



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: County of Henrico
Program Title: Caring for the Community-Advocate for the Aging
Program Category: Health and Human Services

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Douglas Middleton
Title: Deputy County Manager for Public Safety
Signature: 

1. Program Overview

Across the nation, the number of individuals over the age of 65 has steadily increased. As a result, the demand for more aging-related services and support has surged. To prepare for this shift, Henrico County created a position to serve this demographic: an Advocate for the Aging. The Advocate for the Aging strives to fulfill the needs of Henrico County's aging population by enhancing social engagement, wellness, and independence. This role has been a tremendous asset for our aging population, participating in over 100 community outreach events since 2016, creating 42 educational events with a 50 percent increase in participation from 2016 to 2017, and partnering with over 80 different organizations. Perhaps more intangible, but no less powerful, is the personal impact the program has had on individuals within the Henrico community. From finding a contractor to volunteer his time to remove a dying tree from an older resident's property to getting two new hearing aids donated to another, the Advocate for the Aging has made a tremendous difference for older people who call Henrico County home.

2. Problem/Challenge/Situation Faced by Locality

From the year 2000 to 2020, Henrico's population of citizens 65 years and older is projected to increase by 61 percent. An even more alarming projection shows that by 2030 that same demographic will increase by 109 percent. That means Henrico's 65 years and older population will more than double from the year 2000 to 2030. For the first time in history, older adults will outnumber school-aged children.

In response to these projections, Henrico County's Task Force on Aging surveyed Social Services, Public Works, Public Utilities, Planning, Recreation and Parks, Community Revitalization, Police, Fire, Community Corrections, Finance, the Health Department, and

Libraries to determine what current services existed for older adults, what effects of the population are anticipated to change, how they were each preparing for this population spike, and what suggestions they had for the county at large. Based on the findings, the county discovered several departments felt unprepared for the increasing aging population. Also, the survey identified gaps and overlaps in services for older adults and determined there were barriers in coordinating services inter-departmentally. There was a clear need for a unique role to coordinate services, support, readiness, and outreach internally and externally regarding our aging population.

3. How Program Fulfilled Awards Criteria

The creation of the Advocate for the Aging role is an innovative solution to address the identified needs of our aging population. The role is located in the Department of Human Resources, so it would be housed outside of the core service-providing departments. This placement was done strategically to allow the advocate to work with each department more easily, have more visibility, encourage flexibility and creativity, and work in closer proximity to the County Manager. The tasks and duties were well-thought-out and formulated to creatively change as needed based upon the needs of aging citizens. The Advocate for the Aging serves Henrico's residents 60 and older, as well as their families and caregivers, by providing information and referral services, assisting caregivers, developing community programs and workshops, communicating the needs of the aging population to county departments, and raising awareness about aging services.

This innovative model can easily be adopted by other localities regardless of size, structure and culture. Based upon census data, all localities across the nation are experiencing a rise in their older population. The steps used to identify the needs of the community and

departments can easily be replicated. Once identified, creating a role with similar goals and strategies to the Advocate for the Aging would be an inexpensive and effective way to meet the needs of any locality's growing older population.

4. How Program Was Carried Out

The Greater Richmond Regional Age Wave Coalition, comprised of public and private organizations, local governments, businesses, and citizens, shed light on the population changes that the region would experience between the years of 2000 to 2030. In December 2014, Henrico County utilized this information to create the Task Force on Aging.

The Task Force surveyed each department and identified a clear need for a centralized function to address the needs of older adults in Henrico County. In February 2015, the results of the Task Force were presented to the Board of Supervisors by the Deputy County Manager for Community Development and the Deputy County Manager for Community Services. The presentation outlined the need for a position to be created to fulfill the identified issues facing the aging population. The Board of Supervisors unanimously approved the creation of the Advocate for the Aging position. The position was then established November 30, 2015. The Advocate for the Aging analyzed the primary focuses of the role and sorted them into three core categories: community, outreach, and wellness.

Category 1: Community: person-centered approach to providing services to older citizens

The first goal in this category was to streamline the services specifically catering to older adults that were provided by our different departments. The County recognized that many

departments had vast resources to offer older adults, but there was no central clearinghouse to help with navigation of these services internally or for external citizens.

Strategies:

- The role created a network of key liaisons in the Departments of Social Services, Health, Finance, Fire, Police, Community Revitalization, Community Maintenance, Recreation and Parks, Mental Health and Developmental Services, Planning, Extension, and Libraries. This network allowed for direct contact and discussions centered around the needs of older citizens. This also provided different departments with a key point of contact for aging-related services and questions.
- The advocate also created the 78-page Henrico County Resource Guide for Older Citizens which outlines the services provided by county departments and includes community resources ranging from adult day services to vision services.

The second goal was to help connect citizens with these services through a person-centered approach by:

- creating an information and referral line within the role for citizens to call with resource inquiries.
- creating plans of action for citizens by providing steps on what to do next in their time of need.
- providing application assistance for programs such as Meals on Wheels, Medicaid, and other public services.
- meeting with seniors and caregivers to help them navigate through challenges and services.

Category 2: Outreach: create a distinctive and recognizable public image of senior services provided by Henrico County

The goal in outreach was to increase the visibility of county programs and local needs, and to promote positive images of aging and community issues through outreach in the community. This was a grassroots effort to become a trusted liaison for older citizens in the community.

Strategies:

- Launched the *EngAGE in Henrico County* logo for more community recognition and branding. This became the headline for all community events created in the Advocate for the Aging's role.
- Identified and established relationships with long-term care communities, independent living, senior apartments, senior centers, faith-based organizations, neighborhood watch groups, civic associations, homeowner's associations, support groups, and other community groups which includes seniors. Once identified, the advocate set up presentations explaining the functions of the Advocate for the Aging's role, as well as shedding light on the programs offered by county departments.
- Launched the EngAGE Quarterly Newsletter which outlined events and programs centered around older adults along with creating a Web page and Facebook page (please see our *EngAGE in Henrico* Web site at <https://henrico.us/services/seniors/> to view these resources).
- Gathered responses from our *Raise Your Voice: Senior Forum* to gain insight and input directly from seniors in the community regarding services, needs, and concerns.

Category 3: Wellness: provide a platform for community education and engagement

The goal of wellness was to develop comprehensive and collaborative programs that provide support to older adults, caregivers, and other service providers. These programs would reflect

the current and changing needs of older citizens while encouraging them to participate and become socially engaged.

Strategies:

- Partner with organizations and community stakeholders to enhance and create programs for the older population.
- Create events surrounding the following topics: Aging in Place Seminars, Healthy Eating and Nutrition, Medicare 101, Estate Planning, Downsizing and Decluttering, Fraud Awareness, Dementia Awareness, Fall Prevention, and Senior Safety Preparedness (see attachment).

Major events included:

- Henrico's Ambassador Program for Seniors (HAPS): gives older adults the opportunity to learn about various community agencies, county resources, and services provided to the older adult population.
 - Annual Senior and Caregiver Expo: brings together community agencies from the public and private sector who offer services to our older population.
 - Senior Law Day: partnership between local area agencies on aging that provides free wills, powers of attorney, and advanced medical directives to older adults.
 - Play it Forward...Aging Together: intergenerational event during Active Aging Week which brings seniors and preschool aged children together for a day of play.
 - Raise Your Voice: Senior Forums: program that allows citizens to meet to brainstorm solution-based suggestions for: health and wellness, safety and security, and social engagement.
- Encourage volunteerism by connecting older citizens with opportunities within the community and through volunteer opportunities within the Advocate for the Aging's role.

5. Financing and Staffing

The cost of the program is \$2,500 for promotional items and the cost of one full-time employee. This includes brochures and items that are dispersed in the community which display information about the advocate's services. Promotional items were necessary because one of the goals is to become well-known and recognizable as a vital resource among the older population. Significant amounts of outreach into the community require literature and materials for successful branding of the program. Each time someone receives a brochure or other promotional item, they will potentially share that information with a neighbor, family member or friend.

Outside of promotional items, all other costs were through donations provided by partnering community organizations and businesses with similar focus and goals. Partners provide professional speakers, space, entertainment, food, décor, and other necessary items to ensure programs are a success. Partnerships create and nurture relationships between the local county government and the organizations and businesses that serve older adults. The collaborations keep costs low while continuing to serve the aging population with meaningful educational events.

6. Program Results

It is safe to say that the Advocate for the Aging Program has been successful based upon the feedback and response we have received from the community. Since February 2016, the advocate has participated in 100+ community outreach events. These range from presentations for senior groups to neighborhood watches, civic associations, faith-based communities, non-profit organizations, constituent meetings, and conferences. In the beginning, the county was reaching out to the community to arrange presentations. However,

after the first four months of existence, 75 percent of those outreach events were requests from the community inviting the advocate to share information with their groups. Many groups that contacted the advocate are friend or neighbor referrals. This shows that the community outreach strategy has been successful, and the county is providing citizens the tools they need to help their neighbors.

The Advocate for the Aging has created 42 educational events on various educational topics. Average participation has risen by 50 percent from 2016 to 2017. People are responding positively to the programs this role produces. In response, the advocate is steadily adding events to the calendar to ensure consistent senior engagement. Also, the office has partnered with over 80 different organizations for these educational events. Visibility in the community has created a loop of communication with community organizations, and now the advocate receives calls and emails requesting collaborations regularly.

Success is not just documented in quantitative data, but also in qualitative data. The role receives thank you notes and calls from groups, individuals, and families of those assisted with more hands-on services. A few written examples are: "...[T]hank you for your professional guidance and your compassionate consultation for my brother and I," and "I wish to express our appreciation of your presentation of Henrico County resources for its senior citizens." Though these types of responses cannot be measured, it is one way to determine the success of the program and highlights the necessity of this service to Henrico County citizens.

7. Brief Summary

Prompted by the steady rise of our older population, interdepartmental research and collaboration resulted in the creation of an Advocate for the Aging position in Henrico County.

The role was designed to meet the growing and everchanging needs of Henrico County's older citizens. The Advocate for the Aging serves Henrico's residents 60 and older, as well as their families and caregivers, by: providing information and referral services; supporting caregivers; creating health and wellness-focused programs and workshops; relaying the changing needs and concerns of our aging citizens to county departments; and promoting aging services provided by local government and surrounding organizations.

Since inception, the Advocate for the Aging has had a tremendous impact on Henrico's community, facilitating healthy aging that benefits individuals and families alike. Most importantly, the Advocate for the Aging helps older citizens navigate through the fog of community services. Regardless of someone's physical ability, financial status, or level of need, the Advocate for the Aging helps facilitate services that promote positive outcomes – including for those who might have otherwise fallen through the gaps. This innovative program is worthy of an award because it can be replicated in other localities, and it helps real people in real time, making a tremendous difference for the citizens of Henrico County.

Caring for the Community: Advocate for the Aging





EngAGE in Henrico County's

Senior Holiday Celebration

Friday, Dec. 15
10 AM- 1 PM
Eastern Henrico
Recreation Center
1440 N Laburnum Ave.
Richmond, VA 23223



Join us for a fun-filled event while mingling with friends, dancing, and listening to festive music.

Space is limited. RSVP at 804-501-5065 or tur060@henrico.us (Light refreshments will be provided).

COMMUNITY • OUTREACH • WELLNESS

EngAGE

aetna

JenCare Senior Medical Center

CONSULATE HEALTH CARE
At the Heart of Caring

DISCOVERY
Senior Living

SAFE ZONE
FALL PREVENTION

Finding Balance: Falls Prevention Workshop

Friday, November 17, 2017
9 AM- 1 PM
Belmont Recreation Center
1600 Hilliard Rd, Henrico, VA 23228

FREE
Registration Required

STATS

2.8 million
older adults are treated in emergency departments for fall injuries

95%
of hip fractures are caused by falling

WORKSHOP

Falls can pose a major threat to the health and independence of aging adults, but the good news is that most falls can be prevented.

Join EngAGE for this free workshop that will address ways to modify one's home and lifestyle to reduce the risk of falls.

Space is limited: Please register by November 10 at, 804-501-5065 or tur060@henrico.us
(Registration Required. Lunch Provided)

COMMUNITY • OUTREACH • WELLNESS

EngAGE

Rebuilding Together

Bremo PHARMACY

Downsize & Declutter

Tuesday, October 24 1:00 pm—2:30 pm
Tuckahoe Library
1901 Starling Dr.
Henrico, VA 23229

Thursday, October 26 10:00 am—11:30 am
Varina Library
1875 New Market Rd.
Henrico, VA 23231

Discover the benefits of downsizing and decluttering, as the Richmond Chapter of the National Association of Productivity & Organizing Professionals provides tips on simplifying your environment as we age in place.

RSVP at 804-501-5065 or tur060@henrico.us

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EngAGE

NAPO
RICHMOND CHAPTER
National Association of Productivity & Organizing Professionals

Medicare 101

Do you have questions about Medicare? Are you trying to navigate through the fog of Medicare benefits and options? Please join us as we take the confusion out of Medicare and get your questions answered at one of our sessions!

When: Tuesday, October 17, at 10am—Noon
Where: Hidden Creek Recreation Center
2417 Brockway Ln.
Henrico, VA 23223

or

When: Thursday, October 19, at 1pm—3pm
Where: Libbie Mill Library
2100 Libbie Lake East St.
Henrico, VA 23230

RSVP at 804-501-5065 or tur060@henrico.us

Presented by:

COMMUNITY • OUTREACH • WELLNESS

EngAGE

VACAP
VA Veterans Counseling & Assistance Program
HELPING YOU NAVIGATE MEDICARE

Senior Connections
The Capital Area Agency on Aging

**Henrico Ambassador Program
For Seniors (HAPS)**

Part 1
Wednesday, March 1
10 am-12 pm
Libbie Mill Library
2100 Libbie Lake E St.
Richmond, VA 23230

Part 2
Wednesday, March 8
10 am-12 pm
Tuckahoe Library
1901 Starling Dr.
Henrico, VA 23229

The Henrico Ambassador Program for Seniors (HAPS) is a free, bi-annual program open to adults 55 or older. The program is broken into two parts and is designed to give residents the tools they need to navigate services for older adults in Henrico.

The program will give participants the opportunity to learn about various community agencies, County resources and services provided to our older citizens, caregivers, and their families.

Participants must have their own transportation to each class.

Space is limited. RSVP by Tuesday, February 28 at 804-501-5065 or tur060@henrico.us

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EngAGE

55+ Spring Recharged Community Volunteer Fair

Thursday, April 6
10 am- 1 pm
Belmont Recreation Center
1600 Hilliard Rd.
Henrico, VA 23228

Come learn about ways to strengthen our community and meet with local organizations that need volunteer help.
"Registration Not Required"

For more information, contact 804-501-5065 or tur060@henrico.us

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VOLUNTEER



Healthy Heart, Healthy Mind, Healthy Body

Come join us as we learn effective heart smart strategies and diet strategies that can lower your risk for heart disease and improve your overall health.

When: Thursday, August 17, 1 pm- 2:30 pm
Where:
Eastern Henrico Recreation Center
1440 N Laburnum Ave.
Richmond, VA 23223

RSVP at 804-501-5065 or tur060@henrico.us

COMMUNITY • OUTREACH • WELLNESS

EngAGE



BON SECOURS HEALTH SYSTEM

Come join us as we learn effective heart smart strategies and diet strategies that can lower your risk for heart disease and improve your overall health.

When: Thursday, August 17, 1 pm– 2:30 pm

Where:
Eastern Henrico Recreation Center
1440 N Laburnum Ave.
Richmond, VA 23223

RSVP at 804-501-5065 or tur060@henrico.us

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BON SECOURS HEALTH SYSTEM

*Medicare has neither reviewed nor endorsed this information.

[illegible]

Thursday, March 23, 2017

Deep Run Recreation Center
9900 Ridgefield Parkway
Henrico, VA 23233

For Information, call 804-501-5065 or email tur060@henrico.us

COMMUNITY • OUTREACH • WELLNESS

EngAGE



HENRICO
RECREATION &
PARKS

Senior Emergency Preparedness Workshop:




Winter Edition

Be Ready... Before ♦ During ♦ After

Join EngAGE, Henrico's Deputy Coordinator of Emergency Management, and Virginia's Bureau of Insurance as we tackle:

- How to prepare for weather emergencies.
- Where to find emergency resources.
- Why we paid for it. Now find out what your Homeowner's or Renter's Insurance may cover.

Tuesday, February 7th
10:00 am–Noon
Tuckahoe Library
1901 Starling Drive
Henrico, VA 23294
RSPV at 804-501-5065 or tu060@henrico.us
For inclement weather, follow Henrico County Public School closings.



Winter Edition

Be Ready...

Before ♦ During ♦ After

Join EngAGE, Henrico's Deputy Coordinator of Emergency Management, and Virginia's Bureau of Insurance as we tackle:

- How to prepare for weather emergencies.
- Where to find emergency resources.
- You've paid for it. Now find out what your Homeowner's or Renter's Insurance may cover.

Tuesday, February 7th

10:00 am–Noon

Tuckahoe Library

1901 Starling Drive

Henrico, VA 23294

RSVP at 804-501-5065 or tur060@henrico.us

For inclement weather, follow Henrico County Public School closings.

