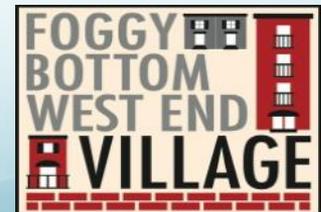


It Takes a Village: *Helping Seniors Age in Place*

Linda Lait Burger, *CEO Jewish Family Service*

Madeleine Appel, *Chair, Founders Committee,
Neighbors4Neighbors Network*

Lorna Grenadier, *Founder, Foggy Bottom West End
Village, Washington, DC*

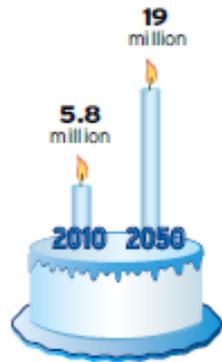


Jewish Family Service

- 102 Year Old Social Service Agency
- Serving Southwest Houston
- Founding Member of United Way
- Concerned about Growth in Senior Population



HOUSING DEMAND



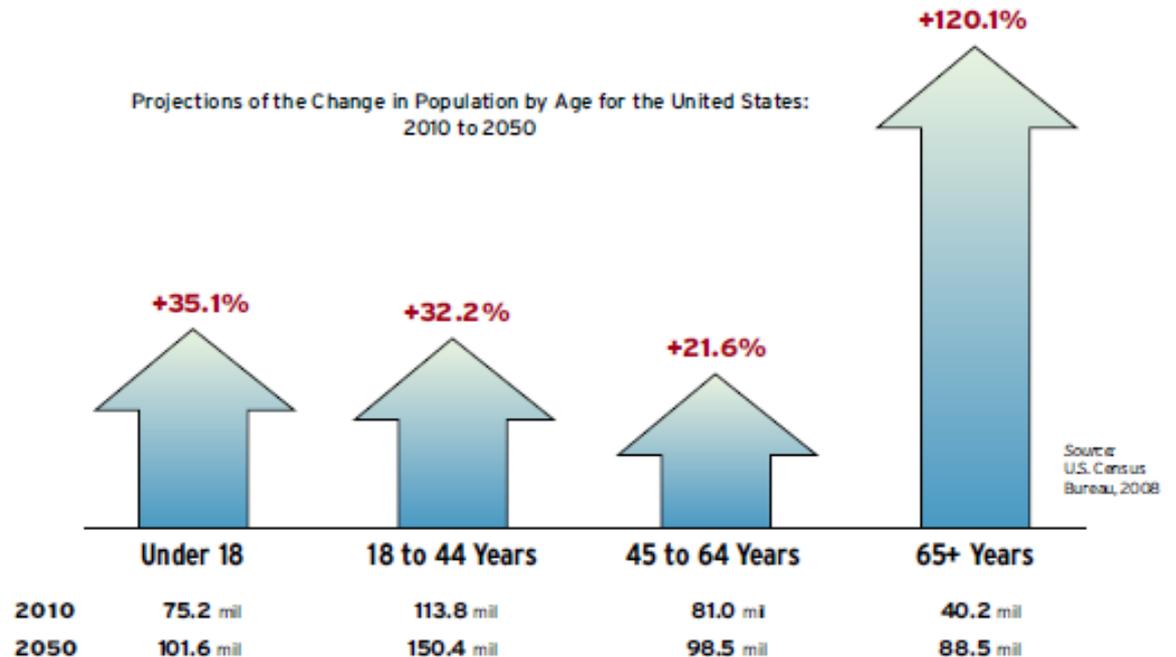
More 85+ Birthdays

The number of oldest adults 85+ is expected to grow even faster than the growth of older adults 65+ over the same period. The 85+ population will more than triple from 5.8 million in 2010 to 19 million in 2050. Rapid growth of this group will boost demand for supportive services in the future.

Source: U.S. Census Bureau, 2008

The Doubling of the 65+ Population Over the Next 40 Years Will Shape Future Demand for Suitable Housing and Supportive Services

Between 2010 and 2050, the 65+ population is expected to rise from one in 7.7 to one in five persons – an increase in that age group of 120 percent, far outpacing the growth in younger age categories. In terms of sheer numbers, over the next four decades more than 48 million people will be added to the ranks of the 65+.



There Could Be Even More: Advances in healthcare and technology lead some experts to raise future estimates for the 65+ age group in 2050 to between 99.3 million and 107.7 million – considerably higher than the U.S. Census Bureau estimate of 88.5 million.

Source: Olshansky et al, 2009.

Basic Assumptions:

- ✓ Aging population is increasing in JFS service area
- ✓ JFS goal is to help seniors age in place
- ✓ JFS goal is to serve the community with evidenced based practice
- ✓ JFS must continue to serve vulnerable elderly with limited means
- ✓ JFS must continue to serve Holocaust Survivors and their families
- ✓ Growth strategy for the department anticipates a meaningful contribution to the cost of the program by recipients

Imagine... these articles appearing on the front page of

HOUSTON CHRONICLE

HoustonChronicle.com and chron.com | Thursday, August 14, 2014 | VOL. 113. NO. 305 | WE RECYCLE | \$1.00 | ★★ ★   Houston Chronicle  @HoustonChron

Independent Living Communities

A New Initiative in SW Houston Shines a Light on Wrap-Around Care for Seniors and Individuals With Disabilities

By Linda L. Burger



Sandra Barnstein, Cynthia Goodman, and Exa Weiner share quality time together.

An innovative approach to providing tools for independent living for seniors and individuals with disabilities has been established at Jewish Family Service. Drawing upon the best models world wide, the Independent Living Communities of Jewish Family Service offers individuals an opportunity to continue to live in familiar and safe environments, giving access to services and community contact that is both uplifting and essential.

"We wanted to understand what someone needs to stay independent and active as they age," stated Linda Burger, CEO of Jewish Family Service. "For seniors who want to stay in their home or apartment that means financial stability, a safe environment,

transportation options, medication management, problem solving or counseling and having someone they trust available to change light bulbs or fix appliances. For adults with disabilities who can live independently in apartments that means someone who is aware of his or her needs, communal meals and gatherings as well as daily interaction with knowledgeable, empathetic helpers."

Jewish Family Service has developed an expertise in senior adult case management as well as direct disability services, but this initiative took client care to the next level. "We looked at models both in the United States and abroad to see what works the best," explained President

of JFS, Steve Robinson.

"Independent Living Communities encompasses a geographic area in Southwest Houston where we can provide wrap around services to seniors in their homes, really 360 degrees of care, so that a senior can stay active and independent as long as possible. We can provide adults with disabilities the option to live in apartments that are monitored by our staff 24/7 so that the participants can get the support he or she needs. We even bring counselors into the homes of seniors who may be experience depression. This project brings all of the best aspects of case management, community connection and compassionate care together.

We are extremely grateful for the resources provided from

various fund sources. These gifts will allow our community to create a unique program that other agencies can replicate."

Iva Colby, Dean of School of Social Work, University of Houston, has expressed enthusiasm for the initiative. "We had the opportunity to impact two populations for which we have special feelings –seniors and individuals with disabilities" with this project.

We anticipate that within three years, we'll be serving over 600 people in SW Houston. Being successful translates into not only a good quality of life for our "community members", but also less stress on the critical senior care infrastructure of the community. We knew JFS's expertise in both and their visionary leadership could create a model for community care that would be exemplary.

It is a pleasure to be able to impact not only the lives of those who are receiving services through this initiative but also to serve as a model for other cities to emulate."

Andrea Eisenstein, LCSW, a gifted gerontologist noted that the creation of the Independent Living Communities blends perfectly with JFS values. "JFS is driven by the values of our heritage, which emphasizes not only the idea of 'honor your mother and father', but also that we are all responsible, one for the other.

Among the most vulnerable in our neighborhoods are seniors and individuals with disabilities. It really does 'take a village', or in this case, a community, to sustain a life of activity and dignity for those who reside in our Independent Living Communities."

Volunteer Programs Cited

United Way has cited three volunteer programs in Houston among their more than sixty affiliated nonprofit agencies for the quality of their work. Jewish Family Service, having started with 15 volunteers serving JFS in 2006, grew their department to over 400 volunteers this year. The latest volunteer initiative has been within their independent Living Communities program, which helps seniors and individuals with disabilities stay in their own homes. A group of 18 volunteers recently finished training to be able to provide "handyman" services to participants in the program. Cheryl Levy, Volunteer Coordinator, explained, "seniors need to have a high trust factor when letting people into their home. Our volunteers are trained not only on how to fix what's broken, but also how to interact with this population. First, they sit and have a cup of tea and visit, and then do the work. This makes the senior feel special and a part of a larger community of caring individuals." Another non profit cited for innovative work with volunteers is...

Programs continued on A-15

Vision

- **The Project**

- Identify geographic area for naturally occurring aging in place community
- Create a 360 care program for seniors
- Work with other agencies to add needed services for population served

- **Goals**

- Provide menu of wrap around services necessary for population to live independently
- Provide viable options for family members caring for population

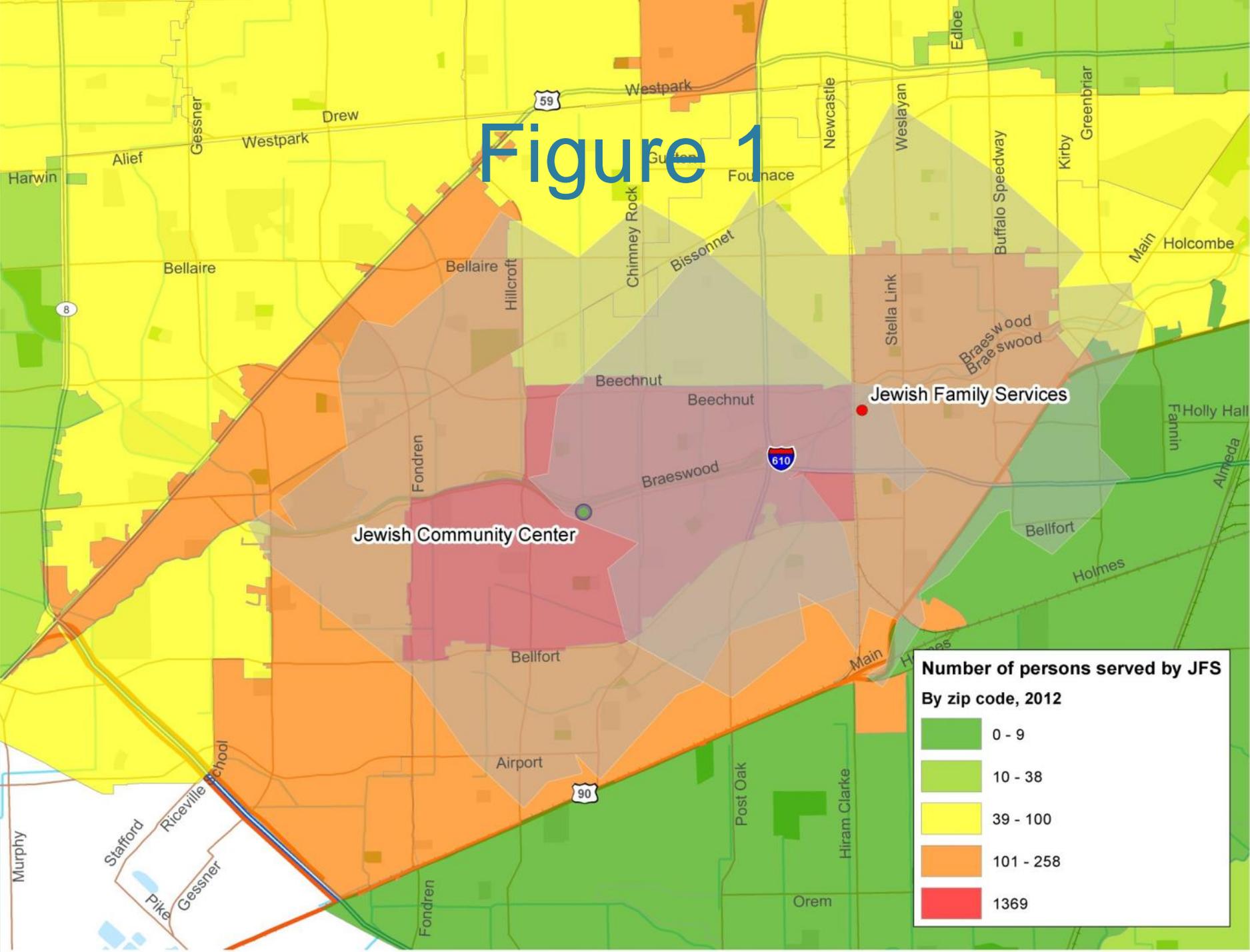


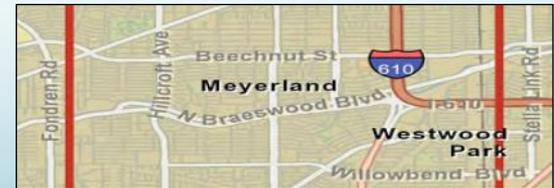
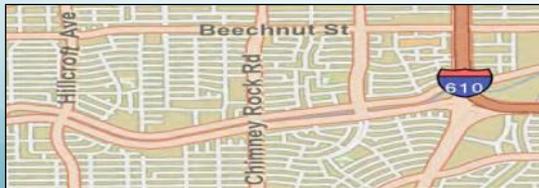
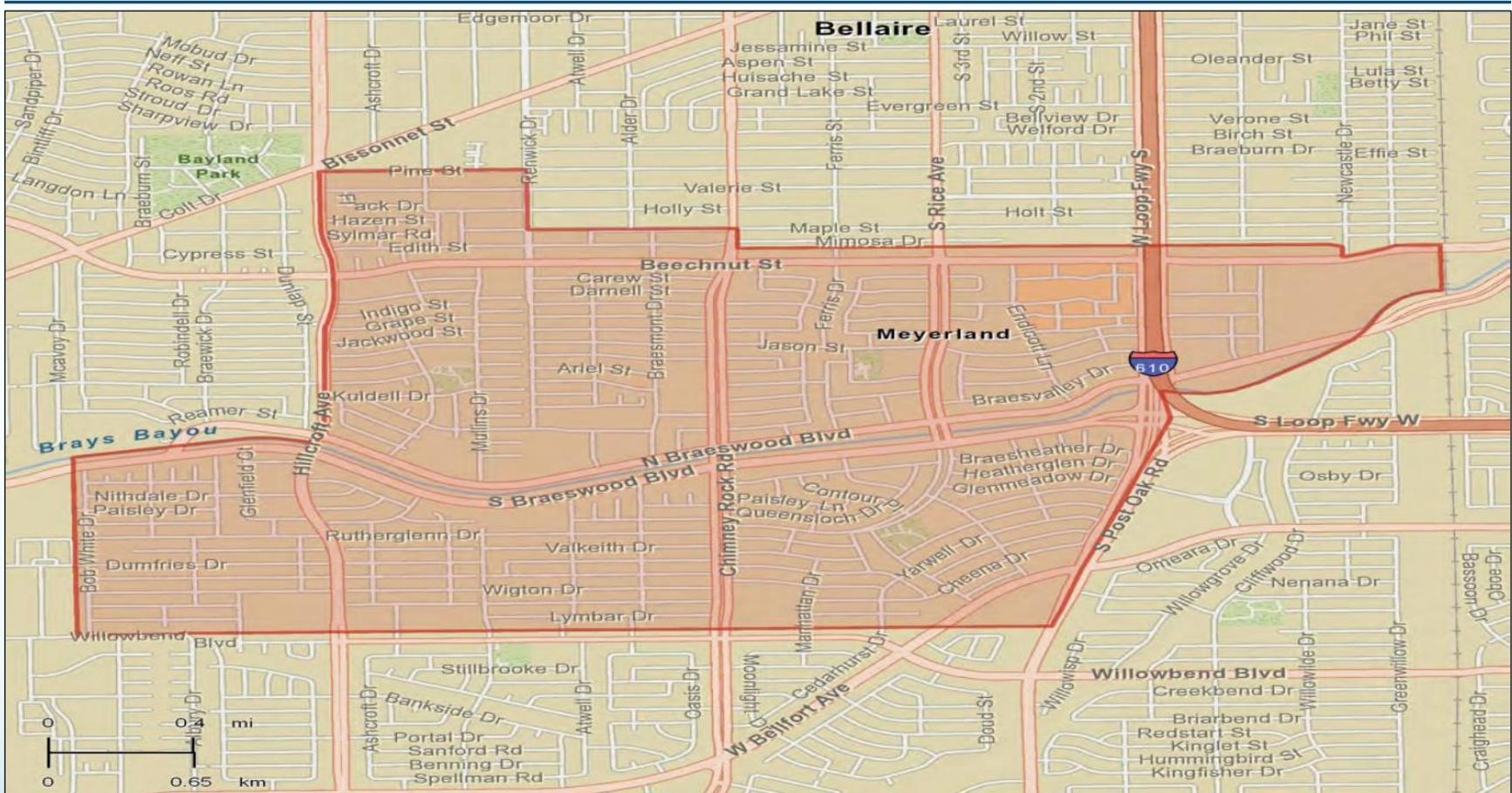
JFS Senior Services Think Tank

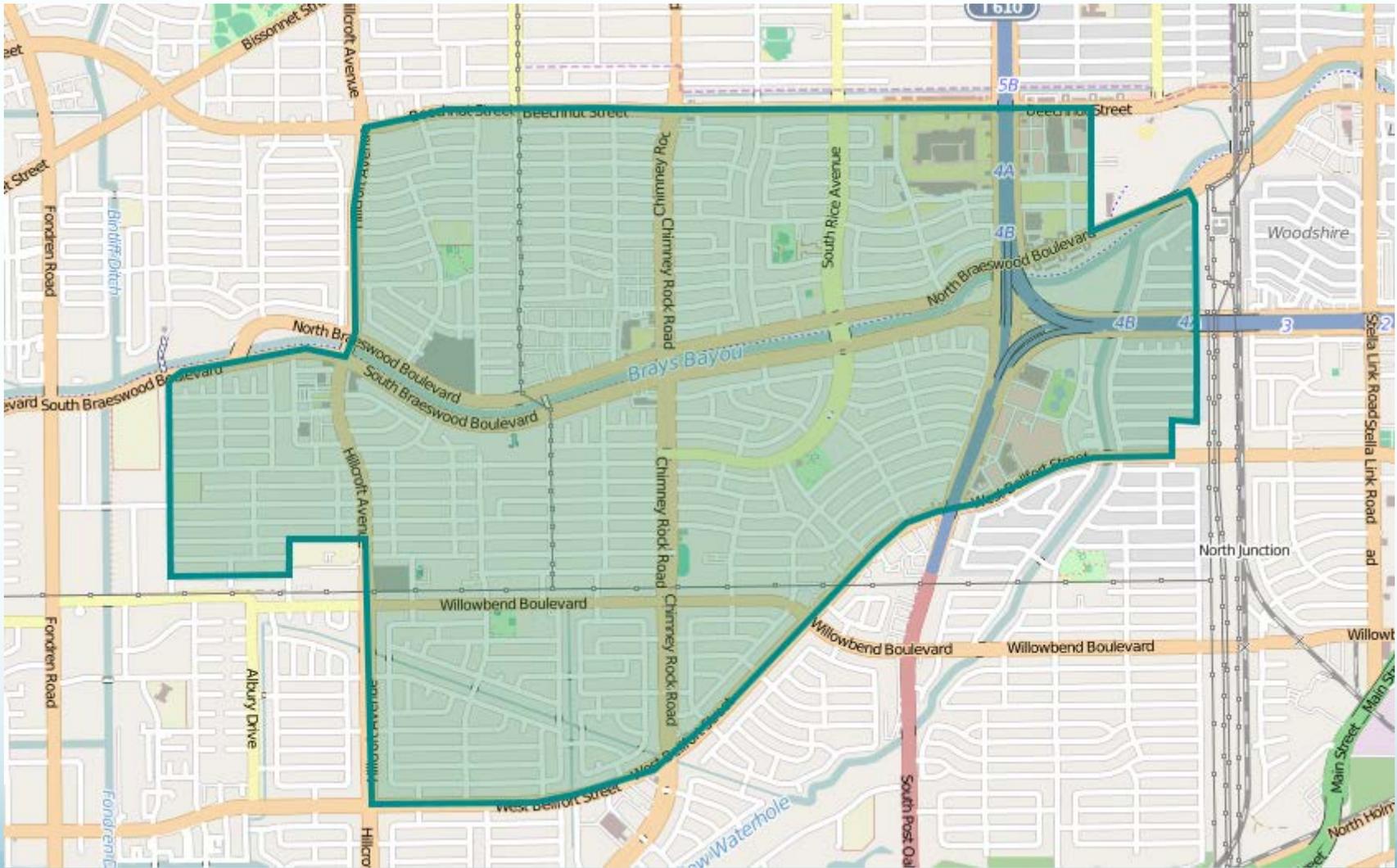
- Ideas Considered
 - Self Help Technology Project
 - West Palm Beach Elder Care Program
 - In Home Rehabilitation Program
 - Village to Village Model
- Community Partners
 - University of Houston School of Social Work
 - Rice University Shell Center for Sustainability
 - Jewish Community Center
 - Volunteers



Figure 1







N4NN—A Village

Aging in Place/Caring Neighborhoods



Neighbors4Neighbors Network: Goals

- Enable older adults to remain in their own homes as they age
- Create caring neighborhoods



Villages can...

- Help stabilize neighborhoods
- Keep generations living together
- Create caring, vibrant neighborhoods
- Offer opportunities for volunteering
- Create new social networks



Villages are...

- Membership & volunteer driven
 - Members pay an annual fee
 - Volunteers can be members but don't have to be
- One stop shops for accessing volunteers, trade professionals, social events and new friends



What it takes to build a village...

- Patience
- Persistence
- Perseverance
- Organization
- Time
- Seed money
- Diverse organizing committee

Build a village cont'd...

- Help from national network of villages
- Vision
- Ability to deal with minutiae & detail
- Flexibility



Organizing committee...

- Members must have diverse skills
- At least 50% should be worker bees
- Meet frequently





First steps...

- Define mission
- Select and register name
- Determine membership eligibility requirements
- Decide on village boundaries
- Settle on dues level
- Stand alone or affiliate



N4NN Criteria for Membership...

- Age 50 and older
- Living within village boundaries
- Responsible for and capable of making key decisions about own lives
- Living in a residence that presents no known threats to health or safety



Membership criteria cont'd...

- Self-sufficient in meeting personal care needs
- Members can be volunteers but volunteers don't have to be members



N4NN Funding...

- 1/3 dues
- 1/3 donations
- 1/3 grants



Advantages of affiliation...

- Experience of established agency to provide guidance
- Reputation of established agency in community
- Start-up seed financing
- Back office help
 - Staff



Affiliation, cont'd...

- Financial management
- Aging experts
- Grant writing
- Volunteer and member referrals
- Resource for frail aging



Transportation Needs...

- Transportation is a major need for older adults as they age...
 - N4NN is partnering with two other agencies to provide this service
 - Volunteer Interfaith Caregivers
 - Jewish Community Center



Marketing...

- Word of mouth is key
- Speeches to churches, synagogues, civic associations
- Newspaper stories
- Meeting with other social service/community agencies in area
- Brochure



Marketing cont'd...

- Brochure distribution through grocery stores and retail outlets
- Mail brochure to potential members
- Launch event with celebrity speaker



Miscellaneous...

- Design programs & recruit presenters
- Find locations for programs
 - N4NN is focusing on home-based settings to promote neighborliness
- Begin gathering basic preferred provider names early



Miscellaneous cont'd...

- Develop membership/volunteer/preferred provider application forms
- Draft member/volunteer handbook
- Recruit nucleus of members/volunteers before launching



Lessons learned...

- Building a village takes time...don't rush it
- Research first—demographics, available services, need
- Recruit worker bees for organizing committee
- Raise age starting point for members to 65



Lessons learned cont'd...

- Form partnerships
- Be clear on your boundaries
- Don't reinvent the wheel—connect with other villages through Village to Village Network



N4NN is a volunteer and membership-driven program created by seniors for seniors (and soon to be seniors). Its goal is to help older adults remain in their own homes by connecting members to caring volunteers and preferred providers for any service (often discounted) they might want or need. N4NN's goal is to create caring neighborhoods.



neighbors⁴neighbors NETWORK

The New York Times has described villages like **Neighbors4Neighbors Network** as entities "whose members pay a yearly fee to gain access to resources and social connections that help them age in place." N4NN aspires to be that and more. We want to create safe, caring neighborhoods with a model that can be replicated across Houston.

For more information contact:

Neighbors4Neighbors Network
A Community Service Program of
Jewish Family Service

832-998-N4NN (6466)
www.N4NN.org
info@N4NN.org

N4NN is a member of the
National Village to Village Network
www.vtvnetwork.org

A caring village without walls for 50+ year-olds who...

- Want to remain in their homes as they grow older
- Are looking to lend or receive a neighborly hand
- Are eager to increase the security and safety of their homes and neighborhoods
- Would enjoy social, cultural and educational interaction with their neighbors



Membership is open to residents:

- Age 50 and over
- Living within the village boundaries (Hillcroft/Bob White to W. Bellfort to Greenwillow/Frankway to Beechnut—see map)
- Responsible for and capable of making key decisions about their own lives
- Living in a residence that presents no known threats to health or safety
- Self-sufficient in meeting personal care needs, either through self-care or arrangements with a personal caregiver

Volunteers

Volunteers do not have to be members. Volunteers from within the village boundaries promote N4NN's goal of creating a caring neighborhood, but there are no age or geographic limitations on volunteers.

Our Service Area



Members can enjoy these preliminary services which will vary as N4NN grows, with members determining needs and interests:

Member Services

- Transportation through Volunteer Interfaith Caregivers—Southwest
- Handyman volunteers and preferred providers
- Friendly visits and phone calls
- Grocery shopping assistance
- Technology assistance
- Buddy system during natural emergencies
- Home watch

N4NN Programs

- Home Modifications
- Communicating with Adult Children
- Security
- Hurricane Preparedness
- Presentation on Long Term Care Insurance
- Local Authors
- Investment Options for the Senior Investor
- Healthy Living for Older Adults

N4NN Socials

- Lunch Group & In-home Concerts

N4NN Classes

- Movement Class
- Quad Exercises for Mobility and Stability
- Guided Autobiographies
- Memory Training
- Legacy Letter Writing



Annual membership dues

\$300 for an individual
\$500 for a household

Gift memberships for parents, relatives or friends are encouraged.

(Based on income, dues assistance may be available.)

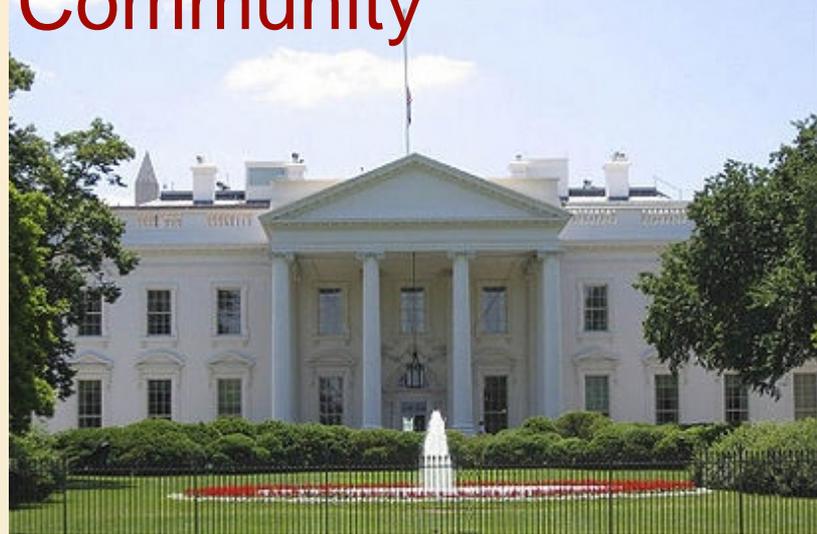
Funding for N4NN

As a program of Jewish Family Service, donations to N4NN are tax-deductible. Funding for this program comes from membership dues (*not tax deductible*), grants and donations.





Foggy Bottom West End Village An Iconic Community





CHALLENGES

- Physical Location
- Demographics
- Local Institutions
- New Concept
- Capacity



Physical Location

- Industrial neighborhood until 1950's
- No central business district
- Expansion restricted
- > 60 high rise apartments
- Historic district



Demographics

- Small population
- Income extremes
- Education
- Diversity
- Familial connections



Local Institutions

- Few community gathering spaces
- National monuments/ parks
- Small businesses limited
- Schools
- Religious institutions



New Concept

- Need for “road map”
- Feasibility
- Marketing
- Sustainability
- Innovation



Capacity

- Organizational structure
- Services
- Volunteers
- Inclusive



TRIUMPHS

- Growth
- Impact
- Support
- Being Noticed
- Creating Community



Growth

- 50% membership increase
- Market penetration
- Lower income representation
- 95% renewal rate



Impact

- Members
 - social engagement, counter isolation
- Volunteers
 - intergenerational, healthier
- Community
 - reduce strain on public services, neighborhood connections
- Medical
 - partner to support healthy living



Support

- Individuals
- Community organizations
- Local government
- Villages (local/ national)
- Foundations
- Pro bono services



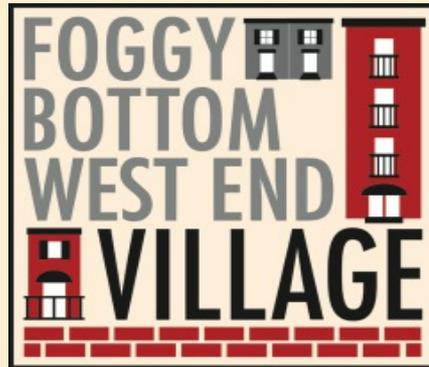
Being Noticed

- Media
- Medical providers
- Health care agencies
- Employers
- Government



Creating Community

- *“So much to do. Making new friends. Love it.”*
- *“Great to know I am not alone in my neighborhood!”*
- *“I am making new friends, feel safer and more a part of the neighborhood, and have so many fun things to do on my very limited income.”*
- *“The Village has made me feel part of a community which can be difficult living in an urban setting.”*
- *“It is wonderful to know that such great services and programs are available for us in the future, and current involvement of so many neighbors is good for the community.”*
- *“It has brought much happiness and a feeling of belonging into my life.”*
- *“The best feature of the FBWE Village ..is the sense of community I felt immediately upon joining..”*



Extend a Hand, Stay Connected, Live Well at Home

www.fbwevillage.org

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Washington, DC 20037

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