

# Reclaiming Our Roots: Senior Centers as Vital Community Wellness Hubs



encompass  
*Community Supports*



# Happy 60<sup>th</sup> Birthday Older Americans Act!

Heartfelt reflections, including from our Catherine Rodgers,  
who attends the Orange Senior Center:

<https://www.youtube.com/watch?v=KINpusDjIIY>



# Older Americans Act's (OOA) Original Intent



**Nutritional Stations**: offering daily, balanced meals: fresh food, best food, at cost

**Social Community Hubs**: Preventing isolation and loneliness: creating membership, belonging, togetherness, and teamwork

**Wellness Catalysts**: Encouraging movement, health, education, and access to support/resources

Goal: Re-establish these pillars as our community



# How Do We Measure Success?

<https://www.youtube.com/watch?v=UvyHuse6buY>

How do you measure a year in a life...

**525,600 minutes: Seasons of Love**

**Data Gathering, Story Telling, and Impact:**

Numbers? Reputation? Life Saving Interventions?

Quality of Services? Service Standards: Excellence?

Sustainability? Funding? Community Connections?



success means creating a supportive, empowering, and responsive environment where both older adults and caregivers can thrive—physically, emotionally, and socially.



## FOR SENIORS

- Well-being and Dignity
- Engagement
- Access
- Empowerment

## FOR STAFF

- Support and Recognition
- Collaboration
- Growth Opportunities
- Wellness

# Area Plan PSA9 Challenges

## Jurisdiction

1498 square miles 3 rural counties and 2 semi-urban counties

Weldon Cooper Center Report:  
28.1% live alone

## Population (60 & Better):

46,290

Total population: 186,040

60 & Better = approx. 25%

## 60 & Better living at or below Poverty Line

C: 6.6% O: 7.1% M: 7.7% F: 6.1% R: 9.4%. ACS Report: PSA 9 at 8%

Threat of Hunger 10.2 % (VA ranked 19<sup>th</sup>)

Food Insecurity 10.0% (VA ranked 13<sup>th</sup>)

\*60 & Better population increasing overall and % living at or below poverty line

# Current Landscape: *Challenges and Opportunities*

## **Challenges:**

- Reduced focus on meals
- Isolation and mobility issues post-COVID
- Limited awareness of services

## **Opportunities:**

- Rebuild with intention
- Integrate broader health and community resources
- Utilize data and outreach to target underserved populations



**Area Agency on Aging**  
**Service Outcomes 7/1/24 to 6/30/25**

**Combined  
Counties**

**Senior Center Sites**

- Member Attendance
- Meals provided to Members
- Socialization & Recreation

289

18,250

29,904

**Home Delivered Meals (HDM)**

- Members
- Meals Delivered

310

35,609

**Transportation**

ECS Transit Services

- Clients Served
- Trips Taken

330 Riders

15,663 Rides 60+

**52,184**

Regional Transportation Collaboration (RTC)

Mobility Call Center: Schedules Critical Errands, Medical and Legal Trips

- Clients Served
- Trips Taken

31 Volunteers

2,600 Riders

Saved \$57,000

**Volunteer Program**

- Volunteers
- Total Hours
- In-Kind Donations

285 (169 active)

15,343

\$533,783

**Area Agency on Aging**  
**Service Outcomes 7/1/24 to 6/30/25**

**Combined  
Counties**

<b>Information and Assistance Contacts &amp; Referrals</b> – Contacts made by seniors in the community for insurance counseling, Home Delivered Meals (HDM), Senior Center inquiries, and all other aging services inquiries	1,867
<b>Virginia Insurance Counseling and Assistance Program (VICAP)</b> <ul style="list-style-type: none"> <li>• Individual &amp; Group Contacts</li> <li>• Estimated Dollars Saved for Individuals based on New Medicare Part D option chosen</li> </ul>	1,506 \$165,000
<b>Ombudsman</b> – Advocate for individuals in LTC facilities to include TC, AL, and home. families, caregivers, and community members with concerns, support, education, and resolutions relative to long term care, assisted living facilities, and home health needs <ul style="list-style-type: none"> <li>• Individual &amp; Group Contacts</li> <li>• Cases opened/closed - Includes Abuse/Neglect, Care, Environment, Resident Rights, etc. Average time on each case: approximately 2 months</li> </ul>	200 63 complaints 32 cases closed
<b>Health &amp; Wellbeing Promotion</b> – Includes Healthy IDEAS, Chronic Disease Self-Management (CDSM), Healthy Steps, Nutrition Education & Counseling, Disease Prevention, Health Education Screening, Diabetes Self-Management, Adult Day Care, Respite Care, Two's Company Program, Matter of Balance	<b>Education:</b> 255 members 1,294 Units <b>Health/CG Programs:</b> 12,707 45 units 103 members <b>Care Transitions:</b> 476 completed cases
<b>Community Connections</b> – Events, Conferences, Outreach, and Partnerships Community Engagement	1,000s upon 1,000s
<b>Additional Supports for Older Adults</b> – Senior Cool Care, Options Counseling, Senior Medicare Patrol (SMP), Elder Rights Protection, Fresh Farmacy Program, Farm Market Fresh, Care Coordination for Elder Virginians Program (CCEVP)	<b>Cool Care:</b> 57 members 147 units

# Nutritional Stations *Reimagined*

Daily meals that exceed senior nutritional standards

Food as a social experience – eat together, connect together

Nutrition education / counseling sessions and cooking demos

“Food is medicine. Food is connection.”



<b>Areas/communities serviced</b>	Fauquier, Culpeper, Rappahannock, Madison, Orange	
<b>Population</b>	46,290 (60 and better)	
<b>Square Miles</b>	1,956	
<b>Days and Hours of Operation</b>	Monday-Friday 8:30 am to 5:00 pm	
<b>Total Number of Vehicles in Fleet</b>	104	
<b>Number of 5310 Vehicles in Fleet</b>	57	
<b>Number of Employees</b>	Full Time: 15	Part Time: 8
<b>Total ridership for most recent FY</b>	FY2022-2023: <u>50,644</u> FY2023-2024: <u>51,585</u> FY2024-2025: <u>52,184</u>	330 Riders
<b>Senior ridership for most recent FY</b>	FY2022-2023: <u>15,396</u> FY2023-2024: <u>15,415</u> FY2024-2025: <u>15,677</u>	203 Riders
<b>Disabled ridership for most recent FY</b>	FY2024-2025	127 Riders Ridership: <u>4,032</u>
<b>Note: an individual may be counted as a senior or disabled, not both.</b>		
<b>Transportation coordination with (transit, human services, or other agencies/community partners):</b>	Active partnership in Regional Transit Collaboration Mobility Center coordinated by Regional Mobility Manager.	

# Socialization, Support, & Engagement

Inter-generational programming

Clubs, classes cultural events

Mental wellness check-ins and peer support networks, Healthy IDEAS / Two's Company

**Social Connection is a critical to health as any prescription**



# Movement for Health

Movement Classes  
(yoga, walking  
groups, dance)



Fitness Challenges  
(tailored for all  
abilities)

Collaborations with  
Community  
Partners

“We don’t age out –  
we step UP!”



# NWD/Centers as Community Hubs

## Support Coordination / Options Counseling

- VICAP, Medicare Patrol, Ombudsman, Art Project

## Hosting Partner Agencies

- Legal Aid, clinics, TRIAD, Adult Day Center, dietician

## Emergency Resource Points

- Cooling stations, storm prep, Senior Cool Care

## Safety Campaign

- Project Life Saver with AT/Police, TRIAD, SMP and First Responders  
Education/Calendar



# Community Connections & Outreach

## Community Meals / Open Houses

## Mobile Outreach

- Neighborhoods, LTC, AL, hospitals, home health care, housing communities
- Increased 4-5 days per week

## Partnerships

- Faith, school, local businesses

## Volunteer Opportunities

BRING THE COMMUNITY IN BY BRINGING THE AGENCY OUT



# Impact Goals: Beyond 10%

Increase daily attendance by 30%

Improve meal / services for at-risk seniors

Reduce social isolation rates

Expand health screenings, preventive services, education and wellness promotion





Pilot Revitalization at 1-2 Senior Centers

Conduct Listening Sessions

Partnerships

- Local health and community

Develop improved communications & outreach campaign

Launch Funding Pathways

- Rapp/UVA CDSMP, DARS, Food as Medicine

Evaluate

- Focus current resources for optimal impact



# Community Connections for Older Adults

Help Seniors stay independent, help others and be involved in the community

Help adults live on their own at home

- Meals on Wheels, Support Coordinators, Adult Day Services

Coordinate care and offer transportation

- Door-to-door transportation for ECS services, Regional Transportation Collaborative (RTC) for more (540) 829-5300 or [www.rtcmc.org](http://www.rtcmc.org)

Opportunities to learn, socialize and get help

- Senior Centers, Medicare Navigators, Workshops



# Call to Action

Together, let's make CCOA the heart of every community.

- ✓ Advocate
- ✓ Invest
- ✓ Reimagine



Join the movement to Reawaken / Revitalize the  
ECS/AAA mission!



# Questions?

