



CEO's Report
May 2021

“Great things are not done by impulse, but by a series of small things brought together.” – Vincent Van Gogh

COVID 19

As vaccines became more readily available, staff and providers have been working to inform and educate older adults and helping them to get to vaccine locations. Providers have been calling and assisting their active clients while our staff have been reaching out to older adults on the waiting lists. Post cards with information and instructions to call the Helpline if they need assistance have been going out to waitlisted clients in all seven counties. We received additional funding from DOEA that is allowing us to hire a staff person and allow us to target efforts to racial and ethnic minority older adults. We will be conducting outreach and education, doing an education campaign and working with organizations/agencies in the communities to reach these individuals. Providers are slowly starting to open centers on a limited basis and at varying rates throughout the planning and service area.

Florida will be receiving about \$106 million in American Rescue Plan funding. The Florida Association of Area Agencies on Aging is talking with DOEA about concerns and plans for the funding. There is no time limit for spending the funding, but there are match requirements which could be challenging for Area Agencies on Aging and providers when you are considering the amount of money involved. The Secretary has been very encouraging and wants the Area Agencies on Aging to use this opportunity to be flexible and innovative, taking technology into consideration and seeing this funding as an investment in the future. Staff will be discussing ideas so we could be prepared for when we receive our allocation of the funds.

ADVOCACY

Legislative Session ended and aging services fared very well. While we went into session hoping to avoid funding reductions, session ended with funding increases in Community Care for the Elderly and Alzheimer's Disease Initiative. In addition, our \$400,000 in Local Service Programs for home delivered meals also made the final budget. We are waiting now for the Governor to sign the budget, hopefully avoiding any line item vetoes.

VISION

Older adults and adults with disabilities are valued and have the resources they need to live with dignity and security in an age and ability friendly community.

MISSION

ElderSource empowers people to live and age with independence and dignity in their homes and community.

INCLUSION

ElderSource values all people – including, but not limited to, all nationalities, socio-economic backgrounds, abilities, races, genders, religious perspectives, sexual orientation and gender identities – in everything we do. We welcome the unique perspectives of all persons in our quest to fulfill our mission.

GRANTS

There has been a lot of grant activity since March:

Dental Services: We received an extension on our current grant with United Way of Northeast Florida taking us through September 30 and providing us with an additional \$6,250 which we will use to provide additional dental services.

Florida Blue Grant: We submitted a grant for \$10,000 to Florida Blue that, if funded, will allow us to convert our in-person Age Sensitivity Training to an interactive on-line virtual training.

LGBTQ Grant: We submitted a grant for \$19,000 to the LGBTQ Fund at the Community Foundation. If funded, we will do Facebook live events in partnership with AARP, similar to what we do now with Let's Do Lunch. Topics will be specific to LGBTQ elders and cover such things as legal issues, caregiving, mental health, general health etc. We will then add LGBTQ specific resources to a page on our website promote this page for LGBTQ to get information and then hopefully feel comfortable calling our Helpline or accessing us through chat if needed.

Uniper Grant: We were invited to the second phase of a Community Foundation Grant for \$25,000 to extend our Uniper program beyond December. This program supports older adults' abilities to age in place by combating social isolation, improving social connections among seniors, and promoting access to support services. Many older adults spend a significant amount of time in front of the television, detached. Older adults living in rural communities, who have transportation barriers, or who are staying home due to COVID have limited access to in-person health and wellness programming. With UNIPER, these barriers are removed and seniors can engage with others in community, stay active, and gain access to programs that support maintaining independence.

ACL Grant: We previously reported participating in the State-Community Collaboration Think Tank sponsored by the Administration for Community Living. We are one of five Community Based Organizations who have been identified as emerging network lead entities, joined by state agencies, to participate in this Think Tank. We also reported participating in the Aging and Disability Business Institute's Fiscal Acumen Training. With the support of the Florida Association of Area Agencies on Aging and DOEA, we are applying now for an ACL grant, No Wrong Door Community Infrastructure Grant: Scaling Network Lead Entities. Funding is for up to \$350,000 for two years. If funded, we will be able to build the infrastructure needed for our sister company, Medicaid Managed Services, Inc.(MMS), to be a network lead entity/management services organization. As such, MMS will be able to build a provider network of Area Agencies on Aging and service providers and to negotiate contracts with health plans to deliver services that will address the social determinants of health, creating integrated health networks.

GUIDING PRINCIPLES

We Value:

Those we serve

Diversity and Inclusion

Excellent and responsive service

Honesty, integrity, respect and professional behavior

Results and accountability

Proactive, innovative and visionary efforts

Community collaboration

The knowledge, loyalty, commitment and unselfish team spirit of staff, volunteers and providers

Our role as the leader in the aging network

Our role as an instrument of positive change

DIVERSITY, EQUITY AND INCLUSION

A DEI Board Committee has been formed made up of the chairs of the Planning and Programs Committee, the Governance Committee and the Personnel Committee. Each Committee is look at data to make sure we are addressing DEI matters at all levels of the organization: staff, Board, and services to older adults. The DEI Committee will be reviewing the data, offering suggestions to the Committees if needed, and identifying other opportunities for the organization to do more and do better as it relates to DEI. An example of this is communications, including our website. Staff will be working with the DEI committee on this and is already working on making our website ADA compliant to make sure people with vision or hearing impairments can access us and the information available. Staff are also working with our website consultant to create a tab for Spanish speakers that will include information in Spanish. Brochures for our different programs are being translated in Spanish as well. Tameka Gaines Holly, COO and I both participated in a 7 week long DEI in the Workplace Certificate program through the University of South Florida. What we learned will help us inform our work going forward.

Other Notable Items

Transition to New State Reporting Database: We previously reported the cleanup staff from around the state were doing on records in two databases. The State is moving to a new single database for client records and resources. The clean up was essential. The staff on the project were amazing. Using a tool developed by a consultant who has worked with us on other projects, staff were able to do a deep dive on the data, cleaning up over 108,000 records. Because of the tool and the staff efforts, I feel confident that the data four our planning and service area is the cleanest in the state. This is also critical as we continue to work towards our AIRS Accreditation.

Livable Communities: We continue to work with the State and AARP on making communities in our area Age Friendly/Livable Communities. In addition to supporting the efforts taking place in Jacksonville by the Duval County Council on Elder Affairs, we are also participating on the Waterfront Public Spaces Activation Coalition, Activation Committee. There we are making sure we voicing our concerns and wishes to make the riverfront age and ability friendly for all.

Community Health Needs Assessment: The area nonprofit hospitals are in the middle of their Community Health Needs Assessment. We have been participating in meetings with them and the Regional Health Planning Council, again to make sure the voice of older adults and adults with disabilities are heard as their plan their work for the next three years.

STRATEGIC PLAN



More Money:

Generate additional funding to invest in mission-aligned service



More Services:

Provide more services



More Better:

Improve the quality of existing services
Measures are satisfaction ratings from annual surveys



Staff Presentations: Staff have been called up as subject matter experts on a variety to topics to share their knowledge and expertise. Some examples include:

In addition to presenting at last year’s National Association of Area Agencies on Aging (n4a) conference on Risk Management, Ted Billich from Risk Alternatives and I were also asked to present a webinar for the American Society on Aging and will be presenting at this year’s n4a conference. DOEA Secretary Richard Prudom and I were asked by the Administration on Aging to speak at the National Council on Aging Conference about our work in the State-Community Collaboration Network Lead Entity Think Tank

Andrea Spencer, VP of Communications speaking at the North Florida Chapter of the American Marketing Association about connecting and supporting seniors and caregivers during the pandemic and talking with people in communications and marketing positions about how to reach and communicate with older adults. Andrea also spoke to the College of Retirees’ Association where one of the attendees shared she has never taken so many notes in one of their meetings. Andrea also co-chairs the Communications Workgroup for the Florida Association of Area Agencies on Aging.

Nancy Tufts, VP of Planning and Programs, was asked to present ElderSource and our work at the UNF Brooks College of Health Center for Nutrition and Food Security One City One Table Symposium. Nancy is also speaking to AmericCorps about aging in the United States and societal/health implications, social determinants of health among older adults, health disparities and older adults, health access needs and barriers for older adults, local services to support older adult health and strategies for supporting older adults' health. Nancy also chairs the Programs Workgroup for the Florida Association of Area Agencies on Aging and co-chairs the Emergency Coordinating Officers Workgroup.

Renee Knight, VP of Community Services, has been called upon repeatedly by other Aging and Disability Resource Centers to share her knowledge and the process and tools she helped create to improve efficiency, accuracy and performance in our own Aging and Disability Resource Center. She has spoken before the AARP Foundation about the Medicare Savings Program, providing feedback on the application assistance process. She was also asked by DOEA to speak with the Administration for Community Living’s strategy consultant and share her experience and recommendations related to The Medicare Improvement for Patients and Providers Act (MIPPA) program. Renee chairs the ADRC Directors Workgroup.

“Do a little bit of good where you are. It is those little bits of good put together that overwhelm the world.” – Desmond Tutu

STRATEGIC PLAN



Goal 1: Continue High Quality Core Services



Goal 2: Improve Quality of Life/Reduce Isolation



Goal: Explore Innovative, Net Income Generating Service Lines



Goal: Advocate for Older Adults and Adults with Disabilities



Goal: Increase Awareness of Eldersource



Goal: Advance ElderSource Operations

