

Northeast Iowa Area Agency on Aging



***Annual
Report***
FY 2018





Our Mission

We empower older individuals to age with dignity and independence.

Our Vision

To improve the lives of older lowans, their caregivers and their communities by providing information, services and supports to enable aging at home.

Aging Population

It's no secret the nation's population is aging. America's baby boomer population is maturing causing a shift in our country's age demographics.

By 2030, 73 million - or one in five - people in America will be 65 or over. In Iowa, 74 out of the 99 counties will have at least 20% of the residents age 65 and over.

Experts on Aging Provide Answers on Aging

With this unprecedented, long-term shift in the aging demographics of our state comes the increased needs for community supports and services to assist this population. As the experts on aging, Northeast Iowa Area Agency on Aging is transforming its services to better serve older Iowans, support their caregivers, and collaborate with community partners.

We continuously update our services to meet the changing needs of the aging population but our mission remains the same - connecting older individuals to supports and services to empower them to age with dignity and independence.



Nearly 90% of people over age 65 want to stay in their home and communities as they age.

In order to fulfill this desire to remain independent, many older adults need assistance. NEI3A has the reputation for trusted, unmatched knowledge about diverse resources to help keep older adults in their homes.

Caregiver

Often the task of helping an older adult stay in their home falls on the caregiver. In the United States, 43.5 million informal caregivers provided unpaid care to an adult or child in the last 12 months. Many caregivers of older adults are also working and caring for their own children as well.

NEI3A's caregiver program provides education, access to resources, information about options of available services for caregivers and counseling to support them in their caregiving role. Last year NEI3A's caregiver specialist provided over 235 clients with education, information, access and assistance, counseling through facilitating caregiver support groups, and access to respite services to reduce caregiver stress. Three caregiver conferences hosted by NEI3A were held offering education on caregiver stress, burnout and compassion fatigue.

LifeLong Links

When faced with the reality that help is needed to remain independent, many seniors, caregivers, and persons with disabilities do not know where to go for assistance. LifeLong Links, Iowa's Aging and Disability Resource Center, provides a no wrong door approach to start the process of discovering what supports and services are available. NEI3A housed the LifeLong Links Call Center through FY18 and remains the lead on the routing of calls and resource data base maintenance for LifeLong Links.

Last year, the LifeLong Links Call Center received 5,275 calls for information and assistance. If individuals are in need of more complex services, options counseling is provided. Last year 302 individuals were provided person centered service coordination and application assistance.



Falls are the leading cause of fatal injury and the most common cause of nonfatal trauma-related hospital admissions among older adults.

Health & Wellness

Health and wellness isn't just about the absence of illness. We believe that individuals succeed and thrive when given opportunities to eat well, prevent injury, engage in life and contribute to others. NEI3A's Health and Wellness Team offers programming that works to bring these programs to the communities we serve.

Evidence-Based programming means that the programs we use have measurable outcomes to help promote better living. Some of these programs are targeted at Fall Prevention and others are designed to promote Health Aging.

Fall Prevention Programs

- **Tai Chi for Arthritis and Fall Prevention:** This ancient, Chinese exercise program promotes strength, flexibility and balance. It can be done in groups or independently in your own home.
- **A Matter of Balance: Managing Concerns about Falls:** This award winning workshop has been shown to increase an older persons activity level and improve their confidence in managing fall risk.
- **Seniors in Motion:** This exercise program includes strength training, flexibility and fitness activity.

Healthy Aging Programs

- **Better Choices Better Health: A Chronic Disease Self-Management Program** that helps individuals learn how to manage symptoms of conditions such as arthritis, heart disease, chronic pain or diabetes. This program has been shown to improve the quality of life for those with difficult conditions.
- **Fresh Conversations:** Offered monthly in partnership with Iowa Department of Public Health and partners from around our service area, this program is designed to help older persons understand current nutrition information. It also encourages actions steps that include increasing physical activity.



Too many seniors are alone, hungry and struggling to stay independent. Nationally, 1 in 6 seniors struggles with hunger. While senior centers and the home delivered meal program provide a hot, nutritious meal each weekday, they also provide human contact for the home bound older persons and a place to socialize for those who attend the congregate meal sites.

Nutrition Services

Proper nutrition is a key component to staying healthy. NEI3A served a total of 108,326 congregate meals at 48 meal sites as well as 230,050 home delivered meals throughout Northeast Iowa. A Nutrition Risk Screening is completed on all meal consumers annually and those with high risk are assessed for the need for additional services or nutritional counseling. The meals have proven to help consumers stay in their own home.

NEI3A had over 400 home delivered meal referrals during the last fiscal year. Due to funding restrictions, NEI3A still maintains a waiting list for home delivered meals. Through the NEI3A Amenities at Home program, consumers can start on home delivered meals immediately if they chose to pay the full cost of the meal which is \$8.00.

Each summer into fall, NEI3A participates in the Seniors Farmers Market program. Checks are given out June 1 through September 30 and can be used at farmers markets through October 31. Last year, 18,589 Iowa seniors participated in the program. In the NEI3A area 4,113 seniors received farmers market checks with a redemption rate of 81.01% for a total dollar amount of \$99,958 redeemed by local growers.

Senior Centers

Along with a nutritious meal, Senior Centers also offer a place to socialize, which is an important factor in combating senior isolation. Senior center participants have higher levels of health, social interaction, and life satisfaction. Although congregate meal numbers are down, senior centers are looking at choices available to seniors and how to increase the numbers attending.



Although 65 percent of older adults between the ages of 60 and 70 find it fairly easy to live independently, that percentage drops to 43 percent among those aged 70 and older, who find they need some additional assistance to remain independent.



Person Centered Funding

Person Centered Funding is a philosophical approach where older individuals' specific needs and situations are considered in order to identify and remove barriers to their independence.

NEI3A's Person Centered Funding is a comprehensive care management program where NEI3A Aging Specialists work with individuals and their families to assess their specific needs, develop a care plan to address those needs, and identify resources and funding to implement their care plan.

Services funded through this program include information and assistance, options counseling, case management, chore, homemaker, adult day services, and material aid.

Elder Abuse Prevention and Awareness

Elder Abuse and mistreatment affects approximately 1 in 10 Americans and many times goes unreported. Elder Abuse may be in the form of physical abuse, sexual abuse, financial exploitation, or neglect by a caregiver or self. The Elder Abuse Prevention and Awareness program provides public awareness and education to identify potential vulnerable adults and the strategies and resources to intervene and stop abuse. Last year, NEI3A provided consultation or intervention to 70 vulnerable adults to prevent or stop elder abuse or neglect.

Legal Assistance

Through a contract with Iowa Legal Aid, 1,806 persons were provided legal expertise to resolve issues.



Medicare loses billions of dollars each year due to fraud, errors, and abuse. In 2014 testimony before the Senate Special Committee on Aging, the National Health Care Anti-Fraud Association placed these losses at approximately \$60 billion annually, though the exact figure is impossible to measure.

Special Projects

NEI3A is proud to house two national resource centers: the SMP National Resource Center and the SHIP National Technical Assistance Center. The two national centers provide resources and services for each of the 50 states and the District of Columbia, Guam and the U.S. Virgin Islands.

SMP National Resource Center (SMP Center)

The Senior Medicare Patrol National Resource Center (SMP Center) under the direction of the Administration for Community Living (ACL), serves the SMP projects nationally and also promotes national visibility for the SMP program to assist the general public in locating their state SMP project. In 2017, the projects reported \$53.2 million in additional expected Medicare recoveries and \$1.8 million in additional expected Medicaid recoveries.

The SMP Center maintained a national state of the art website, www.smpresource.org, and a password protected library containing 852 resources for the library's 1,249 current SMP users. The SMP Center produced 45 webinars/trainings for the SMP projects, of which included 18 new SMP director orientations. There were also three SMP-related publications produced and made available to the network.

State Health Insurance Assistance Program National Technical Assistance Center (SHIP TA Center)

Through a federal grant from the U.S. Administration for Community Living, NEI3A's SHIP TA Center serves the 54 State Health Insurance Assistance Programs (SHIPs) nationally and promotes SHIP services to national public. In the past year, the SHIP Center helped 367,000 beneficiaries and caregivers nationally to find their SHIP through phone calls and our online SHIP locator at www.shiptacenter.org.

A new one-minute animated video promoting the benefits of SHIP Medicare counseling is one highlight of the Center's recent work. The video was watched 3,100 times between June and September. The password-protected online training services for SHIPs were accessed by over 8,000 SHIP representatives, and 8,636 SHIP representatives attended our webinar trainings. The Center's services to SHIPs include: training courses, testing tools, resource library, webinars, and publications for projects and public information.

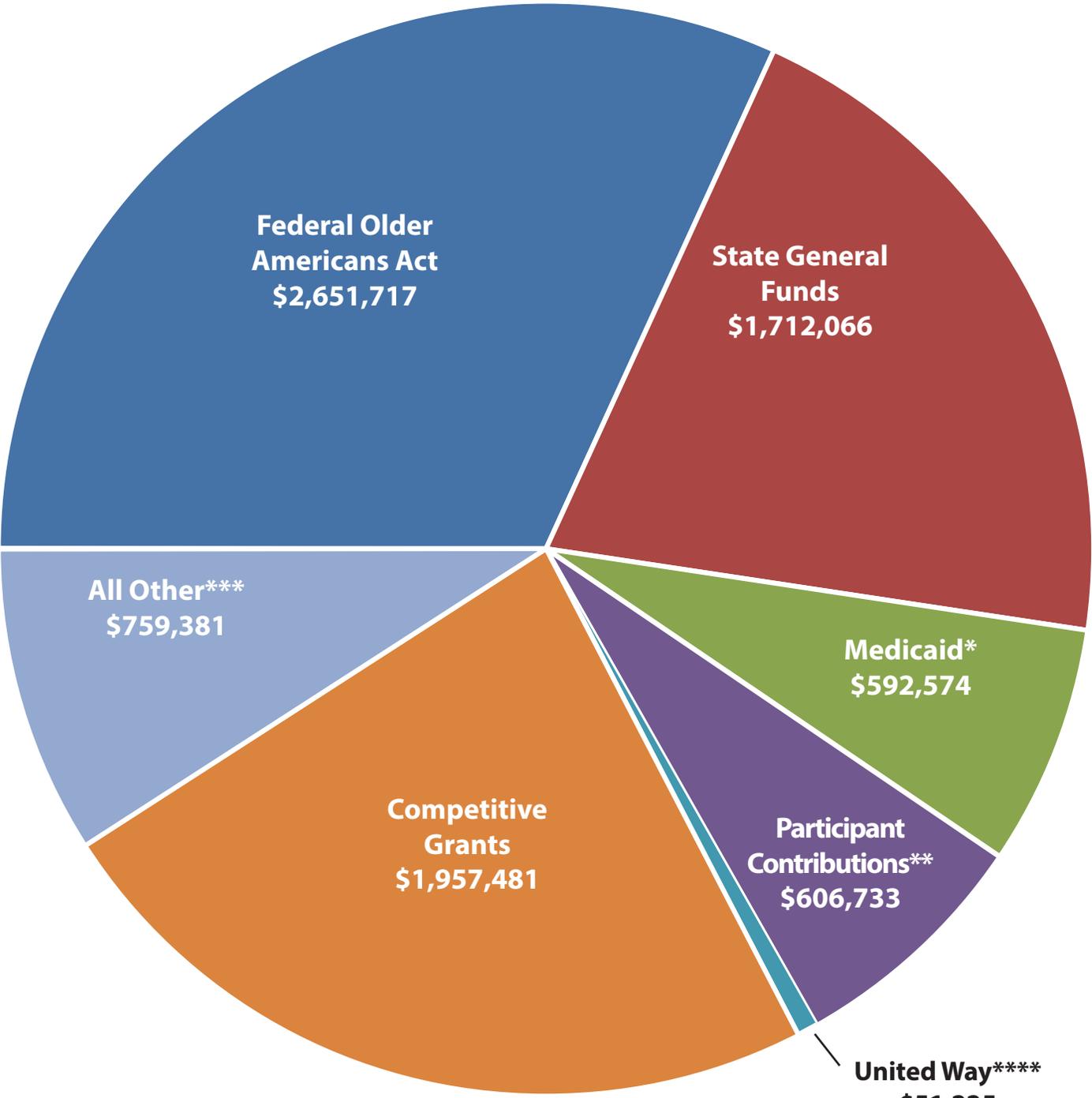
Iowa Senior Medicare Patrol (SMP)*

Covering all 99 counties in Iowa, the SMP program recruits and trains retired professionals and other senior citizens to educate consumers on how to protect their information as well as how to detect and report discrepancies in their healthcare billing notices.

**Effective September 1 the Iowa Insurance Division took over this grant.*

Sources of Funding

Total Funding FY 2018
\$8,331,177



**In Kind Contributions: \$505,987
(includes only labor)**

* Case Management and Home Delivered Meals for qualified individuals
** All services provided by NEI3A are on a contribution basis as required
*** Includes fundraising, private contributions and other local cash
****Includes United Way of Cedar Valley and Winneshiek County

FY18 Units of Services Provided

Program	# Unduplicated Clients	# of Units	Unit Type
Adult Daycare	5/0	2,084	1 Hour
Assisted Transportation	235/0	8,439	1 One-way Trip
Call Center Info. & Assistance	1,008/210	1,317	1 Consumer Contact
Case Management	172/0	820	1 Hour
Caregiver Access Assistance	184/0	720	1 Consumer
Caregiver Counseling	65/0	129	1 Session per Consumer
Caregiver Information Services	4/943	29	1 Consumer Contact
Caregiver Options Counseling	59/0	76	1 Hour
Caregiver Respite	92/0	11,088	1 Hour
Caregiver Supplemental Services	38/0	290	1 Consumer
Chore	20/0	1,124	1 Hour
Congregate Meals	2,861/0	108,296	1 Meal
EAPA Assessment & Intervention	20/0	62	1 Hour
EAPA Consultation	27/0	33	1 Hour
EAPA Non-Consumer Consultation	48/8	53	1 Hour
EAPA Training/Education	0/418	117	1 Hour
Evidence Based Health Activities	95/0	124	1 Consumer/ Program
Health Promotion & Disease Prevention	460/0	10,024	1 Consumer
Home Delivered Meals	1,538/0	187,747	1 Meal
Homemaker	86/0	6,277	1 Hour
Information & Assistance	3,505/299	4,847	1 Consumer Contact
Legal Assistance	0/1,806	268	1 Hour
Material Aid	104/0	867	
Nutrition Counseling	3/0	7	1 Session Per Consumer
Nutrition Education	1,773/0	4,061	1 Session Per Consumer
Options Counseling	300/0	834	1 Session/Consumer
Personal Care	7/0	297	1 Hour
Training/Education	0/1,512	26	1 Hour
Transportation One-way Trip	101/0	4,690	1

Message from the Board President and CEO



Joyce Denczek
Board President



Donna Harvey
CEO

As we were reviewing the 2017 annual report, we reported that it had been the “year of change.” The closing paragraph in the letter from the two of us shared that Ben Franklin stated “When you’re finished changing, you’re finished.” Well, many changes still occurred during 2018 and await us in 2019. Our key to successful changes has been and will always be the people of NEI3A from the volunteer Board of Directors, the volunteer Area Advisory Committee, the 60+ employees, the 40,000+ volunteers, and the many collaborative partners we work with every day! To quote Kamil Toume “the real competitive advantage in any business is one word only, which is PEOPLE”! It takes all of us working together every day to ensure we can build a system that fulfills our mission.

Some of the biggest challenges we face are to keep focus on how we best advocate for persons aged 60 and over. Focusing on the older persons we serve, we must continuously tool our services and supports to serve individuals born in 1958 through those born in the early 1900s. That is a big challenge! And that is why we are reviewing the approaches we take to coordinate services, where funds are obligated, consumer satisfaction...all blended with funding requirements to serve as many individuals that we can to assist them to remain at home and independent. As Socrates stated “The secret of change is to focus all of your energy, not on fighting the old, but on building the new.” That describes the work occurring daily at this area agency on aging.

Some of the programs that will no longer be available through our agency during 2018 are the two adult day care programs we operated in Manchester and Maquoketa. Unfortunately, funding through a variety of sources was not adequate to cover costs. Also, the Iowa SMP program grant was not awarded to NEI3A so

effective this year, the Iowa Insurance Commission will be coordinating that program along with the Iowa SHIP program. County Social Services ended their contract with us effective 6/30/2018 due to financial challenges they were facing.

So what are we doing to address these lost revenues and programs? Staff has focused on having discussions with our consumers about their “personal financial participation” in programs. While contributions are requested, we believe we need to do a better job explaining to everyone how much we depend upon their participation and based upon their self-declared income, what a reasonable participation amount would be. This has been very successful. Many folks truly do not understand that we receive limited funding and that it does not cover the cost of any program provided from meals to transportation to in home services to caregiver support, etc.

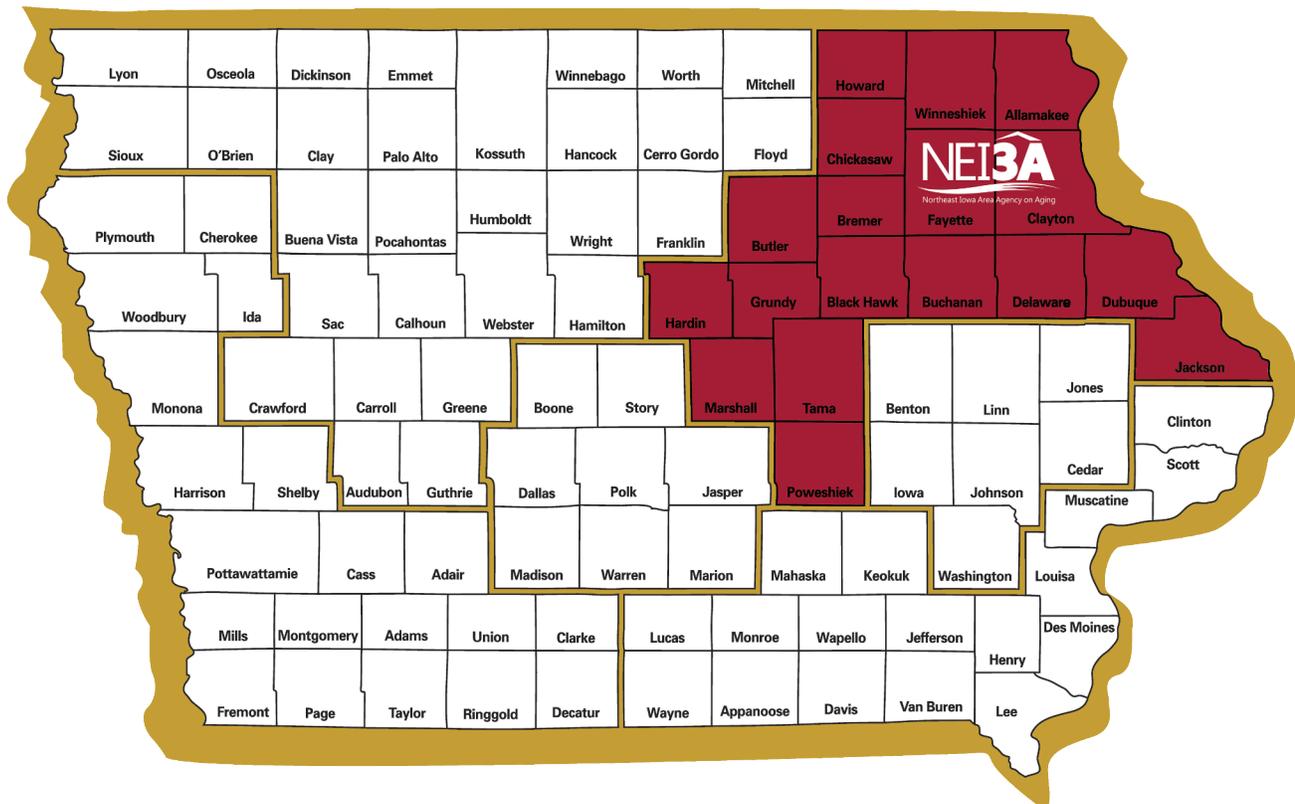
The other step we took was to hire a Funds Development Coordinator that will assist us in identifying new funding opportunities, support staff in educating folks on the shared financial participation, and grant writing. We will report more in next year’s annual report. Watch for increased marketing and outreach to let more individuals learn about our work. And we will also continue to work closely with our Board of Directors, our Area Advisory Committee members and our community partners to refocus and define our services to better meet today and tomorrow’s consumers.

We are pleased to have this opportunity to continue to report the work we have accomplished, to share some ideas on our future, and to invite you to be part of our journey.

2018 Board of Directors

- ◆ Dan Anderson, *Tama*
- ◆ Kathy Babcock, *Chickasaw*
- ◆ Jacob Bates, *Butler*
- ◆ Gary Bowden, *Clayton*
- ◆ Bob Brown, *Black Hawk*
- ◆ Bob Clemen, *Delaware*
- ◆ Diane Dawley, *Poweshiek*
- ◆ Joyce Denczek, *Dubuque*
- ◆ Elaine Eshbaugh, *Black Hawk*
- ◆ LuAnn Goeke, *Jackson*
- ◆ Shirley Helmrichs, *Delaware*
- ◆ Mark Kubik, *Howard*
- ◆ Jean Maddux, *Black Hawk*
- ◆ Marna Mitchell-Butler, *Marshall*
- ◆ Vicki Rowland, *Fayette*
- ◆ Dan Byrnes, *Allamakee*
- ◆ Dean Thompson, *Winneshiek*
- ◆ Clark Wilharm, *Bremer*

Area Advisory Committee Represents NEI3A Services Area



2018 Area Advisory Committee

- ◆ Les Askelson, Winneshiek
- ◆ Bridgett Bartlett, Dubuque
- ◆ Marcia Bauer, Black Hawk
- ◆ Sheila Bohr, Black Hawk
- ◆ Bob Brown, Black Hawk
- ◆ Chuck Bloxham, Allamakee
- ◆ Father Walter Brunkan, Butler
- ◆ Joyce Buck, Marshall
- ◆ Rosie Bruns, Black Hawk
- ◆ Wanda Cornelius, Jackson
- ◆ Jan Dybevik, Howard
- ◆ Jo Fifield, Jackson
- ◆ Lamoyne Gaard, Poweshiek
- ◆ Jerry Gade, Grundy
- ◆ Mike Gilchrist, Tama
- ◆ Mary Hamann, Jackson
- ◆ Sharon Harms, Grundy
- ◆ Ralph Kremer, Buchanan
- ◆ Valerie Nehl, Black Hawk
- ◆ Thelma Nissen, Jackson
- ◆ Connie Perry, Hardin
- ◆ Gerry Rea, Dubuque
- ◆ Linda Ridihalgh, Fayette
- ◆ Patrick Ross, Black Hawk
- ◆ Richard Rossmann, Jackson
- ◆ Linda Von Holten, Marshall
- ◆ Don Wearda, Howard
- ◆ Ron Welper, Black Hawk
- ◆ Fran Zichal, Clayton

Sources:

- NCOA: www.ncoa.org/public-policy/elder-justice/elder-abuse-facts.
- NCOA: www.ncoa.org/news/resources-for-reporters/get-the-facts/falls-prevention-facts/
- CDC: www.cdc.gov/features/elderabuse/index.html
- Meals On Wheels: www.mealsonwheelsamerican.org/factsheet
- AARP: Aging In Place State Survey of Livability Policies and Practices
- IDA: State Data Center of Iowa and the Iowa Department on Aging-Older Iowans: 2017
- United States Census Bureau: The Baby Boom Cohort in the United States 2012 to 2060-Population Estimates and Projections.



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NEI3A serves older adults, caregivers, and persons with disabilities in Allamakee, Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Clayton, Delaware, Dubuque, Fayette, Grundy, Hardin, Howard, Jackson, Marshall, Poweshiek, Tama, and Winneshiek Counties.