annual cost of approximately \$4,500 each. We estimate that over half of the seniors who receive aide service through our office would qualify for nursing home care. If our community-based services were not available and these seniors needed to be placed in nursing homes instead, the total cost of care would be \$5.5 million annually.

Insurance Counseling Services Set Another Record

Demand for insurance counseling services continues to grow at an average of 25% annually. Our insurance counselors help Medicare beneficiaries understand Parts A, B, and D; Medicare Advantage plans; supplemental plans; a variety of retiree plans; Medicare Savings Programs; the Low-income Subsidy program; and many other issues and options. Attendance also remains high at our popular Medicare 101 and Medicare 102 educational sessions.

Unfortunately, we were unable to provide direct assistance to 45 seniors in December 2010 due to an overwhelming number of requests for assistance with Medicare Advantage and

Medicare Part D plan comparisons and enrollment. We did, however, provide these individuals with a packet of information and a list of other resources available to assist them. This problem is likely to continue due to the complexity and number of insurance options available and the limited funding provided by the state and federal governments to support our insurance counseling services.

“Lunch Club 60” Name Debuts at Senior Centers

In an effort to draw new participants—especially younger seniors—to our senior centers, we changed the name to “Lunch Club 60” in late 2010. The new name is very simple yet very descriptive and invokes a friendly, close-knit, and informal atmosphere.

While attendance at senior centers has been falling nationwide for several years, we have been able to prevent this from happening here. The number of meals served annually at our six centers has remained relatively stable over the past five years, averaging just under 24,000.

Department Partners with the Rochester Regional Health Information Organization

Health care providers in the Rochester region have shared electronic medical information through the Regional Health Information Organization (RHIO) for some time, but now they can also see what supportive services their senior patients are receiving. The Department of Aging and Youth recently signed on to allow medical providers—with their patients’ permission—to access basic services information from the Department’s online database.

This information will be very helpful to medical providers, social workers, and discharge planners because it will allow them to know what community-based services the senior receives and what services he or she doesn’t receive but should. Does the senior have an aide to help with housekeeping and personal care? Has the senior been receiving home delivered meals? Does the senior have a personal emergency response unit or take advantage of transportation, attend a senior center, or have a case manager? This information can significantly reduce the time it takes to develop discharge plans and care plans by eliminating numerous phone calls and referrals for services that may already be in place.

The RHIO is a secure electronic health information exchange that primarily gives authorized medical providers access to test results, lab reports, radiology results, medication history, and insurance eligibility. The addition of human services information gives medical providers a more complete picture of a senior’s overall well-being.

It is important to note that access to information through the RHIO is by the patient’s consent only and no information may be shared unless the patient has previously authorized it. Patients are required to sign a separate consent form at each medical provider they use and access to these electronic medical records is strictly controlled and monitored. Data is shared in only one direction; while medical providers have the ability to view Department of Aging and Youth services data, Department employees do not have access to medical information.

DEMOGRAPHIC OVERVIEW OF SENIORS SERVED IN 2010	
Total seniors served (all programs, age 60+)	2,972
Low income (<150% of federal poverty level)	983
Members of minority groups	119
Frail or disabled	1,062
Age 60 – 74	1,578
Age 75 – 84	901
Age 85+	493
Live alone	1,254

COMMUNITY AND CAREGIVER SERVICES

Staff: **Martin Williams, Deputy Director**
Don Combes, Services Assistant
Janet Freeman, Caseworker
Nicole Grevell, Caseworker
Marsha Walker, Caseworker
Dotty Whitcomb, R.N.

Contracts: Lifetime Care (aide service)

Aide Service: The department contracts with Lifetime Care to provide personal care and homemaker services. The cost of service is based on income. The goal of the program is to help seniors continue to live safely and independently in their own homes or apartments.

Caregiver Services: Caregiver Services includes workshops for grandparents caring for their grandchildren and, for caregivers of older relatives, educational programs and support groups.

Case Management: Case Management is provided to all aide service and adult day services clients but may also be provided on its own. Caseworkers are available to meet with seniors and their family members to assess the need for a variety of community-based services and to assist with organizing and setting up these services. The goal of case management is to assist seniors in preserving or increasing their independence and to stay safely in their own homes and apartments as long as possible.

Long-term Care Ombudsman Program: Ombudsmen are New York State trained and licensed volunteers who are assigned to local nursing homes and adult care homes. Their activities include receiving complaints, resolving problems, protecting resident rights, identifying adverse issues and conditions affecting residents, and providing information and assistance to improve and maintain residents' quality of life.

Personal Emergency Response System: Personal emergency response units are available to people who are generally alone for at least eight hours a day and who have health conditions that may require immediate help. The Department's 175 units are monitored 24 hours a day by Wayne County's E-911 center. Units are assigned based on need. Units are available at no cost, but donations to offset program expenses are appreciated.

Transportation: Whether you choose not to drive or prefer the convenience of door-to-door transportation, the Department of Aging and Youth can help you get to where you need to go. The department provides transportation for seniors to medical and agency appointments in Wayne County and the surrounding area. We also offer transportation for shopping and to several senior centers. Service is available to Wayne County residents age 60 and older. Rides are scheduled on a first-come first-served basis.

COMMUNITY AND CAREGIVER SERVICES

	2010 Participants	2010 Units of Service
Aide Service	99	13,335 hours
Caregiver Services	7	7 sessions
Case Management	127	3,878 hours
Ombudsman Program	199 visits	485 hours
Personal Emergency Response System	212	1,969 months of coverage
Transportation	108	2,891 trips

INFORMATION, ASSISTANCE, AND ADVOCACY SERVICES

Staff: Dawn Jendrick, Aging Services Specialist
Diane Hendricks, Services Assistant
Shirley Lancaster, Aging Services Worker
Kyra Smith, Services Assistant
Margaret Voigt, Aging Services Worker

Contracts: Legal Assistance of Western New York, Inc.

Case Assistance: When seniors have situations that require more than a simple answer, department staff are trained to provide necessary information, make referrals to appropriate agencies, assist in obtaining benefits and services, and serve as advocates.

Home Energy Assistance Program (HEAP): HEAP assists persons with limited incomes in paying home heating costs. The Department of Social Services contracts with us to send, receive, and process HEAP applications for applicants age 60 and older or who are disabled and any age.

Information: The Department is a trusted source of information about aging-related issues. Each unit of service is a contact that staff made with the public or a question we were able to answer.

Insurance Counseling: We provide neutral, unbiased information about Medicare, supplemental insurance, HMOs, Medicaid, Medicare buy-in programs, EPIC, and long term care insurance. We also help with understanding billing questions, filing claims, and comparing policy coverage.

Legal Assistance: The Department contracts with Legal Assistance of the Finger Lakes to provide professional legal counseling and representation in civil matters to the seniors of Wayne County. Typical cases include benefit denials, landlord-tenant disputes, and consumer rights.

NY Connects: Choices for Long-Term Care in Wayne County: Long-term care encompasses the wide range of services and supports available to people with both chronic and short-term care needs. NY Connects provides unbiased and comprehensive information to individuals and families trying to access appropriate long-term care services. The goal is to reduce the need for and delay entry into more costly institutional care by encouraging the use of community-based services and offering better coordinating care.

Weatherization: Weatherization services assist low-income households in reducing energy consumption, lowering fuel bills, and increasing home comfort. Examples of services include drafty window and door replacement, insulation and weather stripping installation, and furnace cleaning/tune-up.

INFORMATION, ASSISTANCE, AND ADVOCACY SERVICES

	2010 Participants	2010 Units of Service
Home Energy Assistance Program	813	884 applications
Information	N/A	7,635 contacts
Insurance Counseling	540	3,303 contacts
Legal Assistance	40	154 hours
NY Connects: Choices for Long-Term Care	706	1,321 contacts
Weatherization	81	278 contacts

NUTRITION, HEALTH, AND WELLNESS SERVICES

Staff: Susan Blair, Nutrition Services Coordinator
Sue Gutschow, Aging Services Aide
Joan Howell, Aging Services Aide
Melissa Martinez, Aging Services Aide

Contracts: Faith United Methodist Church (Wolcott Lunch Club 60)
Geri Morse, R.D. (nutrition counseling, nutrition education, menu planning)
Home Meal Service, Inc. (home delivered meals, Sodus Lunch Club 60)
St. John's Catholic Church (Clyde Lunch Club 60)
Town of Ontario (Ontario Lunch Club 60)
Village of Newark (Newark Lunch Club 60)
Village of Palmyra (Palmyra Lunch Club 60)
Wayne County ARC/Key Industries (meal preparation)

Farmers' Market Coupons: The department serves as a distribution point for the farmers' market coupon program operated by the New York State Department of Agriculture and Markets. Each booklet contains \$20 in coupons that can be used the same as cash at local farmers' markets.

Health Promotion: Nurses check blood pressure, pulse, and weight monthly at free wellness clinics at several locations throughout the county — including all of our senior centers, with the exception of Newark. In addition, the Bone Builders osteoporosis prevention is available at the Clyde, Newark, Sodus, and Wolcott centers while the Ontario center features the Arthritis Association exercise program.

Home Delivered Meals: Home delivered meals are provided through our contract with Home Meal Service, Inc. Any person who is unable to shop or prepare food or who is nutritionally at-risk is eligible to receive meals. Meals are planned by our registered dietitian and meet 1/3 RDA requirements.

Home Delivered Meals Case Management: Every individual receiving home delivered meals is reassessed annually by the Nutrition Services Coordinator. In addition, our Dietician makes additional contacts in six-month intervals to make sure that the meals are meeting each client's needs.

Lunch Club 60 (formerly Senior Centers): Our senior centers offer a number of programs and activities in addition to a hot, nutritious noontime meal. Centers are generally open 9:30 am – 1:30 pm Monday through Friday and meals are planned by our registered dietitian to meet 1/3 RDA requirements.

Nutrition Counseling: Our registered dietitian is available to meet with seniors and/or caregivers to answer nutrition-related questions and to provide advice on making healthy menu choices.

Nutrition Education: Nutrition Education activities are provided in several formats on a monthly basis by our registered dietitian. Nutrition-related articles also appear in the department's quarterly newsletter.

NUTRITION, HEALTH, AND WELLNESS SERVICES

	2010 Participants	2010 Units of Service
Farmers' Market Coupons	640	640 booklets
Health Promotion	246	474 sessions
Home Delivered Meals	273	36,630 meals
HDM Case Management	100	110 hours
Lunch Club 60 (formerly Senior Centers)	531	23,175 meals
Nutrition Counseling	50	44 hours
Nutrition Education	558	91 presentations

**AGING SERVICES ADVISORY COUNCIL MEMBERS
as of December 31, 2010**

Pat Albrecht, Galen

Marianne DeBellis, Wayne County Department of Social Services

Bob Hansen, Arcadia

Peggy Hansen, Arcadia

Marylyn Ianiri, Sodus

Carm Krueger, Wayne County Action Program

Mary Ann Lane, Marion

Chris Lauster, Galen

David Nussbaumer, Palmyra

Susan Nussbaumer, Palmyra

Mae Pitts, Williamson

Alice Reynolds, Walworth

Elva Robinson, Sodus

Pam Taylor, Wolcott

AGING SERVICES PROVIDED BY TOWN

1/1/2010 - 12/31/2010

<u>Arcadia</u>		<u>Butler</u>		<u>Galen</u>	
542 residents served		57 residents served		157 residents served	
Program	# Served	Program	# Served	Program	# Served
Aide Service - PCA I	3	Caregiver Services	1	Aide Service - PCA II	6
Aide Service - PCA II	14	Case Assistance	2	Caregiver Services	1
Caregiver Services	6	Congregate Meals/Senior Center	11	Case Assistance	4
Case Assistance	16	Discount Card	5	Case Management	11
Case Management	45	Health Promotion	9	Congregate Meals/Senior Center	40
Congregate Meals/Senior Center	62	Home Delivered Meals	2	Discount Card	8
Discount Card	56	Home Energy Assistance Program	17	Health Promotion	21
Health Promotion	51	Insurance Counseling	16	Home Delivered Meals	10
Home Delivered Meals	57	Legal Assistance	1	Home Energy Assistance Program	59
Home Energy Assistance Program	142	Nutrition Education	9	Insurance Counseling	27
Insurance Counseling	102	NY Connects	10	Legal Assistance	1
Legal Assistance	8	Personal Emergency Response System	3	Nutrition Counseling	5
Nutrition Counseling	5	Transportation	2	Nutrition Education	34
Nutrition Education	101	Weatherization	2	NY Connects	20
NY Connects	102			Personal Emergency Response System	13
Personal Emergency Response System	45			Transportation	5
Transportation	26			Weatherization	9
Weatherization	11				

AGING SERVICES PROVIDED BY TOWN

1/1/2010 - 12/31/2010

<u>Huron</u>		<u>Lyons</u>		<u>Macedon</u>	
46 residents served		278 residents served		130 residents served	
Program	# Served	Program	# Served	Program	# Served
Aide Service - PCA II	2	Aide Service - PCA I	1	Aide Service - PCA II	7
Case Management	2	Aide Service - PCA II	3	Caregiver Services	1
Congregate Meals/Senior Center	12	Caregiver Services	2	Case Assistance	1
Discount Card	7	Case Assistance	9	Case Management	13
Health Promotion	7	Case Management	14	Congregate Meals/Senior Center	6
Home Delivered Meals	1	Congregate Meals/Senior Center	26	Discount Card	4
Home Energy Assistance Program	17	Discount Card	20	Health Promotion	1
Insurance Counseling	8	Health Promotion	4	Home Delivered Meals	22
Nutrition Education	7	Home Delivered Meals	28	Home Energy Assistance Program	45
NY Connects	5	Home Energy Assistance Program	76	Insurance Counseling	32
Personal Emergency Response System	3	Insurance Counseling	64	Nutrition Counseling	3
Weatherization	3	Legal Assistance	9	Nutrition Education	30
		Nutrition Counseling	2	NY Connects	25
		Nutrition Education	38	Personal Emergency Response System	7
		NY Connects	62	Transportation	6
		Personal Emergency Response System	25	Weatherization	2
		Transportation	20		
		Weatherization	8		

AGING SERVICES PROVIDED BY TOWN

1/1/2010 - 12/31/2010

<u>Marion</u>		<u>Ontario</u>		<u>Palmyra</u>	
118 residents served		199 residents served		262 residents served	
Program	# Served	Program	# Served	Program	# Served
Aide Service - PCA II	2	Aide Service - PCA I	3	Aide Service - PCA I	5
Case Assistance	3	Aide Service - PCA II	7	Aide Service - PCA II	10
Case Management	6	Caregiver Services	1	Caregiver Services	1
Congregate Meals/Senior Center	7	Case Assistance	6	Case Assistance	6
Discount Card	12	Case Management	16	Case Management	34
Health Promotion	10	Congregate Meals/Senior Center	76	Congregate Meals/Senior Center	43
Home Delivered Meals	14	Discount Card	11	Discount Card	30
Home Energy Assistance Program	44	Health Promotion	16	Health Promotion	9
Insurance Counseling	23	Home Delivered Meals	13	Home Delivered Meals	36
Legal Assistance	4	Home Energy Assistance Program	65	Home Energy Assistance Program	76
Nutrition Counseling	5	Insurance Counseling	37	Insurance Counseling	54
Nutrition Education	19	Legal Assistance	1	Legal Assistance	3
NY Connects	24	Nutrition Counseling	4	Nutrition Counseling	6
Personal Emergency Response System	6	Nutrition Education	52	Nutrition Education	61
Transportation	4	NY Connects	35	NY Connects	46
Weatherization	2	Personal Emergency Response System	9	Personal Emergency Response System	23
		Transportation	2	Transportation	15
		Weatherization	6	Weatherization	11

AGING SERVICES PROVIDED BY TOWN

1/1/2010 - 12/31/2010

Rose

89 residents served

Program	# Served
Aide Service - PCA I	1
Case Assistance	1
Case Management	4
Congregate Meals/Senior Center	17
Discount Card	7
Health Promotion	7
Home Delivered Meals	5
Home Energy Assistance Program	35
Insurance Counseling	10
Nutrition Counseling	1
Nutrition Education	11
NY Connects	15
Personal Emergency Response System	6
Transportation	1
Weatherization	1

Savannah

58 residents served

Program	# Served
Aide Service - PCA I	1
Aide Service - PCA II	1
Case Assistance	1
Case Management	3
Congregate Meals/Senior Center	8
Discount Card	2
Health Promotion	7
Home Delivered Meals	1
Home Energy Assistance Program	20
Insurance Counseling	19
Nutrition Education	6
NY Connects	9
Personal Emergency Response System	5
Transportation	4

Sodus

311 residents served

Program	# Served
Aide Service - PCA I	4
Aide Service - PCA II	8
Caregiver Services	2
Case Assistance	10
Case Management	28
Congregate Meals/Senior Center	88
Discount Card	16
Health Promotion	41
Home Delivered Meals	39
Home Energy Assistance Program	76
Insurance Counseling	65
Legal Assistance	4
Nutrition Counseling	4
Nutrition Education	79
NY Connects	46
Personal Emergency Response System	28
Transportation	5
Weatherization	11

AGING SERVICES PROVIDED BY TOWN

1/1/2010 - 12/31/2010

Walworth

70 residents served

Program	# Served
Aide Service - PCA II	3
Case Assistance	5
Case Management	8
Congregate Meals/Senior Center	8
Discount Card	2
Health Promotion	3
Home Delivered Meals	8
Home Energy Assistance Program	23
Insurance Counseling	12
Legal Assistance	3
Nutrition Counseling	3
Nutrition Education	14
NY Connects	15
Personal Emergency Response System	2
Transportation	2
Weatherization	4

Williamson

234 residents served

Program	# Served
Aide Service - PCA I	1
Aide Service - PCA II	8
Caregiver Services	2
Case Assistance	9
Case Management	19
Congregate Meals/Senior Center	39
Discount Card	46
Health Promotion	8
Home Delivered Meals	21
Home Energy Assistance Program	63
Insurance Counseling	23
Legal Assistance	3
Nutrition Counseling	4
Nutrition Education	40
NY Connects	36
Personal Emergency Response System	16
Transportation	4
Weatherization	2

Wolcott

204 residents served

Program	# Served
Aide Service - PCA I	1
Aide Service - PCA II	8
Case Assistance	7
Case Management	12
Congregate Meals/Senior Center	60
Discount Card	18
Health Promotion	37
Home Delivered Meals	10
Home Energy Assistance Program	52
Insurance Counseling	34
Legal Assistance	3
Nutrition Counseling	8
Nutrition Education	43
NY Connects	35
Personal Emergency Response System	20
Transportation	6
Weatherization	8

