



Area Agency on Aging *of Northwest Arkansas*

2009-2010 Annual Report



According to the U.S. Administration on Aging there are over 55 million people in the United States 60 years of age and older. The total population of Arkansas is 2.8 million, and of that 2.8 million there are 560,982 Arkansans over the age of 60. Currently, our seniors make up 20% of the population in our area. The figures are staggering, but the fact is the Area Agency on Aging of Northwest Arkansas has positioned itself as the aging expert and is ready to meet the challenges of the aging population in Northwest Arkansas.

The Area Agency on Aging of Northwest Arkansas is a private, non-profit organization that has been serving seniors in Baxter, Benton, Boone, Carroll, Madison, Marion, Newton, Searcy and Washington Counties since 1979.

The mission of the Area Agency on Aging of Northwest Arkansas is to commit financial and human resources to enhance the lives of the Northwest Arkansas senior community.

This report will give you some insight into the major programs and the ways they served seniors from July 1, 2009 through June 30, 2010. The agency offers an array of programs to enhance the lives of senior adults in our community. Over the years, these programs have changed to meet the ever-changing needs of our older population.

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A Message from our Leaders

We are proud that our staff and partners within the aging network have the energy and enthusiasm that is needed to be creative and allows us to improve to meet the needs of our ever increasing senior population.

Northwest Arkansas has an estimated 20% of its senior population that is over 60 years of age while the state has about 14%. The national average is 12%. Arkansas ranks 4th nationally in senior population. Our senior population is one of the unhealthiest in the nation. Arkansas ranks in the top 5 states with seniors having chronic disease. Arkansas' senior population ranks 3rd nationally in hunger with about 16% of its senior population being in this category. We also rank 5th nationally in both obesity and lack of physical activity for seniors. The general health and disproportionate number of seniors in the Northwest Arkansas population makes our mission very important.

Our Agency continues to strive to bring programs to our area that will address these problems. We are working closely with the state and federal agencies to pilot new programs or replicate programs that are evidenced based that will improve the health and wellness of our senior population. These programs include the newly approved SOURCE enhanced management program, Veteran Directed Home and Community Bases Services, Chronic Disease Self-Management, non-durable medical supplies, and the Community Living Program.

The demand for our services continued to increase during the 2009-2010 fiscal year. We had record numbers of people to enroll in our In-Home Services Program and also had a record number of employees working for the Agency. We had more demand in our Senior Activity Center Program than our Service Providers could serve. The programs that we provide do make a difference. We provide these programs in a way that requires structure, order, scheduling, and teach them in a way that assures we follow highly regulated policies and procedures. In order to carry out our mission, we must think creatively to assure that we use the resources we have in order to improve our programs.

We appreciate the support of our staff, service providers and aging network partners that allow the people that we serve to trust us to be the aging experts.

Joe Dillard
President, Board of Directors

Jerry L. Mitchell
Executive Director

The Area Agency on Aging of Northwest Arkansas is a non-profit organization, dedicated to the non-discriminatory delivery of services without regard to religion, handicap, sex or race.

These programs offer a wide range of services designed to enhance the lives of seniors, making it possible for them to remain at home as long as possible, and advocating for the individual rights of all seniors whether they live at home or have had to enter long-term care facilities. The following is a compilation of the services offered:

In-Home Services: The In-Home Services Program provides personal care, housekeeping, shopping, meal preparation, and respite care for disabled and elderly persons. During the 2009-2010 fiscal year our in-home staff of 9 registered nurses, 9 caseworkers, and 457 personal care assistants provided over 400,259 hours of care to 838 people in our nine county area.



Case Management: Case management services are consistently offered to the residents of Northwest Arkansas. Case managers safeguard the rights and financial interests of the elderly, disabled and disabled veterans with issues relating to social security, supplemental security income, disability, Medicare, and Medicaid benefits. Case Managers assist with obtaining food, housing, heating, cooling, increased safety, legal service referrals and transportation. In FY 2010, ten case managers assisted 1,137 unduplicated clients throughout the year. An additional 1,389 people were assisted with Medicare Part D counseling to help with important drug coverage decision making, 27 were given legal assistance, and 89 were helped with cooling through the air conditioner and fan programs.

Family Caregiver: The Family Caregiver Program provided counseling as well as emotional and financial support to caregivers throughout the region: 348 face to face counseling sessions, 77 caregiver grants for the purchase of respite care or supplemental goods to ease the caregiver's burden. Workshops for grandparents raising grandchildren reached an additional 1,881 caregivers.

Alternatives for Adults with Physical Disabilities (AAPD): AAPD is a Medicaid program through which we are able to serve physically disabled adults aged 21 to 64 years. This program was developed by the state to enable clients to direct their own care and remain in their own homes. Counseling Support Managers provided care to an average of 165 clients a month and served 208 clients over the year.



Senior Directed Home and Community Based Services: SDHCBS (formerly known as the Nursing Home Diversion Grant Pilot Program – Boone County) continued to serve elderly people whose income or assets exceed the usual Medicaid eligibility requirements yet they do not have the resources to afford to purchase the care they need to remain in their homes. This program provided assistance to 38 individuals in FY 2010 and inspired the Veteran's Directed Home and Community Based Services Program pilot; a Veteran's Health Services of the Ozarks contracted service modeled after the SDHCBS program.

Veteran Directed Home and Community Based Services:

VDHCBS is an enhanced Care Manager program contracted by the VA based on our success with the SDHCBS program. Through this agreement, 48 veterans have received significantly enhanced services in FY 2010. We established service agreements with both the Veteran's Health Services of the Ozarks and the Veteran's Health Services of Central Arkansas.



Money Follows the Person (MFP): MFP uses intensive transition management, an innovative approach to helping seniors return to their homes after an extended institutional stay. Five individuals received this support in FY 2010.



Community Support Program: This program provides assistance to senior center staff and local communities to implement fitness, health and wellness programs to area seniors. Senior centers offered fifteen different physical activity programs that included PEPPi, Zumba, Silver Sneakers, Strong Women, Tai Chi, and yoga. Other programs offered this past year include the Stanford University model of Chronic Disease Self Management Program, Silver Haired Legislators, emergency preparedness, brain aerobics, falls prevention, heart health, stroke, depression, nutrition and much more. The 2nd Annual Beanbag Baseball World

Series took place last September with 23 teams participating. The first Wii Bowling Tournament took place in February with three regional tournaments and the finals. The agency hosted the 26th Annual Northwest Arkansas Senior Games on May 7. Three hundred and five senior adults participated in the 2010 games.

Housing: The housing department works to meet the housing needs in Northwest Arkansas by beautifully maintaining 13 senior facilities totaling 282 units in 10 communities. Most of our facilities have had an increase in the utility allowance this year which helps the tenants by reducing the amount of rent they pay. The importance of good housing management is critical to a healthy senior community. The housing department has a team of ten dedicated managers committed to maintaining stability while helping our seniors feel secure. The housing managers work productively with case managers and community based organizations to ensure the delivery of programs to our residents. Several facilities have partnered with regional food banks to help our seniors with basic nutritional needs.



Senior Activity Centers: Senior Center programs proved to be important to our nine county senior adult population this past year. Hard economic times brought new eligible consumers who were able to access services at their local senior center. Increased demand for services put the centers in a financial crisis that resulted in the need to establish waiting lists for home delivered meals. Senior centers continue to decrease staff and expenses, where possible, to operate within budget. The program highlights were: three vans were acquired from grants through the Arkansas Highway and Transportation Department; won the state "Meals for Seniors" award for the 3rd year for most funds raised at the senior centers for a total of \$439,303.23; Fayetteville Senior Activity Center received Wellness Center accreditation and renovations were completed on the Boone County Senior Activity Center. The following units of service were provided: 235,566 congregate meals; 391,196 home delivered meals; 320,053 socialization units; and 95,793 transportation one-way trips.

Adult Day Center: The effects of Dementia, Alzheimer's, stroke, etc. may result in a senior adult no longer being able to stay by themselves but not quite ready for a nursing home. Adult Day Centers located in Baxter and Boone Counties helps provide loving supervision, mental stimulation, mobility exercises, meals, transportation and care while the caregiver relaxes, runs errands or continues to work. The Adult Day Centers provided 44,754 hours of service during the 2009-2010 program year.

Ombudsman: The 2009-2010 Ombudsman Program has served almost 2000 individuals with 155 cases worked and resolved and over 700 technical assists. In addition, the Ombudsman has conducted staff trainings, public information programs and completed general programmatic requirements. The region has 39 nursing homes and 25 Assisted Living/Residential Care facilities. There are over 5000 certified beds at this time in Region I. There are two new assisted living facilities in the process of being built and will be completed before the end of 2010. It is a requirement of the program that the Ombudsman make a routine visit to each facility each quarter. The Region has 19 certified volunteers, a certified volunteer coordinator who works out of the Bentonville office, and four back-up Ombudsmen who assist when needed.

Personal Emergency Response System (PERS) and Non-Durable Medical Supplies: The agency started its Personal Emergency Response Program in 1996. The program has grown from 50 subscribers to just over 600 served in fiscal year 2010. We have one full-time and one part-time financial assistant to help coordinate services with agency case managers. The agency began the non-durable medical supply business in 2004. As the aging population grows, so does our business of supplying incontinence supplies, we served 703 people in 2010. As regulations have changed to become a Medicaid/Medicare provider, we have worked to gain accreditation with Medicare so we can continue these services. Our agency was awarded an Exemplary Accreditation this year.

Branch Offices

Baxter County
(870) 425-9811
1-888-286-3620

Benton County
(479) 273-9424
1-888-286-3610

Boone County
(870) 743-1623
1-877-286-3621

Carroll County
(870) 423-6114
1-888-286-3613

Madison County
(479) 738-2524
1-888-286-3614

Marion County
(870) 453-7000
1-888-286-3618

Newton County
(870) 446-2337
1-888-286-3619

Searcy County
(870) 448-3155
1-888-286-3617

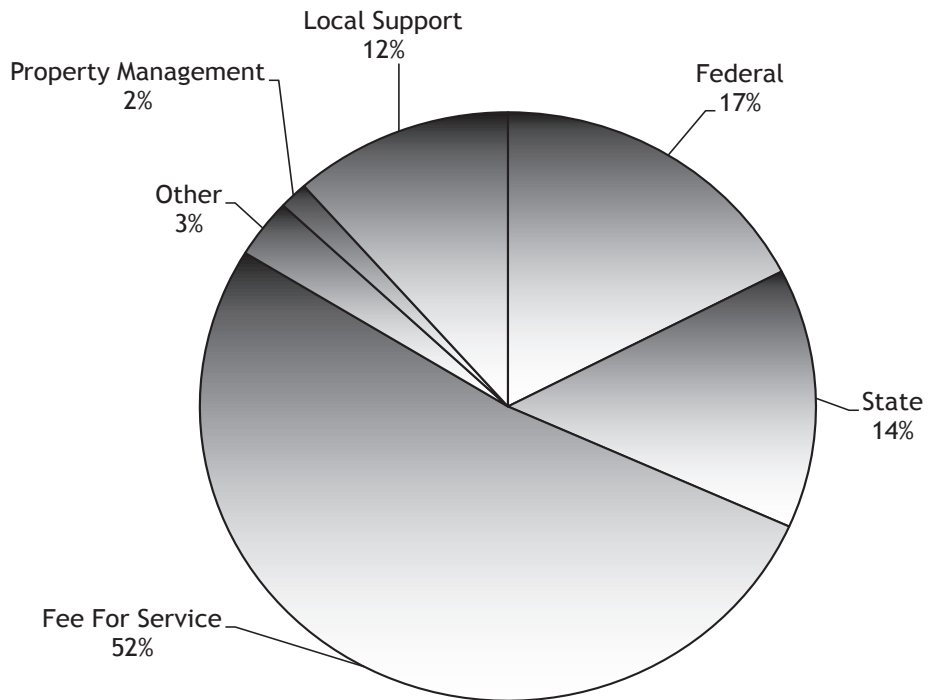
Washington County
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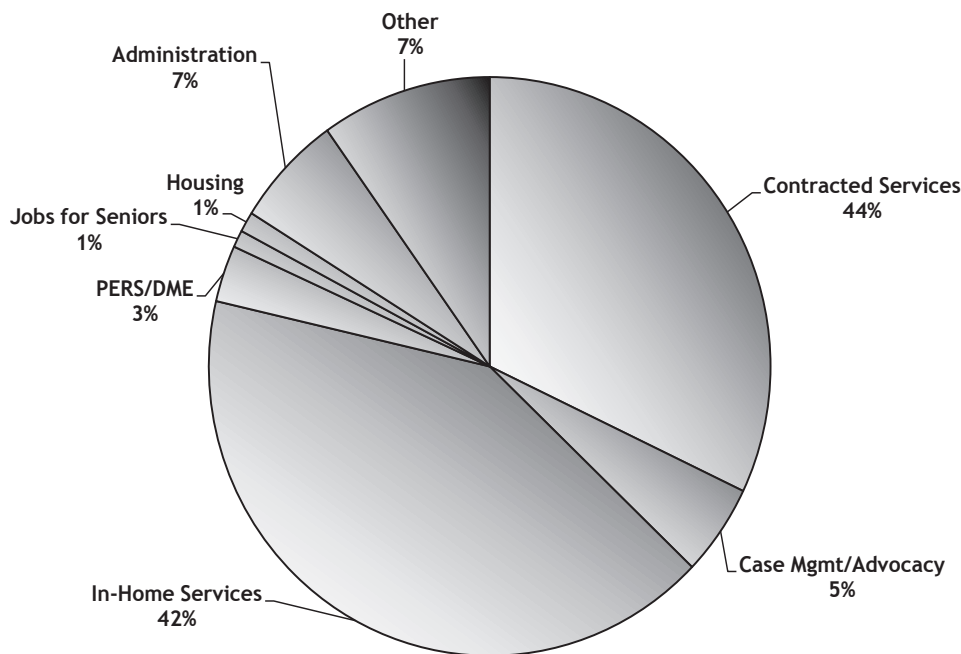
Income Sources

Federal	\$2,653,179
State	2,174,714
Fee for Service*	7,930,122
Other	493,401
Property Management	228,933
Local Support	1,754,878
TOTAL	\$15,235,227



*Includes Medicaid and some private pay services.

Expenditures



Contracted Services	\$4,592,737
Case Mgt. & Advocacy Services	731,152
In-Home Services	5,930,914
PERS/DME	453,332
Jobs for Seniors	137,097
Housing	161,921
Administration	901,498
Other	1,405,422
TOTAL	\$14,314,073

The Area Agency on Aging of Northwest Arkansas is a private, non-profit organization which uses a mix of federal and state funding, along with contributions from the private sector, to enhance the lives of our senior citizens.