



Arizona Senior Center Association Newsletter

Volume 2, Issue 5. 2030 W. Baseline, Ste 182 Box 129, Phoenix AZ. 85041 September 2010

September is National Senior Center Month

ASCA Mission Statement:

To promote the well-being of seniors and the quality of Senior Centers through advocacy, education, networking opportunities, resource development and technical assistance.

Quarterly Meeting

Date: Wednesday, Oct. 20
Time: 12:30 p.m. Lunch
Place: Apache Junction Active Adult Center, 1035 N. Idaho Road
Agenda: 1 p.m. Speaker: Bill Harrison
3:30 P.m. Quarterly Meeting

Fundraising Basics and

Frauds, Flakes and the Fun of Ethics Workshop

Speaker: Bill Harrison, CRE CareMore
Mr. Harrison is a nationally recognized fundraiser with more than thirty-two years of experience, an award-winning author, respected teacher and dynamic speaker. Bill is well known for his sense of humor, high-energy presentations, unbridled enthusiasm, and providing a valuable experience to all who attend his classes and workshops.
RSVP by Friday, Oct. 15 to Norma Mancini, ASCA Secretary at 480-964-9014 x106 or nmancini@evadultresources.org
See attached flyer.

Officers and Board Members

President	Patty Contreras
Vice President	Norma Franco
Past President	Brad Bixler
Treasurer	Sandra Jerez
Secretary	Norma Mancini

Board Member	Joanne Cherry
Board Member	Genevieve Munoz
Board Member	Lora Keller
Board Member	Josie Salas

Treasurers Report

The current account balance as of September 10, 2010 is \$58,617.61.

ASCA Website

The website is currently under construction. When it is rebuilt, there will be many new features including a member's discussion area where various topics can be brought up and discussed. We hope to have this website up and ready to go by the end of October.
www.arizonaseniors.net

If you have an idea for a speaker or workshop please share them with us. Contact Patty Contreras at (602) 809-8018. or email ASCAPresident@yahoo.com

Program ideas for national Senior Center Month • September 2010
Build New Skills • Join A Community • Stay Healthy & Active

September is National Senior Center Month.

This is your opportunity to showcase your center and promote the valuable programs, activities, and services your center has to offer. Promote a positive image of aging and highlight the benefits of your senior center. Create interest and community awareness to capture new patrons to your facility.

This year's celebration theme highlights senior centers as the place to connect—a place to build new skills, join a community, and stay healthy & active.

It's not too late to plan your 2010 Senior Center Month Celebration!

We've listed several suggestions to help you, your staff, volunteers, and board members educate the community about the wide range of activities and services you offer. Consider planning a different event each week, or choose one week out of the month to hold several activities that high-light your center.

The guide of Program Ideas, will help you in creating a great celebration. With media attention and community participation, your celebration is sure to be a success. Let's celebrate! NISC members will receive the national poster designed to bring recognition to Senior Center Month at your center and a publicity guide.

Your center activities are important in celebrating the benefits of senior centers. Connecting people with programs and creating opportunities to build new skills, to join a community, and providing ways to stay healthy & active is what makes senior centers successful.

We thank you for your work, volunteer service and your continued commitment in bringing recognition to the role of senior centers in your local community. Have fun and celebrate senior centers—your place to connect!

Sincerely, NISC Marketing Committee

Senior Center Month Ideas

- **To Your Health! Festival**—Plan a wellness festival for older adults and their families. Start with a free Tai Chi or yoga demonstration, and collaborate with a local health care provider to offer foot, cholesterol, osteoporosis, blood pressure, vision, or hearing screenings. Have healthy snacks on hand and a nutritionist who can offer tips. Check out pages 12–15 for other health education ideas.
- **Benefits Checkup Day**—Show the BenefitsCheckUp video, available on <http://www.benefitscheckup.org> and give an overview of the tool. Have computers and counselors on hand to help visitors complete screenings onsite, or help guests make follow-up appointments for one-on-one assistance. Invite representatives from state and local assistance programs to set up booths and distribute information.
- **Reinventing Retirement Career Fair**—Host a panel of older workers, recruiters and human resources representatives. Offer tips for resumes and interviews, as well as information about computers and skills training. Invite employers to set up booths at your center. Be sure to include your local Senior Community Service Employment Program (SCSEP) office.
- **Make A Difference Day**—Invite older adults and their families to your center for a day of volunteerism. Begin with an overview of volunteer opportunities available in your community, and then break into smaller groups to do a few different projects.

OUR SPONSORS:



AREA AGENCY ON AGING
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Program Ideas For National Senior Center Month • September 2010

- **Senior Home Safety Fair**—Distribute fall prevention resources like the
 - **Home Safety Checklist** or find out about other proven health programs on NCOA's
 - Go to the website my good deeds for a demonstration of common hazards (how many can you spot?) and invite local contractors to speak about remodeling options. Share information on programs to help pay for home modifications.

<http://www.mygooddeed.org/>

- **Holiday Meal and Service**—September is a time of many important holidays, and senior centers can help older adults continue the traditions that matter to them.

Contact local religious institutions to see if you can offer transportation to services. Following the services (when appropriate), host a holiday meal at your center.

- **Intergenerational Playdate**—Launch a monthly intergenerational playdate to be held at your senior center. Contact a local parents' group or advertise at the library, playground, etc. See if your library has someone who can lead a storytime. Grandparent's Day on September 13th may be the perfect day.

<http://www.grandparents-day.com/>

- **Government Relations**—Invite federal, state and local representatives to speak at or attend an event. Ask your mayor or other official to issue a proclamation in honor of Senior Center Month. Encourage the people you serve to write their elected representatives (e-mail, is usually the best method) about key issues and how your center is making a difference.

If your center is struggling with reduced funding, tell your elected officials what impact additional government funds would make.

- **Pre-retirement Workshops**—Host seminars of interest to the 45-55 age group. Have experts who can speak about retirement planning and family caregiving issues.

- **Fundraising Event**—Hold a walkathon or other event to raise money for your center's programs and services. Invite a local celebrity to be the host, and publicize the event through the media and at your local library, supermarkets, health clubs, etc.

- **Business Breakfast**—Host a breakfast meeting for business leaders and provide a brief message about your center. Consider partnering with a local restaurant.

- **Promotions**—Offer free passes to try out a class, or give away tickets to one of your events over the radio. Launch a "2-for-the-price-of-1" class sign-up campaign, or hand out a gift to seniors who bring a guest. Hold a contest where the winner gets a free membership to your center.

- **Media Outreach**—Invite a local radio station to do a remote broadcast at your center. Have a live audience of participants and community partners, and invite key people to talk on the air about aging issues and your center's resources. Send out news releases and media advisories to publicize other Senior Center Month events.

National Women's Health & Fitness Day September 29, 2010

Wednesday, September 29, 2010 is the date for the ninth annual **National Women's Health & Fitness Day™**, the nation's largest women's health event. On this day, an estimated 1,000 organizations and 100,000+ women will participate in local health promotion events across the country.

National Women's Health & Fitness Day is also a unique opportunity to invite women in your community to visit your Senior Center to see what healthy activities you offer. Your event can include special exercise demonstrations and health presentations; mini-health fairs; healthy cooking activities; walks; and more. Visit the official event website: www.fitnessday.com for specifics on event ideas, the official event logo, event handouts, and many more program and promotion ideas.

Here are some case-studies from groups that participated in last year's National Women's Health & Fitness Day:

- **The Park Ridge, IL Senior Center** featured an early morning walk, breast health and heart health presentations from two local hospitals, and health information tables.
- **The Erie (PA) Community Center** hosted a large event with more than 400 women of all ages attending. Activities include presentations by local trainers, a massage therapist, representatives from local sports stores discussing how to select a good fitness shoes, and tables with women's health information from a variety of local companies and community organizations.
- **The Mission Ridge, Mt Retirement Community** invited both residents and women in their community to attend their National Women's Health & Fitness Day event. The morning activities included Tai Chi and strength and stretching exercise demonstrations, a presentation from their local Arthritis Foundation Chapter, free giveaways, beauty tips, and healthy refreshments.

Health Concerns of Senior Citizens

William R. Wright

Sometimes it seems that the older we get, the more our lives revolve around our next doctor's appointment. We also seem to start having more and more appointments with doctors other than our regular GP. We see specialists, and lots of them. Many older people must see dermatologists, cardiologists, orthopedic surgeons, allergy specialists, rheumatologists, (heaven help us) oncologists, and others.

Most of the time, regular family doctors can and do handle many of the problems of those who are reaching their "golden" years. But often, even long-time family doctors must refer their patients to specialists.

Sadly, most often older people get their first referral to a specialist after they wake up in a hospital emergency room after a serious health incident like a heart attack or a stroke. Many of these emergency health problems could be

avoided with just some special attention to health issues of those who are getting older.

Life in Retirement Communities

When both spouses have retired from the jobs that they have worked at most of their adult lives and the "chicks" have all been educated and have flown the coop, so to speak, many people begin to consider the...

Medicare The Good, the Bad, and the Indifferent

Medicare and Medicaid were signed into law on July 30, 1965, by then-President of the United States Lyndon B. Johnson. A lot of changes have been made to both health care systems over the years.

First of all, anybody over the age of 40 (and that certainly isn't old) should have their blood pressure checked regularly. Between the ages of 40 and 50, checking blood pressure once every month or so should be sufficient unless a problem is noted. However, after the age of 50, both men and women should have their blood pressure check a minimum of once a month and more often wouldn't hurt a thing.

People over the age of 65 should schedule regular monthly doctor visits whether they are sick or not. Many times, just a regular physical examination can alert the doctor to a potential problem and help the patient avoid an emergency situation.

All of us can eat a healthy, lowfat diet and engage in regular low-impact exercise. Just staying trim and fit can eliminate many emergency health situations for older people.

- Maintain and improve cholesterol levels.
- Floss daily.
- Use a water pick or automated toothbrush to maintain gum and mouth health.
- Walk several times a week.
- Participate in some type of fitness program, with a friend, at the Y, etc.

- While reading a book, stop to walk around the house or yard at the end of each chapter.
- Do some regular weight training, even if with canned goods in the kitchen.
- Try dancing with a favorite song, commercial, even if in a chair. Just move and enjoy!
- Eat whole grains (September is also Whole Grain Month)
- Stay connected with people by seeing friends, joining a group or church, and developing a pattern of regular attendance at events.
- Help someone. When a person is involved in helping someone else, both the mind and body become more activated and energized, promoting a healthier outlook on life. Healthier aging is within reach.
- Conduct or sponsor a discussion in a group about how to maintain healthy aging.
- Stop smoking, or get professional help with this goal if it has been challenging before.
- Limit alcohol use, or look into 12-step programs if its use has become an enemy of health.
- Visit a local garden or arboretum just for enjoyment or to find a plant for your living space.
- Follow up on those tests which the doctor recommended and have been put off.
- Pay more attention to food intake.
- Think of food as fuel, adding nutrition and fiber.
- Also go light on fats, carbs and sugar. Consider using less harmful fats and sweeteners in more moderation.
- Sharpen up social networks at church, hobby group, or other community activities. Such associations may help in re-connecting with passions and interests.
- Make it a habit to call or email someone in the family or friendship circle each week.

Ways Seniors Can Celebrate the Month by Improving Health Habits *Hilda Tague*

Knowing that September is Healthy Aging Month isn't enough. It's the activities that matter in order to make a lasting difference in the preventive health of seniors.

Older adults can use the observance of September is Healthy Aging Month as an opportunity to get themselves on a regular path of wellness and healthy aging.

Activities for Healthy Aging Month Some of these activities will help seniors directly with health issues; others will gently lower blood pressure and help them toward a path of living in wellness. Either way, it's a winner:

- Top Dental for Seniors Save up to 70% - Use Immediately! From \$6.95 mo. - See Actual Costs. www.1Dental.com
- Single and Over 40? Meet Older, Sincere Daters Everyone is Serious and Screened. MatureSinglesOnly.com

Healthy Aging by Simplifying Life

A simpler life has the potential to reduce blood pressure due to lessened stress. This can allow for more rest, generating more calm and focused times for doing what is most valued in one's life.

Live on purpose by simplifying the daily schedule. Look at choices and design a desired schedule which trims down undesirable events and favors activities which bring enjoyment and satisfaction.

- Celebrate & Increase Wellness in Older Adults
- Brain Fitness for Older Adults

- Walking Every Day is Good for Senior Health

Look at the stuff around the house and start moving things out which are not part of one's current lifestyle. Habits of organizing on a regular basis can make a striking improvement in everyday life by simplifying the living space and bringing about a more peaceful and uncluttered environment.

Small Changes To Grow Older While Maintaining Health *Hilda Tague.*

Healthy aging can be fostered by even choosing one or two ways to simplify and improve life and following through to make it part of the daily living patterns.

Aging Agencies Go Online
to Help People Find Benefits

More area and state agencies on aging are using online screening and application tools to help them find and enroll people in benefits, states a new report from the National Center for Benefits Outreach & Enrollment. Agencies say the tools help them save time, track applications, and ensure accuracy. Read the report at

[http://www.centerforbenefits.org/Aging%20Net%20work%20\(Combined\)%20report.pdf](http://www.centerforbenefits.org/Aging%20Net%20work%20(Combined)%20report.pdf)

Resources and Benefits for Caregivers

The following resources were taken from a document from the Centers for Medicare and Medicaid Services (CMS) and Administration on Aging. They were drawn from numerous sources by New Freedom Initiative (NFI) Subcommittee on Caregiving members, speakers and other stakeholders. This Resource List is not intended to be exhaustive or all-inclusive CMS does not endorse specific products or services of non-federal institutions.

New Freedom Initiative Subcommittee on Caregiving

www.hhs.gov/od/about/fact_sheets/fs4_caregiving.html

This web page, housed on the HHS Office of Disability website, contains background information on the New Freedom Initiative Subcommittee on Caregiving.

Ask Medicare

www.medicare.gov/caregivers/

The Centers for Medicare and Medicaid Services (also known as CMS) has launched an initiative to begin a conversation with people who provide care for a loved one, friend or neighbor.

The **Ask Medicare** initiative provides information, tools and materials to assist the caregiver and their loved ones in making informed healthcare decisions. On the website you can also sign up for an e-newsletter for caregivers which is emailed bi-monthly to individuals who sign up. The newsletter provides information on important dates such as open enrollment, changes in the program, etc.

Extra Help Program

www.ssa.gov/legislation/medi-mailing.html

The Social Security Administration launched a new strategy to inform relatives and caregivers of low-income Medicare beneficiaries about the "extra help" available to assist them with the cost of the Prescription Drug Program.

If the loved one you care for is in need of services: Administration on Aging

www.aoa.gov/

The mission of the Administration on Aging is to assist elderly individuals maintain their independence and dignity in their homes and communities through comprehensive, coordinated, and cost effective systems of home and community-based long-term care across the U.S.

A on A works in close collaboration with the Aging Network of states, Area Agencies on Aging, and local community service provider agencies- the most visible, trusted community resources for information access and services.

Eldercare Locator

www.eldercare.gov/

The Eldercare Locator is a public service of the U.S. Administration on Aging and is the first step to finding resources for older adults in any U.S. community. The service links those who need assistance with state and local area agencies on aging and community-based organizations that serve older adults and their caregivers.

Home and Community Based Waivers
[www.cms.hhs.gov/MedicaidStWaivProgDemoPGI/05_HCBSWaivers-Section1915\(c\).asp](http://www.cms.hhs.gov/MedicaidStWaivProgDemoPGI/05_HCBSWaivers-Section1915(c).asp)

States may offer a variety of services to consumers under an HCBS waiver program and the number of services that can be provided is not limited. These programs may provide a combination of both traditional medical services (i.e. dental services, skilled nursing services) as well as non-medical services (i.e. respite, case management, environmental modifications).

Family members and friends may be providers of waiver services if they meet the specified provider qualifications. However, in general spouses and parents of minor children cannot be paid providers of waiver services.

Meals on Wheels
www.mowaa.org/Page.aspx?pid=183

The Meals On Wheels Association of America (MOWAA) is the oldest and largest organization in the United States representing those who provide meal services to people in need. MOWAA works toward the social, physical, nutritional, and economic betterment of vulnerable Americans. The Meals On Wheels Association of America provides the tools and information its programs need to make a difference in the lives of others.

The National Alliance for Caregiving
www.caregiving.org/

The National Alliance for Caregiving is dedicated to providing support to family caregivers and the professionals who help them and to increasing public awareness of issues facing family caregivers.

Money Follows the Person
www.cms.hhs.gov/DeficitReductionAct/20MFP.asp#TopOfPage

Enacted by the Deficit Reduction Act of 2005, the Money Follows the Person (MFP) Rebalancing Demonstration is part of a comprehensive, coordinated strategy to assist States, in collaboration with stakeholders, to make widespread changes to their long-term care support systems.

With the history and strength of the Real Choice Systems Change (RCSC) grants as a foundation, this initiative will assist States in their efforts to reduce their reliance on

institutional care, while developing community-based long-term care opportunities, enabling the elderly and people with disabilities to fully participate in their communities

Medicaid
www.cms.hhs.gov/MedicaidGenInfo/

Good health is important to everyone. If you can't afford to pay for medical care right now, Medicaid can make it possible for you to get the care that you need so that you can get healthy – and stay healthy.

State Health Insurance Assistance Program (SHIP) www.shiptalk.org

The State Health Insurance Assistance Program, or SHIP, is a national program available in every state that offers free one-on-one counseling and assistance (over the telephone or in-person) to people with Medicare and their caregivers.

If you need support as a caregiver:
Caring for Caregivers
www.strengthforcaring.com/manual/stress-relive-stress-management-tips/caring-for-caregivers/

This website contains information and resources to help care for caregivers who may be experiencing physical illness, depression, grief, and other changes.

Caring From a Distance
www.cfad.org/

Caring From a Distance is a nonprofit organization created by men and women who personally struggled with the anguish, stress, and frustration of long distance care. Our strength lies in this shared experience and in bringing together our diverse backgrounds to help Caring From a Distance service and help unite the distance-care community.

Handbook for Long-Distance Caregivers: An Essential Guide for Families and Friends Caring for Ill or Elderly Loved Ones
www.caregiver.org/caregiver/jsp/content/pdfs/op_2003_long_distance_handbook.pdf

This booklet offers a roadmap for those new to the challenges of caring from afar for ill or elderly loved ones. It includes information on: how to assess your care situation; develop care team; hold a family meeting; access community organizations and private agencies; and balance work and care giving.



**Quarterly Meeting and
Workshop**
Wednesday, October 20, 2010
12:30 – 4:30 p.m.
Apache Junction Active Adult Center
1035 N. Idaho Road

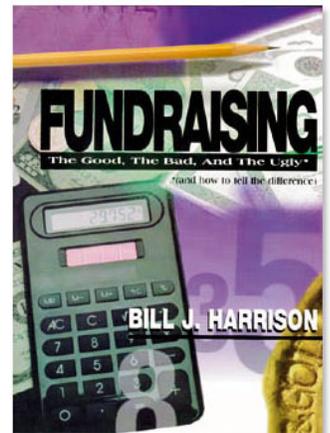
Fundraising Basics and Frauds, Flakes and the Fun of Ethics Workshop

Join with your friends and colleagues for an exciting and enjoyable afternoon that will not only provide you with the nuts and bolts of successful fundraising, you will also enjoy a session on Fundraising Ethics guaranteed to enlighten, enthrall and challenge you!

Presenter: Bill J. Harrison, CFRE

Mr. Harrison is a nationally recognized fundraiser with more than thirty-two years of experience, an award-winning author, respected teacher and dynamic speaker. Bill is well known for his sense of humor, high-energy presentations, unbridled enthusiasm, and providing a valuable experience to all who attend his classes and workshops.

Bill has published 245 articles on fundraising and non-profit management topics and is the author of the award-winning book **FUNDRAISING: THE GOOD, THE BAD, AND THE UGLY (and how to tell the difference)**. Bill is a Certified Fund Raising Executive and is a graduate of the Association of Fundraising Professionals (AFP) Executive Leadership Institute, the AFP Executive Management Institute, and the AFP Faculty Training Academy. He served as the 2004 President of the Greater Arizona Chapter in Phoenix and was honored as the Outstanding Fundraising Executive in 2005. In 2009, Bill was honored with a lifetime achievement award from Fund Raising Success Magazine.



This workshop on fundraising is sponsored by CareMore.



Meeting and Workshop Schedule

12:30 – 1:00 p.m.	Lunch (provided by CareMore)
1:00 – 3:30 p.m.	Workshop
3:30 – 4:30 p.m.	ASCA Quarterly Meeting

**Please RSVP by Friday, October 15 to Norma Mancini, ASCA Secretary
at 480-964-9014 x106 or nmancini@evadultresources.org**