

Reclaiming Our Roots: Senior Centers as Vital Community Wellness Hubs



encompass
Community Supports



Happy 60th 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 19th)

Food Insecurity 10.0% (VA ranked 13th)

*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 <ul style="list-style-type: none">• Member Attendance• Meals provided to Members• Socialization & Recreation	289 18,250 29,904
Home Delivered Meals (HDM) <ul style="list-style-type: none">• Members• Meals Delivered	310 35,609
Transportation <u>ECS Transit Services</u> <ul style="list-style-type: none">• Clients Served• Trips Taken <u>Regional Transportation Collaboration (RTC)</u> <u>Mobility Call Center: Schedules Critical Errands, Medical and Legal Trips</u> <ul style="list-style-type: none">• Clients Served• Trips Taken	330 Riders 15,663 Rides 60+ <u>52,184</u> 31 Volunteers 2,600 Riders Saved \$57,000
Volunteer Program <ul style="list-style-type: none">• 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
Information and Assistance Contacts & Referrals – 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
Virginia Insurance Counseling and Assistance Program (VICAP) <ul style="list-style-type: none"> Individual & Group Contacts Estimated Dollars Saved for Individuals based on New Medicare Part D option chosen 	1,506 \$165,000
Ombudsman – 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"> Individual & Group Contacts Cases opened/closed - Includes Abuse/Neglect, Care, Environment, Resident Rights, etc. Average time on each case: approximately 2 months 	200 63 complaints 32 cases closed
Health & Wellbeing Promotion – 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	Education: 255 members 1,294 Units Health/CG Programs: 12,707 45 units 103 members Care Transitions: 476 completed cases
Community Connections – Events, Conferences, Outreach, and Partnerships Community Engagement	1,000s upon 1,000s
Additional Supports for Older Adults – Senior Cool Care, Options Counseling, Senior Medicare Patrol (SMP), Elder Rights Protection, Fresh Pharmacy Program, Farm Market Fresh, Care Coordination for Elder Virginians Program (CCEVP)	Cool Care: 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.”



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

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?

