



Annual Report

FY 2019



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 - Empowering older individuals to age with dignity and independence.



Connecting you to services to remain independent



Promoting active aging with health based programs



Providing caregiver support



Enhancing health with nutrition services



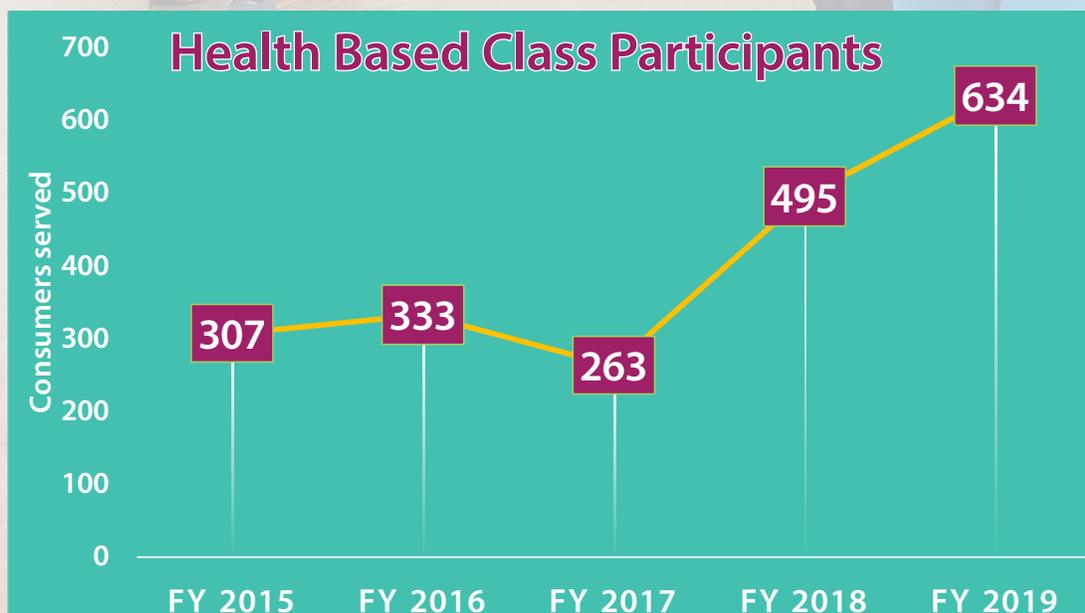
**Connecting you to
services to remain
independent**



Promoting active aging with health based programs

NEI3A is committed to helping older persons improve their lives by aging well, with dignity and independence. Our health and wellness programs offer opportunities to improve both their quality of life and maintain their health. Supporting healthy aging means more than just an absence of illness; it's about active and engaged individuals and communities that provide multiple opportunities to eat well, move more, and live better!

- Tai Chi for Arthritis and Fall Prevention promotes breathing, mindfulness, balance and strength training. This ancient exercise has been shown to provide multiple health benefits. Attendance for Tai Chi classes has more than doubled in less than 3 years.
- Seniors in Motion, a program offered in partnership with the YWCA, promotes healthy aging by providing encouragement and exercises as part of our Health Promotion programming.
- A Matter of Balance: Managing Concerns about Falls helps older persons understand that falls are not a natural consequence of getting older. It provides personal and practical solutions to help people stay active. In FY 2019 we served 150 people with evidence based classes.
- Fresh Conversations, offered monthly in partnership with Iowa Department of Public Health, provides nutrition information, samples of new recipes or ingredients, and suggestions to increase physical activity. In FY 2019 we served 2,458 individuals with nutrition education.





Providing caregiver support

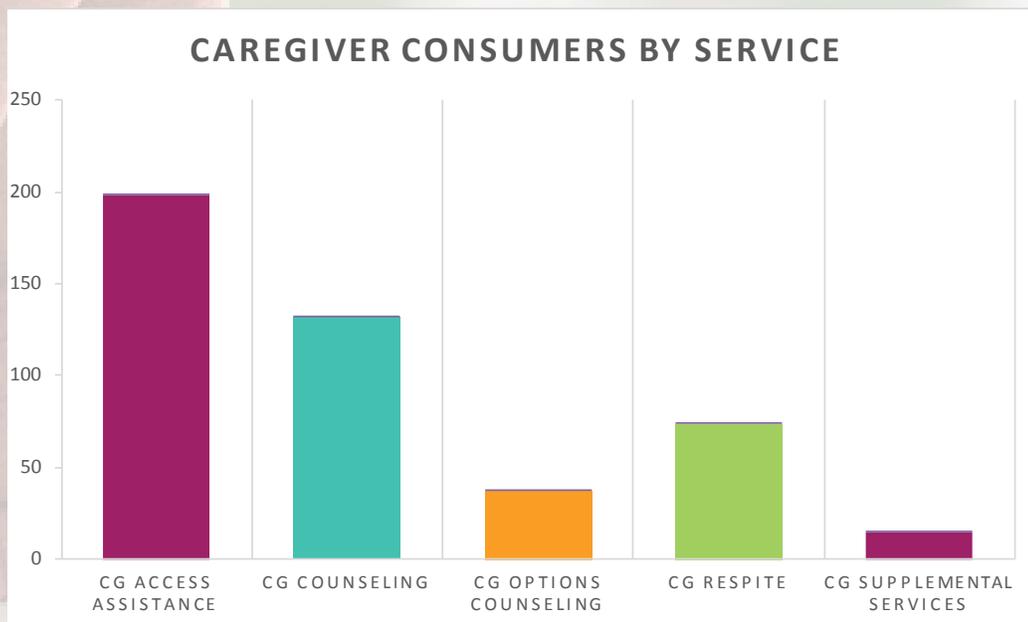
Often the task of helping an older adult stay in their home falls on the caregiver. In the United States, 43.5 million informal caregivers provided unpaid care to an adult or child in the last 12 months. Many caregivers of older adults are also working and caring for their own children as well.

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.

Two caregiver conferences hosted by NEI3A were held offering education on caregiver stress, burnout and compassion fatigue.

Ongoing support is essential for caregivers. NEI3A hosts four caregiver support groups each month to allow caregivers to connect with and learn from other caregivers going through similar situations.





Enhancing health with nutrition services

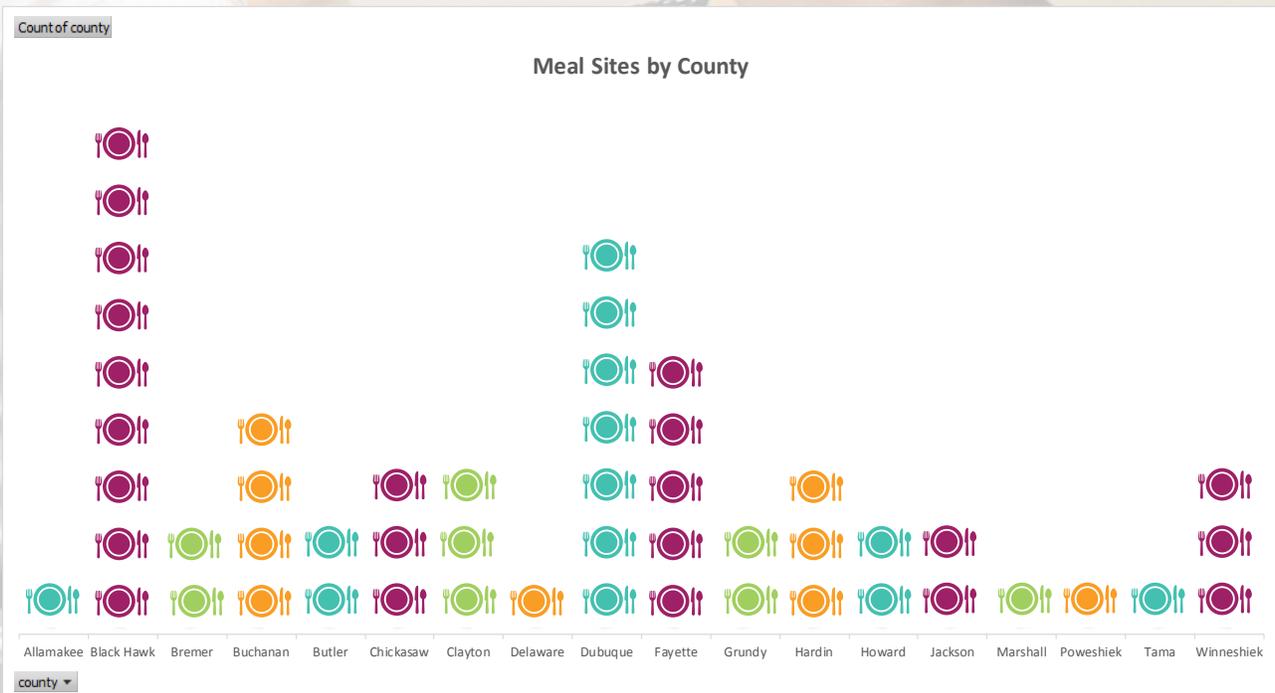


Proper nutrition is a key component to staying healthy. NEI3A served a total of 80,216 congregate meals at 43 meal sites as well as 181,240 home delivered meals throughout Northeast Iowa. A Nutrition Risk Screening is completed on all meal consumers annually and those with high risk are assessed for the need for additional services or nutritional counseling. The meals have proven to help consumers stay in their own home.

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. In the NEI3A area 3,012 seniors received farmers market checks with a redemption rate of 75.30% for a total dollar amount of \$90,357 redeemed by local growers.

Along with a nutritious meal, congregate meal sites also offer a place to socialize, which is an important factor in combating senior isolation. NEI3A has a meal site in each of the 18 counties in the service area. Meal site participants have higher levels of health, social interaction, and life satisfaction.

NEI3A also offers a meal prepping workshop called Making Meals Easy. Participants make freezer meals to take home for a fee, while learning about nutrition, food safety and recipe preparation.





The SHIP National
Technical Assistance Center

ship state health insurance
assistance programs
NATIONAL
NETWORK

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 54 SMP projects nationally and also promotes national visibility for the SMP program to assist the general public in locating their state SMP project. In 2018, SMP had 6,935 active team members. Those SMP team members conducted 26,932 group outreach and education events, and had 278,761 individual sessions with, or on behalf of, Medicare beneficiaries in relation to the SMP mission.

The SMP Center maintained a national state of the art website, www.smpresource.org, and a password protected library containing 1,079 resource entries for the library's 7,100 SMP users. The SMP Center produced 92 of those entries that include webinars/trainings and mission related resources in the library for the 54 SMP projects to be utilized.

The SMP Center created fraud alert materials and resources related to genetic testing fraud. The resources have been placed on the Office of Inspector General (OIG) website. The SMP Center website also housing the several resources that were created in this effort to education beneficiaries and their families about Medicare genetic testing fraud.

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.

This past year, The SHIP Center helped 271,386 people access a SHIP using our toll-free number (877-839-2675) or the SHIP Locator at www.shiptacenter.org. Over 10,000 SHIP staff and volunteers logged onto our password-protected website more than 70,000 times to access Medicare courses, SHIP counselor certification exams, and our SHIP Resource Library. 5,229 SHIP staff and volunteers attended 33 Center training webinars.

We explored livestream webcasting technology in August, providing long-term care insurance training that was watched live in 783 locations nationally and viewed 483 times as a recording.

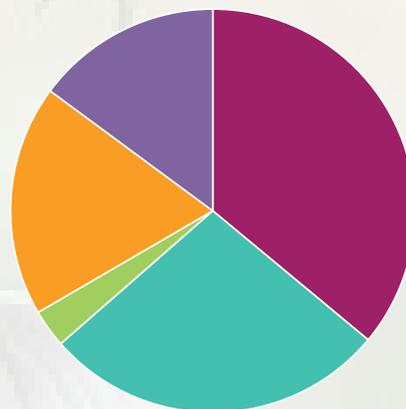
Empowering older individuals to live safely and with respect

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 case management, chore, homemaker, home modifications and repairs, and transportation. NEI3A assisted 381 people last year with these services.



- Assisted Transportation
- Case Management
- Chore
- Homemaker
- Material Aid

Elder Abuse Prevention and Awareness

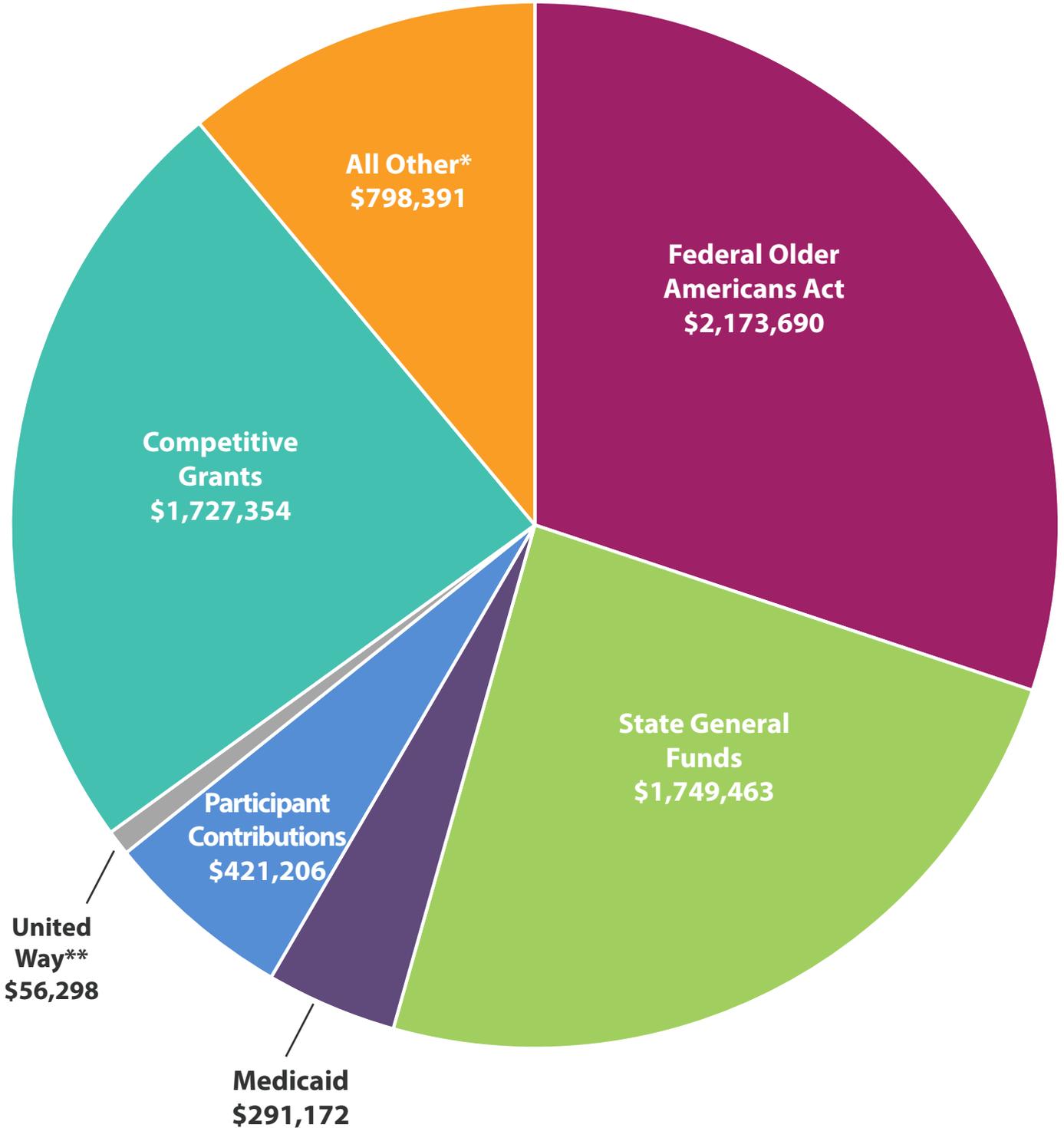
Elder Abuse and mistreatment affects approximately 1 in 10 Americans and many times goes unreported. Elder Abuse may be in the form of physical abuse, sexual abuse, financial exploitation, or neglect by a caregiver or self. The Elder Abuse Prevention and Awareness program provides public awareness and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

Legal Assistance

Older individuals confront various legal challenges to remaining independent. NEI3A continues its long partnership with Iowa Legal Aid to assist 207 people with specific legal issues such as housing and rent disputes, guardianship and conservatorship concerns, and medical claim appeals.

Sources of Funding

Total Funding FY 2019
\$7,217,574



In Kind Contributions: \$524,506
(includes only labor)

*Includes fundraising, private contributions and other local cash
**Includes United Way of Cedar Valley, Winneshiek County, and Marshall County



Joyce Denczek
Board President



Donna Harvey
CEO

Message from the Board President

Fiscal year 2019 has once again been a very busy and productive year for NEI3A staff and board.

Among the accomplishments: Mission statement updated, new NEI3A logo, staff move to new building, 'follow up' from 'fall out' with office as result of Marshalltown tornado, reduced expenses without any breakdown in providing services and programs in our 18 county service area while staying on budget, met challenges of Meals on Wheels delivery in spite of severe winter weather. I could go on and on (read Donna's report for more details) but suffice it to say that due to the great work of the staff, keeping all the 'balls in the air' and by keeping the board updated and informed, our job as board members was made much easier.

Fiscal year 2020 will not be without new challenges and opportunities. Funding will continue to be an issue and an aging population with newer and higher expectations will give us all pause. It will be important that we look for ways to involve consumers in decisions that impact their life by working with the Area Agency Advisory Committee.

We look forward to the challenges ahead.

*- Joyce Denczek
President on behalf of the Board of Directors*

Message from the CEO

Fiscal year 2019 officially ended Sunday, June 30, 2019, allowing for a Monday morning kick-off to Fiscal year 2020. We take advantage of “closing” one year and beginning a new year to take a look back at successes, changes, challenges, and yes, some failures. This annual report allows us to showcase the programs and services that our Area Advisory Committee members, Board of Directors, staff, and volunteers strive to design and deliver with the greatest outcomes each and every day.

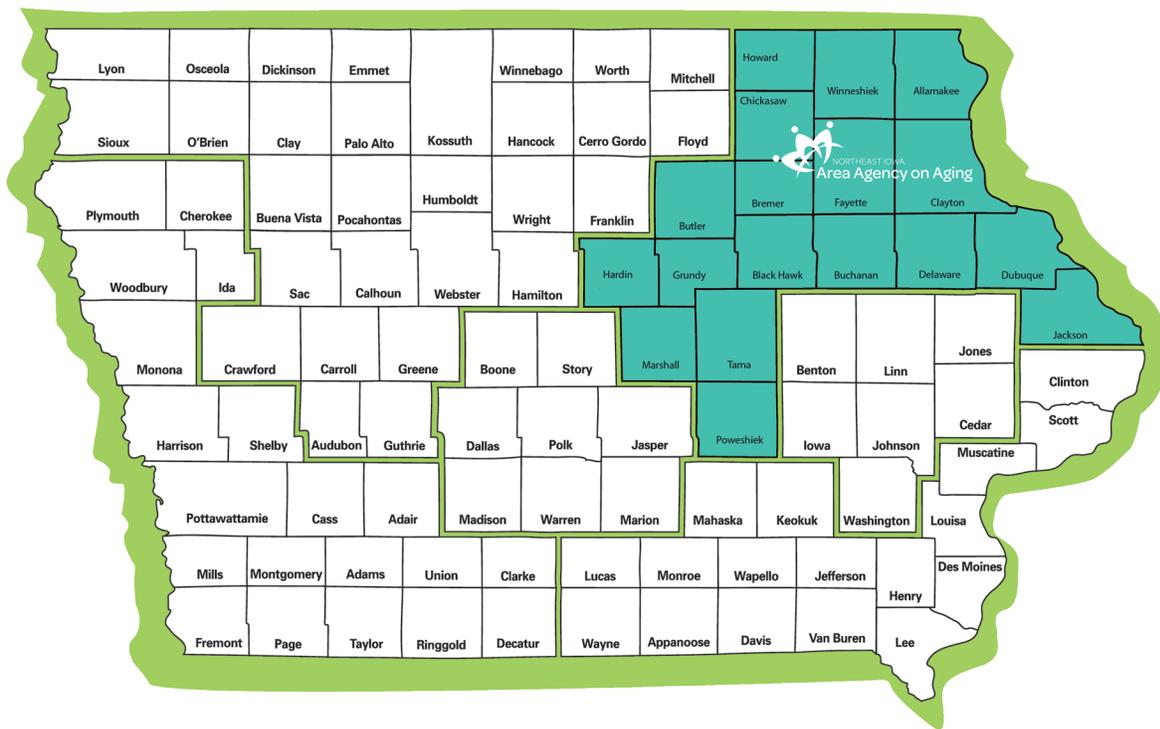
Annually, each of the over 600 area agencies on aging nationwide develop an “area plan” as required under our federal regulations known as the Older Americans Act. As part of that process, it is critical that input is received from our current and future customers to assist each area agency on aging in designing services and service delivery systems that align with local interests, needs, and desires. That input is then reflected in the plan, presented to the Area Advisory Committee that is required to be comprised of at least 50 percent older individuals and consumers of our services. From there, the Board of Directors endorses the Committee’s recommendations. That plan is then provided to each state’s unit on aging (in Iowa that is the Department on Aging) that is reviewed, presented to the Iowa Commission on Aging, and submitted to the U. S. Administration on Community Living/Administration on Aging. We truly appreciate this process as it reflects “grassroots” input from the beginning and allows opportunity for many individuals to assist us in our services and service delivery design.

We will begin the process to design Fiscal Year 2021 area plan as part of the October, 2019, annual meeting by asking for input from our customers, their families and support systems, collaborative partners, elected officials, volunteers, Area Advisory and Board of Directors. There are many ways to offer input into this ongoing process. Join us on Facebook by “Following” our Northeast Iowa Area Agency on Aging page; visit our website at www.nei3a.org and share ideas through our Contact Us form; send an email nei3a@nei3a.org; or give us a call at 800-779-8707!

Recently we asked staff to share ideas on “what does success look like at NEI3A.” It is a critical question, we believe, in making sure NEI3A really does know what success looks like and, particularly, from the view of persons aged 60 and over, their spouse, their caregivers. Why do we want to know this? We believe we need to constantly refocus energies to make sure we are designing and delivering services for today’s and tomorrow’s customers.

We continue to be honored to serve as YOUR area agency on aging and look forward to Fiscal Year 2020!

-Donna Harvey, CEO



2019 Board of Directors

- ◆ Dan Anderson, *Tama*
- ◆ Kathy Babcock, *Chickasaw*
- ◆ Jacob Bates, *Butler*
- ◆ Dan Byrnes, *Allamakee*
- ◆ Diane Dawley, *Poweshiek*
- ◆ Joyce Denczek, *Dubuque*
- ◆ Elaine Eshbaugh, *Black Hawk*
- ◆ Rev. Joe Greemore, *Black Hawk*
- ◆ LuAnn Goeke, *Jackson*
- ◆ Shirley Helmrichs, *Delaware*
- ◆ Jessica Ledtje, *Grundy*
- ◆ Jean Maddux, *Black Hawk*
- ◆ Marna Mitchell-Butler, *Marshall*
- ◆ Patrick Murray, *Howard*
- ◆ Greg Orwoll, *Dubuque*
- ◆ Connie Perry, *Hardin*
- ◆ Vicki Rowland, *Fayette*
- ◆ Dean Thompson, *Winneshiek*
- ◆ Clark Wilharm, *Bremer*



2019 Area Advisory Committee

- ◆ Les Askelson, *Winneshiek*
- ◆ Marcia Bauer, *Black Hawk*
- ◆ Bob Brown, *Black Hawk*
- ◆ Rosie Bruns, *Black Hawk*
- ◆ Sandy Chilson, *Howard*
- ◆ Lori Egan, *Winneshiek*
- ◆ Lamoyne Gaard, *Poweshiek*
- ◆ Jerry Gade, *Grundy*
- ◆ Mike Gilchrist, *Tama*
- ◆ Mary Hamann, *Jackson*
- ◆ Sharon Harms, *Grundy*
- ◆ Ralph Kremer, *Buchanan*
- ◆ Ben Kvigne, *Black Hawk*
- ◆ Valerie Nehl, *Black Hawk*
- ◆ Gerry Rea, *Dubuque*
- ◆ Linda Ridihalgh, *Fayette*
- ◆ Richard Rossmann, *Jackson*
- ◆ Sally Timmer, *Black Hawk*
- ◆ Linda Von Holten, *Marshall*
- ◆ Mary Jo Wilhelm, *Howard*
- ◆ Ron Welper, *Black Hawk*
- ◆ Fran Zichal, *Clayton*



***Northeast Iowa Area Agency on Aging
Regional Offices***

**3840 W. 9th Street
Waterloo, IA 50702**

**2728 Asbury Road
Dubuque, IA 52001**

**607 Washington Street
Decorah, IA 52101**

**123 W. Main Street
Marshalltown, IA 50158**

Phone: 319-874-6840 or 800-779-8707

Fax: 319-874-6888

www.nei3a.org

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.