

For public record

Public Forum: Ashland City Council Regular Meeting 10/17/17

Reason we are here

City Council Goals and Objectives include: Develop supports to enable citizens to age in Ashland.

The City coordinates some of its aid programs through the Senior Program.

Recent changes to the Senior Program has negatively impacted achieving that goal/objective.

The public was not allowed input at the APRC's Ad Hoc Senior Advisory Meeting Oct. 10th, and as such, documents could not be submitted for public record.

Currently only two public input opportunities at yet to be determined dates are planned for public input during the five month period of advisory meetings.

Replaced Senior Program staff are not qualified for administering Senior Programs and their social services function. This has seriously diminished services to seniors. Examples of replaced staff deficiencies include:

- replaced staff is not trained or experienced in senior programs and their social service functions
- replaced staff does not understand POLST forms,
- public safety issues,
- breach of confidentiality/privacy invasion,
- reduction in hours open,
- no outreach capabilities,
- ineffective information/referrals for seniors,
- assistance in-progress cut off - seniors left hanging.

Ashland Senior Program: Integrated Social Services for Outreach and Information/Referrals

How it worked for Ashland Seniors

The Senior Program was focused on the critical needs of elders ...in an effective and cost efficient way.

Regular Activities at the Senior Center

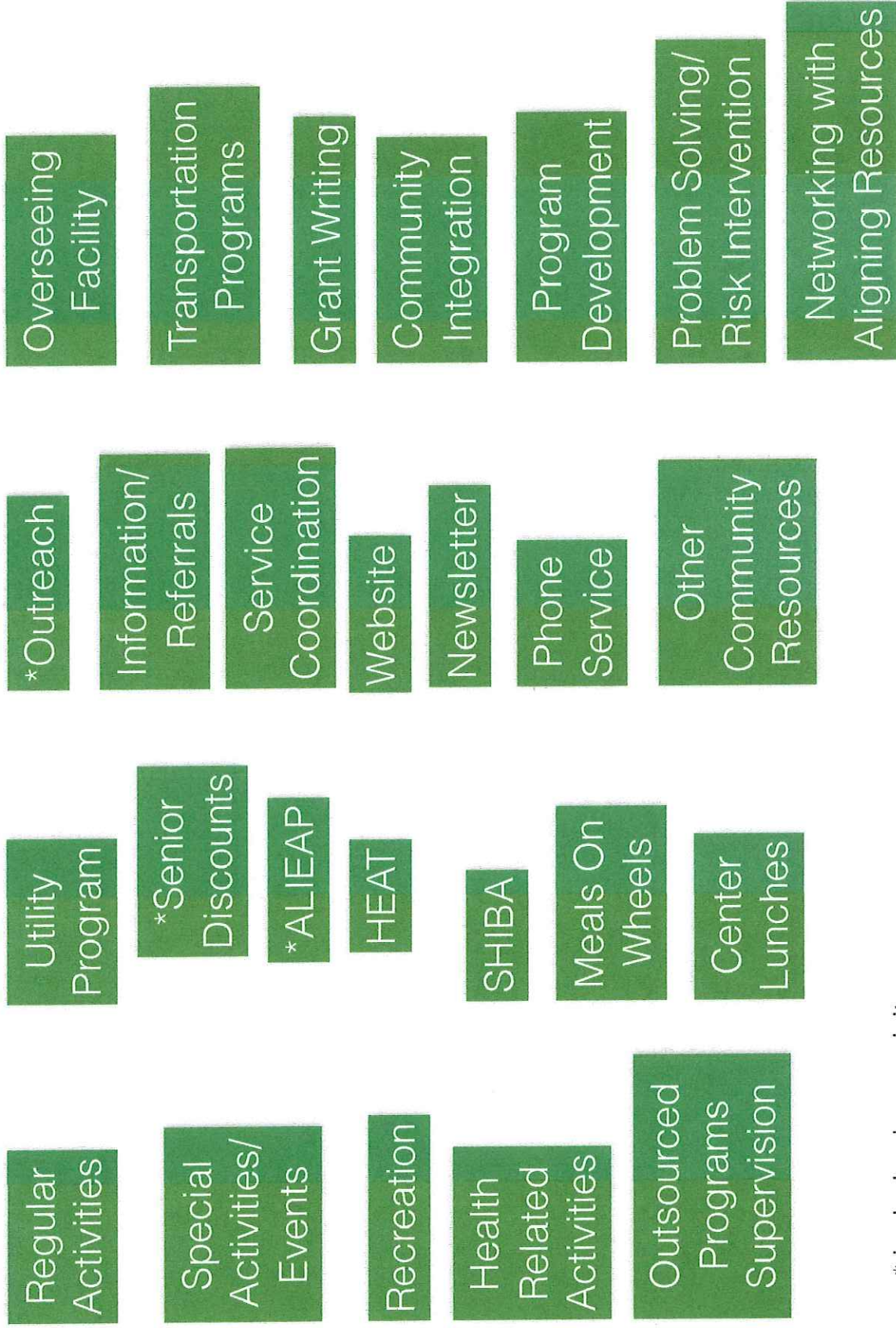
1. Repair SO (sewing/mending)
2. Somatics
3. Cribbage Club
4. Cards: Hearts and Spades
5. Gentle Yoga
6. Tai Chi for Older Adults
7. Mah Jongg
8. PC Instruction for Older Adults
9. MAC Instruction for Older Adults
10. Line Dancing
11. Foot Care Clinics
12. Blood Pressure Checks
13. SHIBA - Senior Health Insurance Benefits Assistance
14. POLST/Advanced Directive Presentations
15. Discussion Group "Issues and Options"
16. Movies

Special Activities/Events at Senior Center over past two years

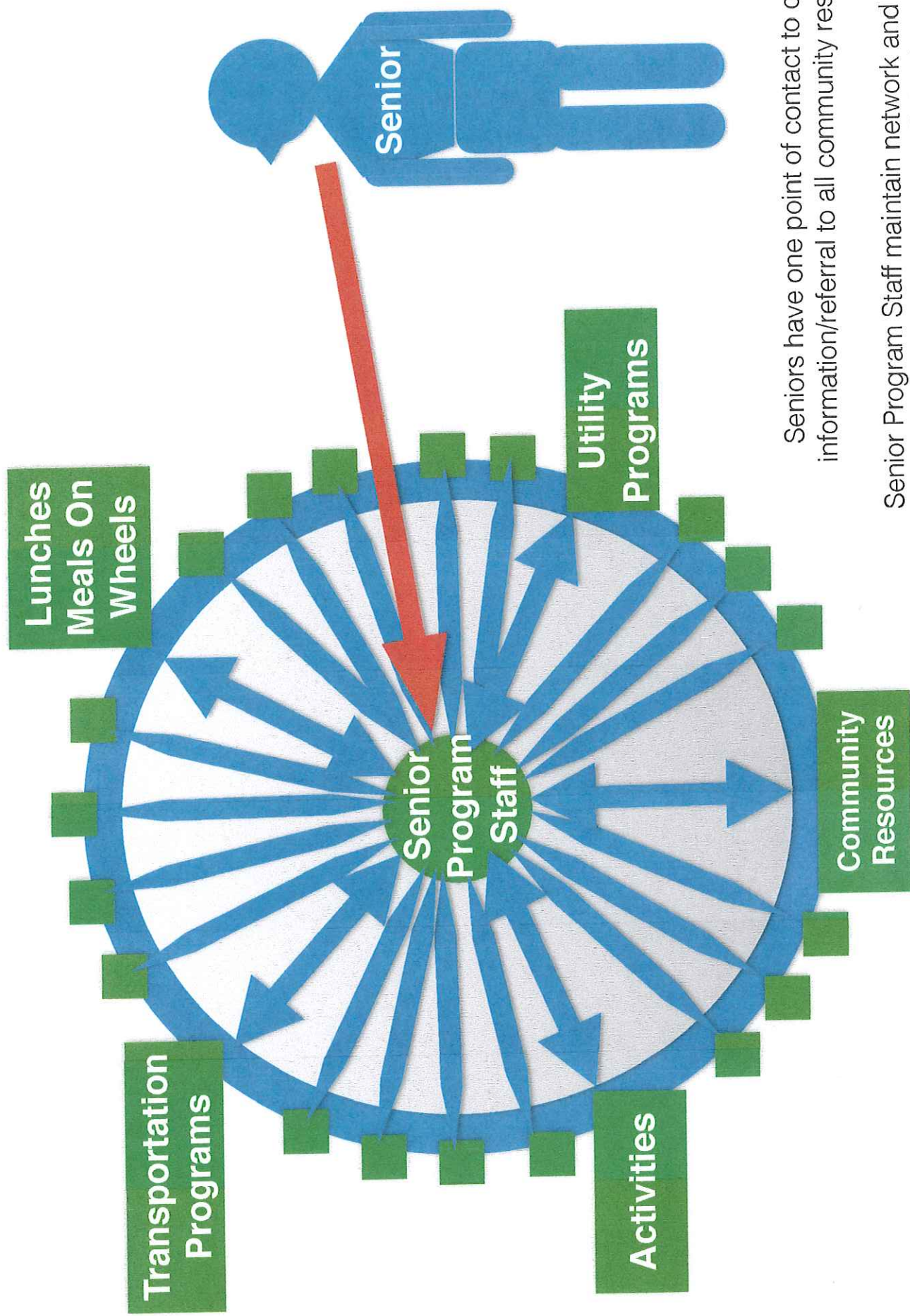
1. Fall Prevention Strategies w/ AFR tailored to the holidays
2. Brush with Kindness program presentation with Habitat for Humanity
3. RVTD Focus Group for future planning of transportation system
4. Thanksgiving Dinner w/ AFR (9 years)
5. Holiday Luncheon at Christmas w/ donated gifts
6. High Schoolers gift wrapping party w/ gifts donated by Rotary Club
7. Holiday Card Making Workshop for homemade cards to give to Meals on Wheels recipients
8. Senior Food Box program
9. Music As Medicine

10. Pharmacist Discussion
11. French Christmas Carol Sing-a-long with OLLI class
12. Local Talent Series: Storytelling; 2 Independent Films, Travel log, local author
13. Day Trips: Vortex, Shakespeare, Lake Creek, Butte Creek Mill, Fish Hatchery, Kerby Museum, MicroTrains, Harry and David, Holiday Market, Crater Rock Museum, Lavender Festival, Jacksonville Trolley Tour
14. AARP Drivers Safety Courses
15. Alzheimer's Assoc. Financial/Legal Planning for LGBT Community for Alzheimer's Related Dementia presentation
16. Ice Cream Socials
17. Britt Classical Access Festivals (by grant)
18. Britt String Fellows Quartets in the park fundraiser with Lions Club
19. Defibrillator Training/Retraining w/ staff
20. Evacuation Planning w/ staff
21. Computer Safety presentation w/ APD
22. Identity Theft presentation w/ APD
23. Natural Wreath-Making Workshops w/ N Mountain Park
24. Seniors on Stage class series and finale
25. Southern Oregon Repertory Singers
26. Music at lunch w/ Joe Acosta, Urban Kohler, Ida Moody
27. Parties
28. Food Bank Tour
29. OLLI Community Lectures (provide transportation to and from)
30. Healthy Brain presentation
31. Art/Collage Series w/ high school students
32. Origami Series
33. K-1 class interviews regarding social justice
34. Speaking at 'Day of Thanks Living' at Walker School/integrated their Thanks Living art
35. Holiday party decorations

Elements of Senior Program

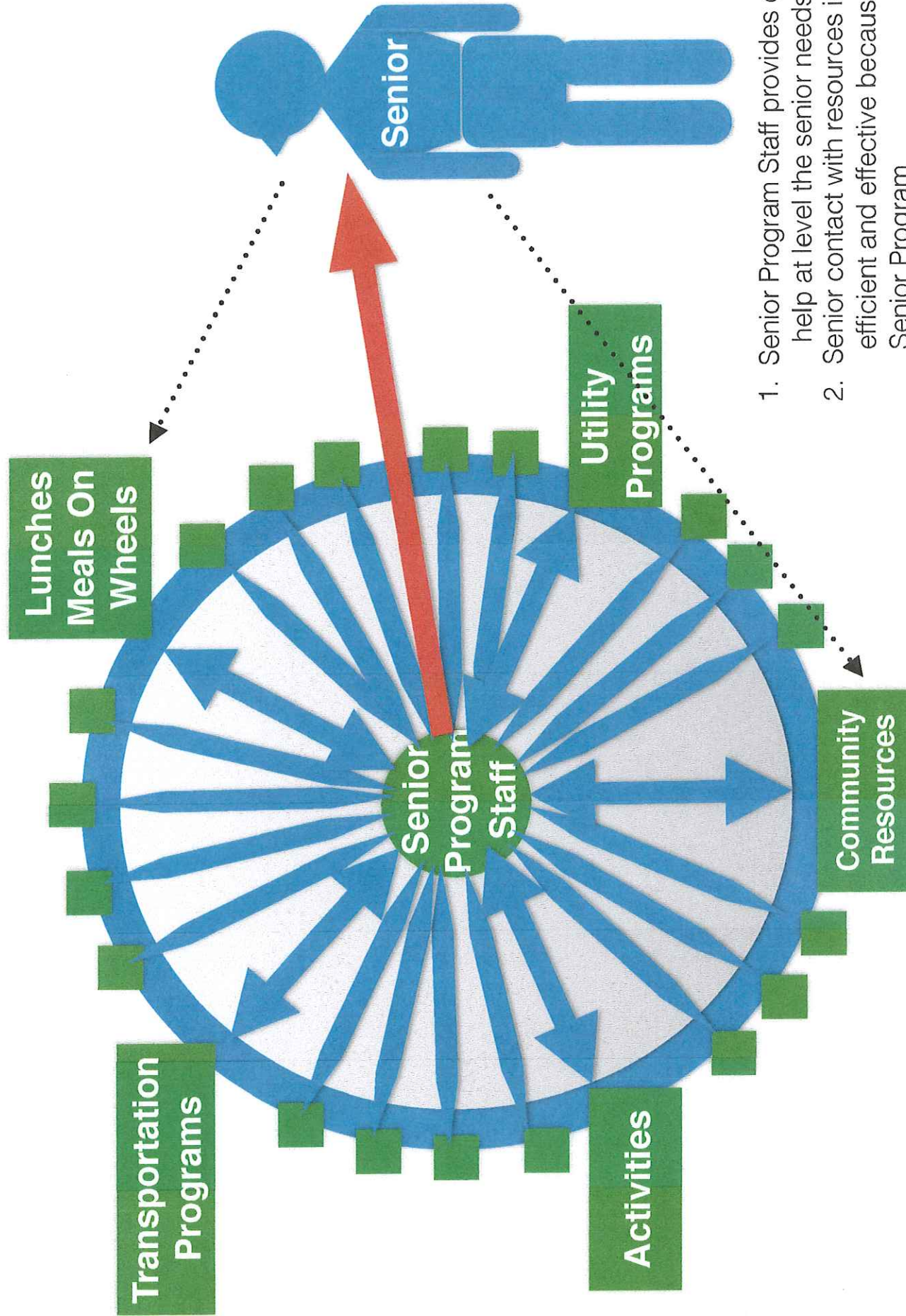


* includes home visits



Seniors have one point of contact to obtain information/referral to all community resources

Senior Program Staff maintain network and information for all community resources to efficiently and effectively advise seniors ... approach developed over 43+ years



1. Senior Program Staff provides customized help at level the senior needs
2. Senior contact with resources is efficient and effective because of the Senior Program
3. Staff follows-up/monitors to resolution
4. Staff and Senior gain knowledge of one another to respond to future needs.



Building a relationship
builds trust

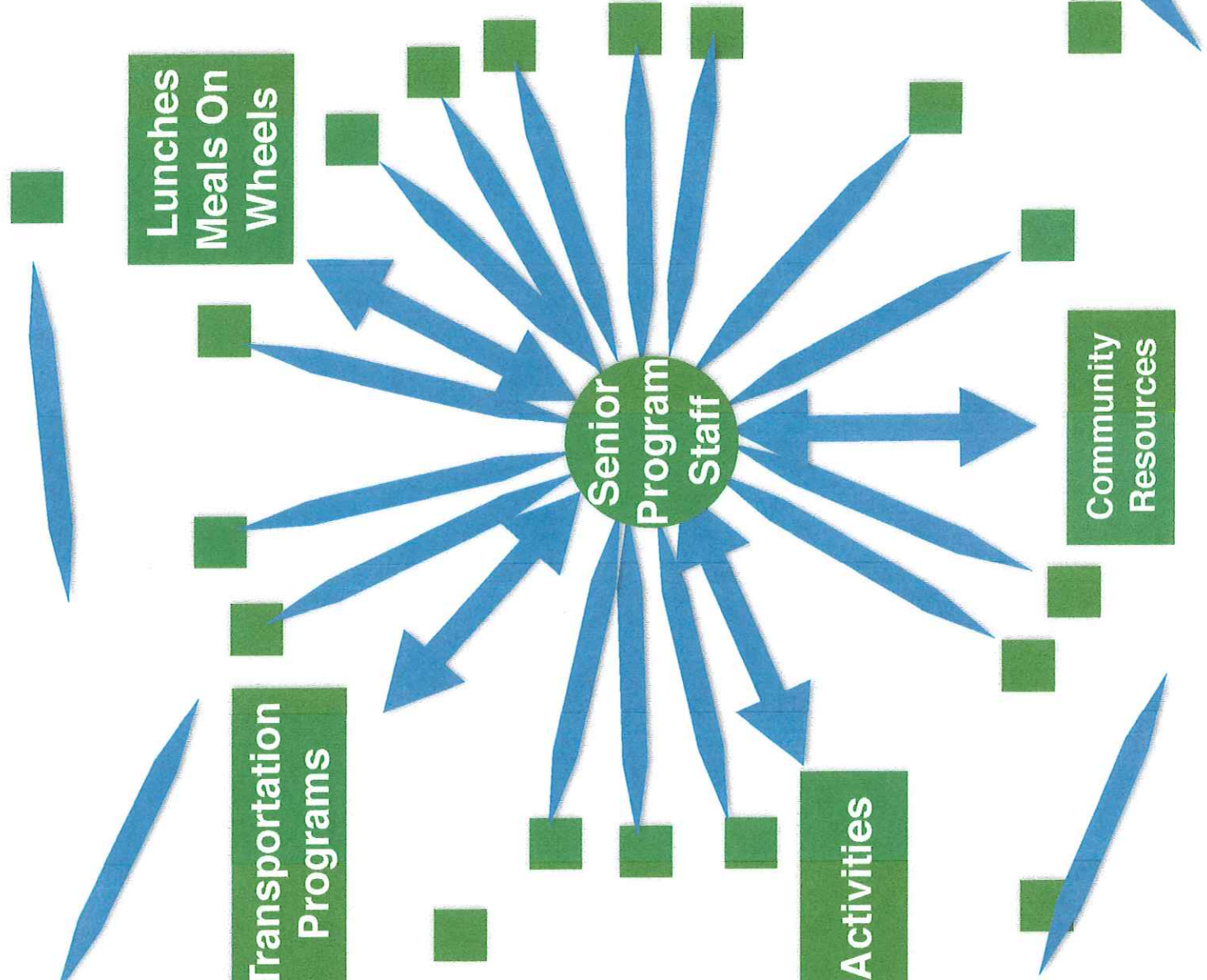
Benefits of the Integrated Social Services Approach

1. Building a relationship, builds trust.
2. Seniors have one point of contact to obtain information/referral to all community resources.
3. Senior obtains customized advice.
4. Senior contact with resources is efficient and effective because of the Senior Program.
5. Staff and senior gain knowledge of one another to respond to future needs.
6. When a Senior comes to the Senior Center for meals or activities, it is more welcoming because they already know the staff.
7. When the next life event happens - loss of spouse, health event, disability, economic hardship, social isolation - the senior knows where to go for help and has less stress.
8. Many of the partner programs communicate with the Senior Program staff regarding seniors' current needs. This supports coordination and avoids duplication of services. Example - Meals on Wheels reporting need for outreach visit.
9. Takes out costly redundancies and strengthens its effectiveness.
10. Seniors become more able to age independently in Ashland.
11. By keeping the seniors in their own homes and out of costly facility care, taxpayer burden is reduced. Facility care cost ranges from \$2,500 to \$10,000 a month.

All this was accomplished with an annual budget of \$175,000 (2% of Parks and Recreation budget) and 1.7 FTE personnel.

Everyone is for expansion of Senior Programs. Yet it is important that it be expanded around the well-developed pre-August 9th program. It efficiently helped the most critical needs of the elderly.

Breaking up functions between the City, Parks/ Recreation and/or other areas breaks the integrated 'wheel' and lessens the program effectiveness.



Removes outreach component

The recent loss of expert and experienced Senior Program staff due to layoffs has significantly diminished critical services to the elderly in Ashland.

Lunches
Meals On
Wheels

Transportation
Programs

Utility
Programs

Activities

Community
Resources

- A. 43+ years of connections lost
- B. Personal knowledge of individual Ashland seniors and their families lost
- C. Seniors' trusted contacts lost
- D. Handing out resource booklets/forms replaces customize assistance
- E. Outreach capabilities lost
- F. Potentially increases transfers to facility care
- G. Ability to arrange special activities decreased
- H. Senior Center open hours reduced