



NORTHEAST IOWA
Area Agency
on Aging

2020

ANNUAL
REPORT

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.



Experts on Aging Provide Answers on Aging

America's population is maturing causing a shift in the aging demographics of our state. By 2030, 73 million - or one in five - people in America will be 65 or older. In Iowa, 74 out of the 99 counties will have at least 20% of the residents age 65 and older.

With this long-term shift in the aging demographics of our state comes the increased need for community supports and services to assist this population. As the experts on aging, Northeast Iowa Area Agency on Aging (NEI3A) is transforming 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. Even when faced with a pandemic, we have worked tirelessly to continue our mission to empower older individuals to age with dignity and independence.



Connecting you to services to remain independent



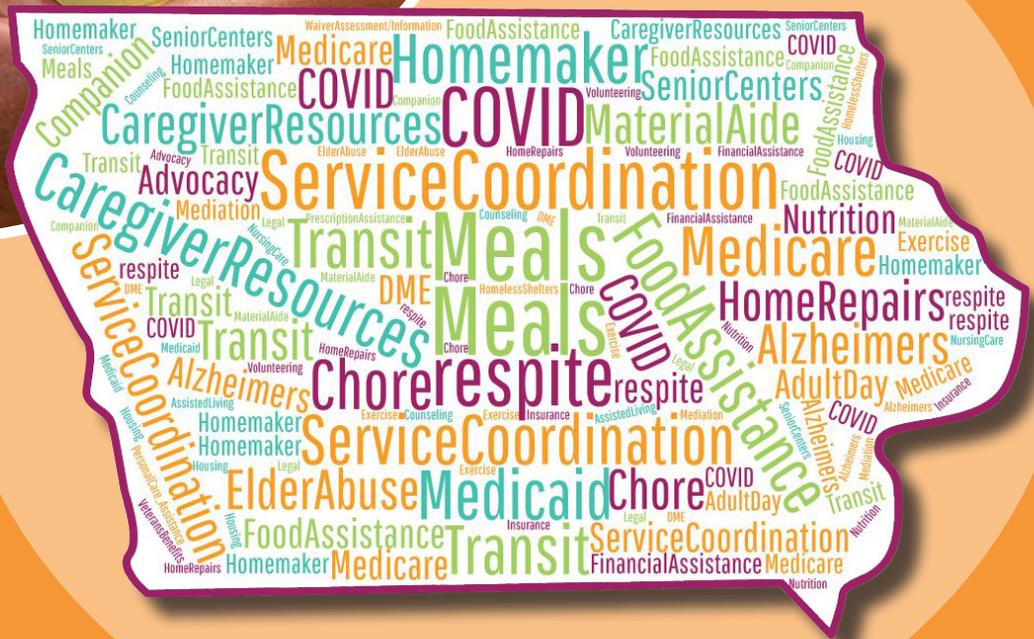
Promoting active aging with health based programs



Providing caregiver support



Enhancing health with nutrition services



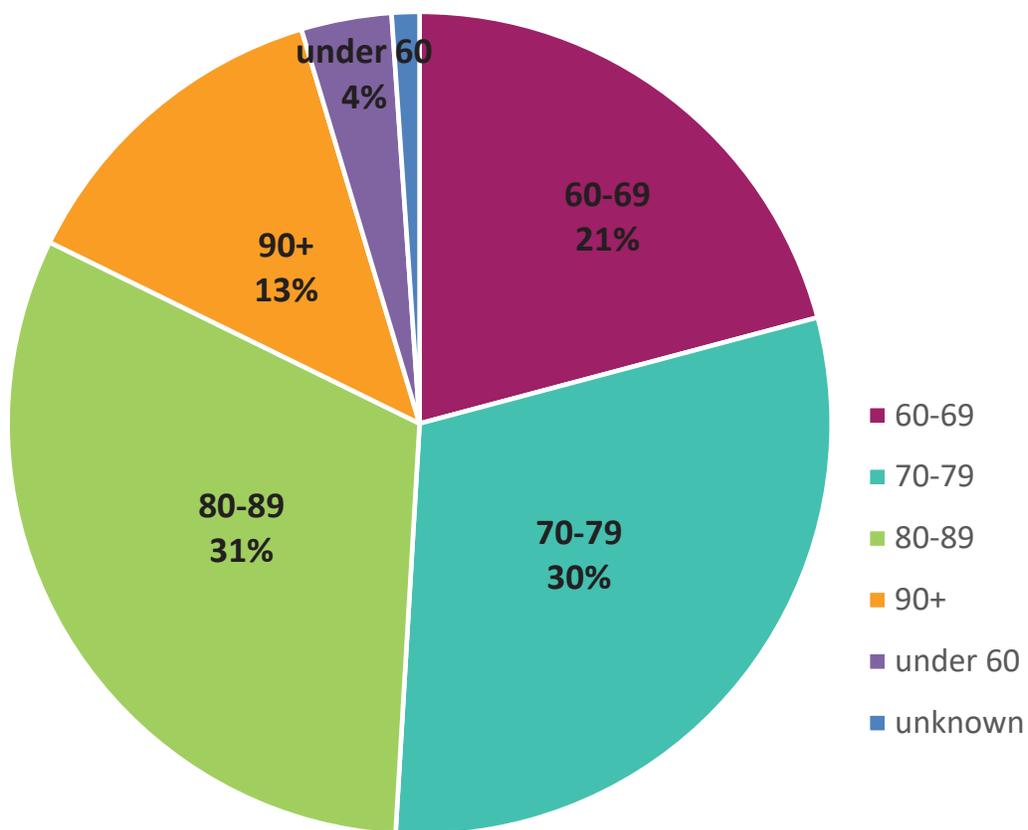
Connecting you to services to remain independent

Nearly 90% of people over age 65 want to stay in their homes and communities as they age. While the desire to remain independent is not uncommon, it can pose challenges for caregivers and the older adult themselves. NEI3A has the reputation for trusted, unmatched knowledge about available resources and the ingenuity to produce creative solutions to help fulfill older adults desire to remain in their homes.

When faced with the reality that help is needed to remain independent, many older individuals, persons with disabilities and their families call LifeLong Links, Iowa's Aging and Disability Resource Center. LifeLong Links provides a single point of entry to begin the process of identifying available supports and services in their area.

Last year, NEI3A assisted 6,621 individuals with information and assistance services covering a wide range of topics as depicted in the graphic on the adjacent page. If individuals are in need of more complex services, options counseling is provided. Last year 663 individuals were provided person centered service coordination and application assistance.

NEI3A Consumers by Age

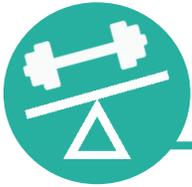




Promoting active aging with health based programs



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!



Strength and Balance

Tai Chi for Arthritis and Fall Prevention promotes breathing, mindfulness, balance and strength training. This ancient exercise has been proven to provide multiple health benefits. Tai Chi is one of the most popular classes with attendance continuing to increase. The Tai Chi program expanded in FY 2020 with two staff members certified in Shibashi Qigong Tai Chi and Tai Chi for Arthritis and Fall Prevention – Part 2. During the COVID pandemic, classes were offered through Zoom as well as Shibashi Qigong featured weekly on Facebook Live.

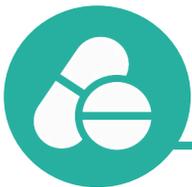
Seniors in Motion, a program offered in partnership with the YWCA, promotes healthy aging by providing encouragement and exercises as part of our Health Promotion programming.

A Matter of Balance: Managing Concerns about Falls helps older persons understand that falls are not a natural consequence of getting older. It provides unique and practical solutions to help people stay active.



Nutrition Education

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. Fresh Conversations were offered through Zoom to participants during the COVID pandemic.



Medicine Education

The Home Meds Program helps prevent misunderstanding and misuse of medications that lead to medication-related issues, including falls, dizziness, heart issues or confusion. A trained staff member visits with individuals to prepare a list of medicines which is reviewed by a University of Iowa pharmacist. If problems are found, the pharmacist will work with the individual and their doctors to ensure the correct medications are being taken.



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 483 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, especially during a pandemic when connections to others is limited. NEI3A moved the four caregiver support groups to monthly conference calls to continue to allow caregivers to connect with and learn from other caregivers going through similar situations.

When COVID cases started showing up in Iowa, caregivers were faced with even more challenges. Attempting to keep their loved one protected from the virus while also ensuring they were well and had what they needed to stay safe and not be exposed.

To help caregivers stay connected, NEI3A launched the GrandPad program. GrandPads are easy to use tablets that allow preauthorized contacts to connect with their loved one through a video call. There are also additional features to help keep them engaged. Through this program, 50 GrandPads were distributed to clients of the caregiver program.



With the pandemic I am home alone and it can get very boring. I do have an Ipad and love to read. However, I have now made my GrandPad part of my morning routine. I just cannot say enough amazing things about the GrandPad and I am super excited to be using it and love the games. I am very thankful for my GrandPad!

- NEI3A GrandPad Recipient



To - The Northeast Iowa Area Agency on Aging
I would like to express my sincere gratitude to your organization for providing meals-on-wheels during the present Covid-19 crisis.
As a senior-citizen, I am remaining homebound during this time and, my cupboard was looking bare!
The delivered ^{meals} ~~dishes~~ like 'mana-from heaven'
Please share my gratitude with the members of your organization at this time of great need!



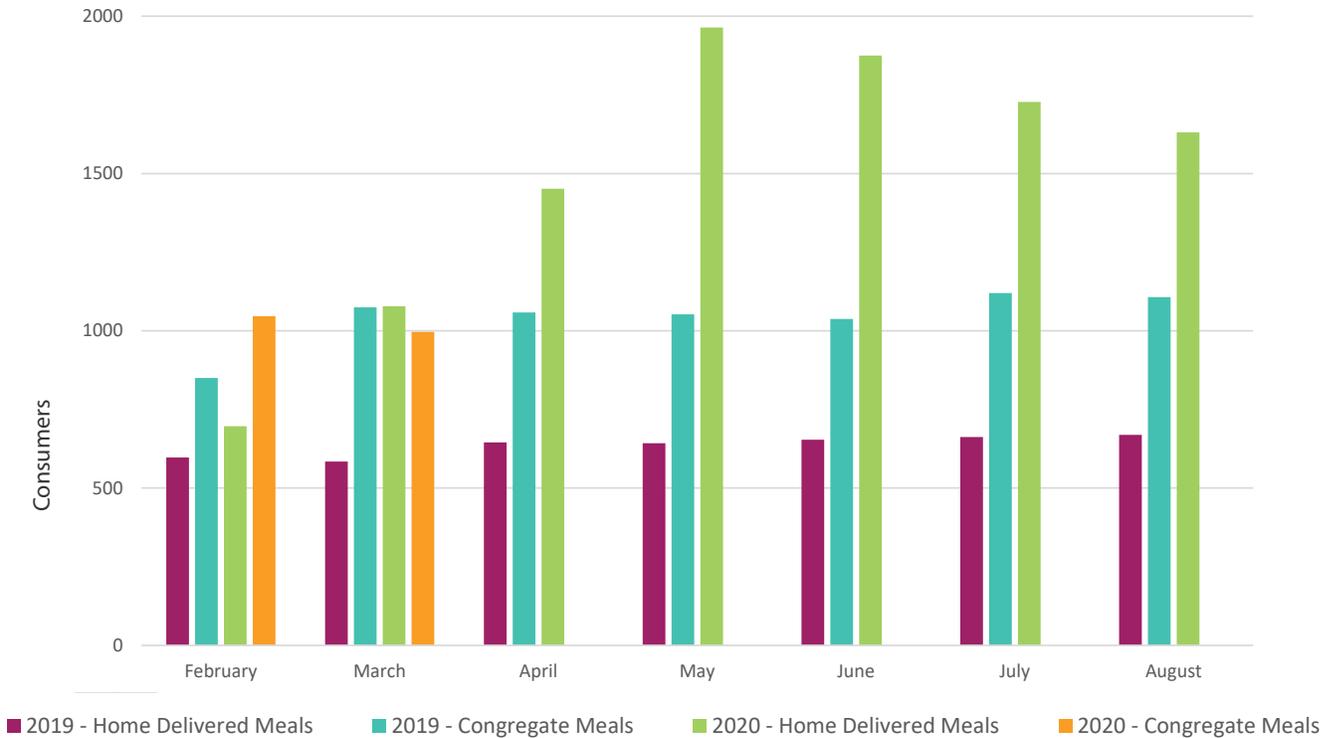
Enhancing health with nutrition services

Proper nutrition is a key component to staying healthy. NEI3A served a total of 63,499 congregate meals at 43 meal sites as well as 249,893 home delivered meals throughout Northeast Iowa. A Nutrition Risk Screening is completed on all meal consumers annually. High risk consumers are identified for additional services. Receiving nutritious meals has been proven to help consumers stay in their own home.

With the population that NEI3A serves being the most vulnerable to COVID-19, the decision was made to shut down all Senior Centers and meal sites mid March. Meal delivery converted to weekly frozen meals to reduce exposure for both meal recipients and volunteers and new partnerships were developed with meal vendors, local restaurants, and grocers. Through this process, NEI3A was able to serve older individuals in more rural areas as well as provide community support to local businesses.

Each summer into fall, NEI3A participates in the Seniors Farmers Market program. Checks are given out starting June 1 and can be used at farmers markets through October 31. Typically checks are distributed at health fairs held throughout NEI3A’s service area. With the pandemic, this was not an option. Instead, all checks were distributed through the mail. In the NEI3A area 3,415 seniors received farmers market checks with a redemption rate of 82.5% for a total dollar amount of \$102,450 redeemed by local growers.

The following chart shows all meal consumers served each month from February through August in both 2019 and 2020. When congregate meal service ceased in March and the new partnerships were formed for meal delivery, home delivered meal service increased dramatically.



Special Projects

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



Senior Medicare Patrol National Resource Center (SMP Center)

The Senior Medicare Patrol National Resource Center (SMP Center), under the direction of the U.S. 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 2019, SMP had 6,875 active team members. Those SMP team members conducted 28,146 group outreach and education events and 320,590 individual sessions with, or on behalf of, Medicare beneficiaries.

The SMP Center maintained a national state-of-the-art website, www.smpresource.org, and a password-protected SMP Resource Library containing 1,340 resource entries for 7,382 users. The SMP Center produced 377 of the library's resource entries, which included webinars/trainings and mission-related resources for the 54 SMP projects to use.

The SMP Center creates fraud alert materials and resources. In 2019 the Center focused on genetic testing fraud and in 2020 it created consumer alert materials related to COVID-19. These resources have been placed on the U.S. Department of Health & Human Services Office of Inspector General (OIG) website. The Center's website houses several resources and videos it created to educate beneficiaries and their families about these pressing Medicare fraud trends. The SMP Center has had success with outreach using social media. Since March 2020 the Center's Facebook page had 192 posts and has seen a total of 276,674 impressions, with an average of 1,442 impressions per post.

Lastly, we look forward to releasing a national SMP mobile application and a printed My Health Care Tracker for beneficiaries in 2021 in an effort to assist with preventing and educating Medicare beneficiaries on Medicare fraud.

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

State Health Insurance Assistance Program National Technical Assistance Center (SHIP TA Center) NEI3A has operated this center since 2014 through a federal grant from the U.S. Administration for Community Living (ACL). In 2020, NEI3A was awarded a new competitive grant of nearly 7 million dollars to continue operating this center through August 2025. Annually, this is \$1,350,000, a 42% funding increase from the previous grant.

The SHIP TA Center serves the 54 State Health Insurance Assistance Programs (SHIPs) nationally and promotes SHIP services to the public at www.shiptacenter.org. Over 12,000 SHIP staff and volunteers use this website to access password-protected materials, including over 20 Medicare courses, certification exams, a resource library, calendar of events, and, since February 2020, a national Medigap Plan Finder. This new tool allows SHIP counselors to provide individualized Medigap plan options to beneficiaries nationally. It meets a critical need cited in a 2019 national report by the U.S. Government Accountability Office.

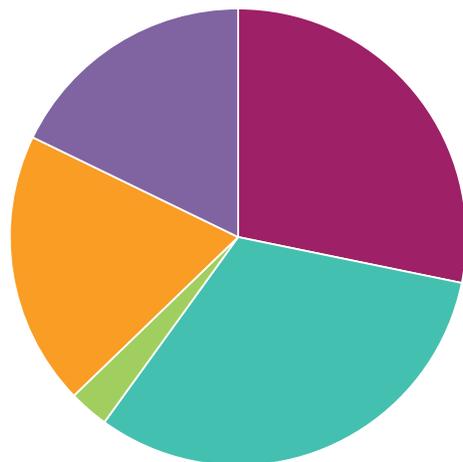
Empowering older individuals to live safely and with respect

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 430 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. This often 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

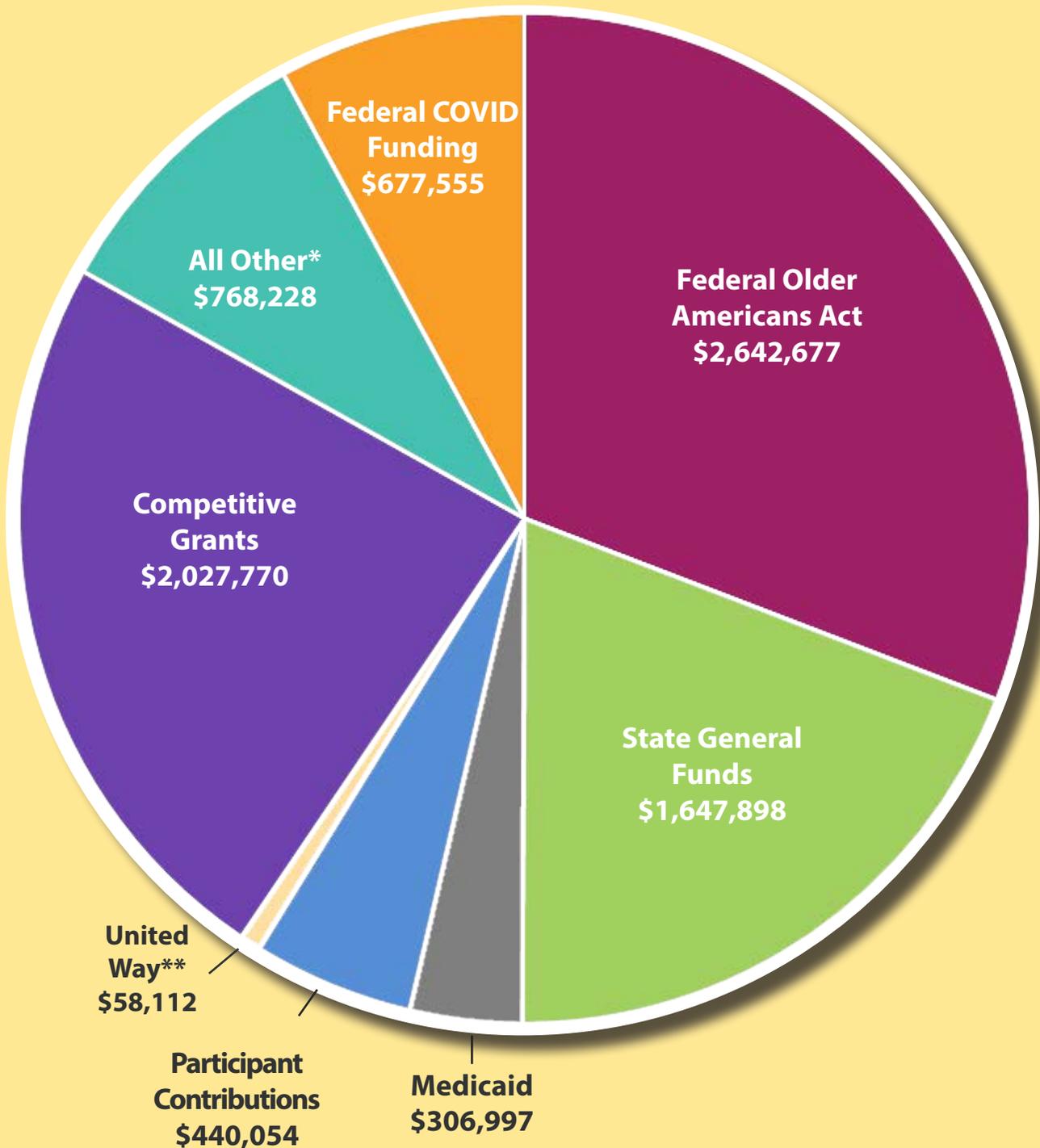
Older individuals confront various legal challenges to remaining independent. NEI3A continues its long partnership with Iowa Legal Aid to assist 213 people with specific legal issues such as housing and rent disputes, guardianship and conservatorship concerns, and medical claim appeals.

Older Worker Employment Program (OWEP)

Older workers can be a valuable asset to area businesses. This program is overseen by Iowa Vocational Rehabilitation Services (IVRS) through grants awarded to NEI3A. OWEP's work with referrals made by IVRS who are 55 and older, have a documented disability and are seeking employment in the community to assist in creating resumes, interviewing skills, applying for jobs and provide support throughout the process from beginning to end.

Sources of Funding

Total Funding FY 2020
\$8,569,301



In Kind Contributions: \$389,182
(includes only labor)

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

Message from the Board President



Jean Maddux
Board President

I began my role as President of the NEI3A Board on January 1, 2020. At that time, we believed we would have a somewhat uneventful year as an area agency on aging working to keep older persons at home, independent, and well served and to support their caregivers in their role as well.

That occurred the first two months. Then the pandemic arrived in March, giving the staff as many challenges as they had probably had in the history of the organization. They had to convert physical work space to telework locations, close all congregate meal locations, move daily hot meal delivery to homebound individuals to a one time per week delivery of frozen meals, and connect with individuals “virtually” instead of face to face.

As the President, I want to say on behalf of the Board; we are very proud and supportive of the efforts of the staff and volunteers to make all this happen in a short time and to creatively find ways to increase our clientele and contractors by utilizing local restaurants and grocery stores with the mission to keep older persons at home, fed and healthy.

The end of this fiscal year came on June 30, 2020, but the challenges of the pandemic continue for months to come. The Board is very grateful for the community support, local funding, support of elected officials, all the volunteers that give so much throughout the year, and the dedicated staff at NEI3A.

The end of 2020 will bring about additional changes for the agency with the retirement of our CEO. I want to thank Donna Harvey for her dedication and commitment to the aging network. Over the past 34 years, her innovative ideas, strategic thinking, and tireless devotion have inspired her staff, volunteers, board members, and colleagues to empower older individuals to age with dignity and respect. The Board will be seeking a new CEO that will carry on the excellent work and be prepared to tackle the opportunities that await us in the future.

*- Jean Maddux
President on behalf of the Board of Directors*

Message from the CEO

Have you ever taken a family vacation where the first part of the trip is just as you planned and envisioned? Everyone is getting along. No road construction delays. The hotels are nice and clean with friendly staff. You are staying on budget. And then you get your first road construction with a pilot car to delay your arrival to the hotel and all the restaurants are closed and the family is hungry. Then you begin the next day with a new route as you have found that the next major highway also has construction so you spend the day on the phone and internet rescheduling lodging and eventually deciding to end your trip and head home. I have to say, that is how fiscal year 2020 felt to us!



Donna Harvey
CEO

We began July 1, 2019 in new office space in Waterloo offering sound programs that align with the agency mission.

We began a new program with Unity Point in Waterloo that we call “Return to Community” working with older persons being discharged from the hospital and nursing facility care to support them with services as they make that transition. We received funding and established a partnership with Habitat for Humanity to continue making modifications for accessibility in homes in Waterloo and designing a program to hopefully expand throughout the 18 counties with grant funding. Our two national centers for SHIP and SMP were flourishing with training and education to all the projects nationwide. And then we began to experience and respond to the pandemic.

So, just like the vacationers above, we reversed all plans and went back to the very basic programs that keep older persons at home. The President in her report shared some of the interventions we put in place and will continue to put in place and modify for months to come.

I am proud of the flexibility of our staff and volunteers in modifying their work locations, their way of providing programs, and their commitment to stay in touch with our consumers. As the CEO, I will be wrapping up 37 years delivering services and advocating on behalf of older persons and their caregivers. This is the best “trip” I could have planned, modified, piloted and co-piloted with many other entities, made many interesting stops along the way to learn about our delivery system and how we can use that to improve the work of the agency, and at the end of this trip, I can say I enjoyed almost every mile with so many great “passengers”, co-pilots, and opportunities. I now look forward to watching where the next CEO can take NEI3A!

-Donna Harvey, CEO



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- Jacob Bates, Butler
- Bob Brown, Black Hawk
- Dan Byrnes, Allamakee
- Diana Dawley, Poweshiek
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- Bob Brown, Black Hawk
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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.