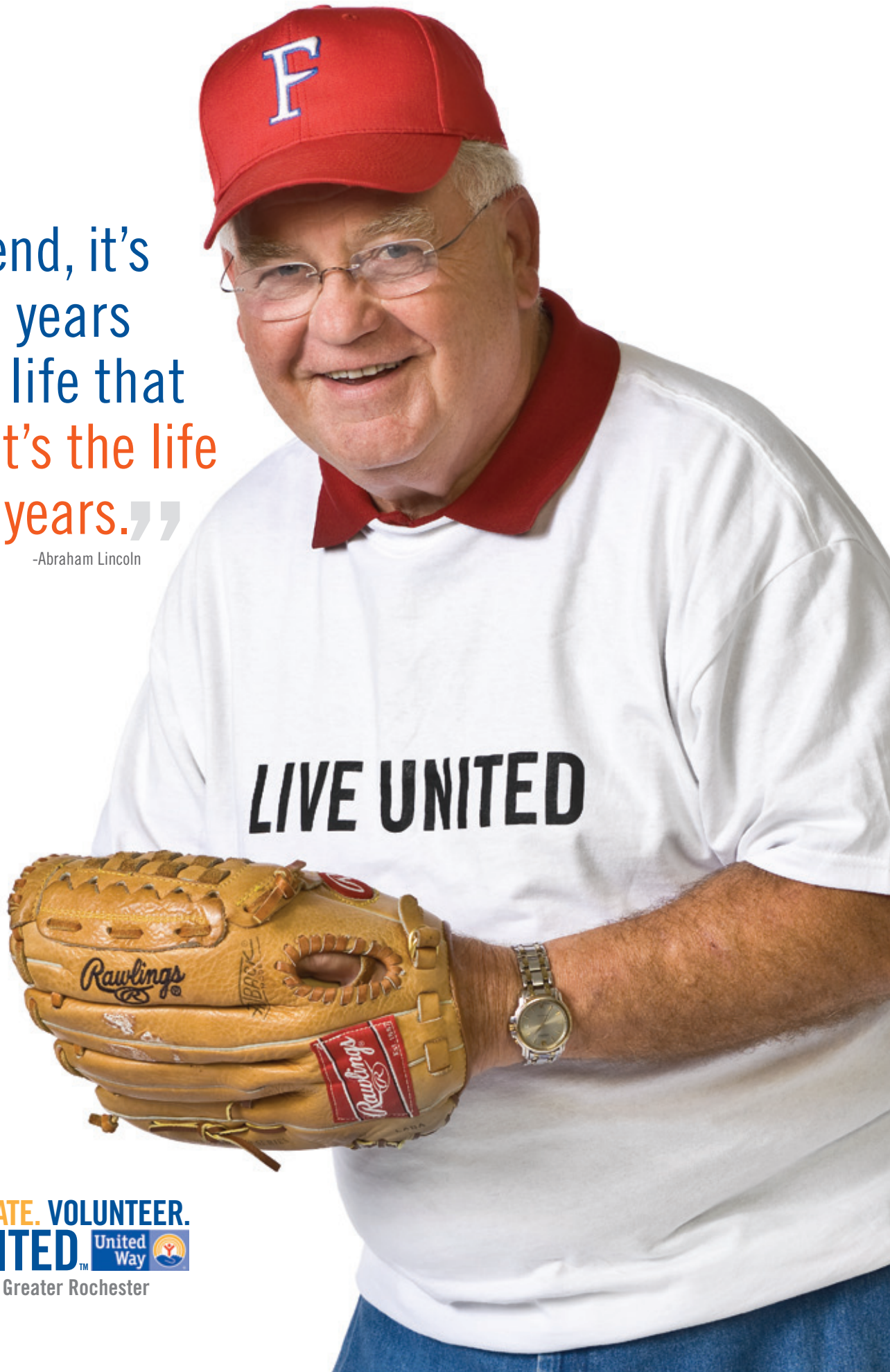


“In the end, it's not the years in your life that count. It's the life in your years.”

-Abraham Lincoln



GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™ 
United Way of Greater Rochester

WHAT WE KNOW ABOUT OLDER ADULTS AND THEIR CAREGIVERS . . . AND WHAT RESEARCH TELLS US ABOUT THIS POPULATION NATIONALLY AND IN OUR COMMUNITY:

According to the 2000 census, 95,779 people age 65 older lived in Monroe County; 23% of which reside in the city of Rochester; 77% in the suburbs.

Cornell University projects that the number of older adults in Monroe County will be 139,930 in the year 2030, an increase of 46% over the 2000 census. In 2000, 13% of Monroe County's residents were older adults; in 2030, it is estimated that 20% (1 out of 5) will be.

Older adults are an important resource and are active contributors to society.

In our community, older adults volunteer at the highest rate of any age group.

Independence is characterized by safely living at home (or at the lowest level of care), remaining active, maintaining health and giving back to the community.

26.5% of older American adults living outside of nursing homes have some type of limitation that affects their abilities to live independently. More than 3 out of 4 adults that received help relied exclusively on unpaid assistance from friends and family.

Healthy habits go a long way in preventing the chronic health conditions that reduce older adults' ability to remain independent in the community. Research shows that if seniors maintain just three healthy habits—moderate physical activity, good nutrition and not smoking—they can delay disability by as much as 10 years.

In 2006, 24% of Monroe County's older adults were obese. On any day, the average American age 55 and older spent over half of their leisure time watching television.

Poverty amongst older adults puts them at risk of having inadequate resources for food, housing, health care and other needs.

6% of Monroe County's white older adults living in poverty, compared to 22% of its black older adults and 26% of its Latino older adults. 15% of the city of Rochester's older adults live in poverty, compared to 5% of suburban older adults.

Falls are the leading cause of accidental death among older adults, non fatal injuries, and hospital admissions for trauma.

During 2004-2006, an average 2.0% of Monroe County adults aged 75-84, and 5.2% of those aged 85 and older were hospitalized for falls.

Older adults are vulnerable to a wide variety of abuses that threaten their ability to remain independent in the community. Elder abuse includes physical, psychological and financial abuse as well as neglect by caregivers.

In 2006, 8% of Monroe County adults were at risk for elder abuse. 13% of Rochester residents were at risk compared to 5% of suburban residents.

Informal care partners are integral to the well-being of the care recipient and their role is becoming more important as the cost of care rises and economic resources are diminished.

A 2006 national survey indicated that an estimated 33.9 million adults (16% of the total population) provide unpaid care to adults age 50 or older. A second 2006 survey indicated that these caregivers spent an average of \$5,531 on expenses related to the care. 37% of the caregivers had quit their jobs or reduced work hours as a result of their caregiving responsibilities.

BLUEPRINT FOR CHANGE: AGING

The Blueprint for Change process understandably started at the beginning, with a focus on early childhood and school age youth. Our focus now shifts to older adults and their caregivers, understanding that while childhood might be the beginning, aging is not the end.

Our community benefits when older adults maximize their independence and age successfully. United Way recently conducted a survey of older adults and their family caregivers. In that survey, transportation, health care, income/finances, food/nutrition and light housekeeping were ranked as the most prevalent challenges faced by older adults in our community.

Research shows that there are three key characteristics of successful aging: avoiding disease and disease-related disability; high mental and physical function; and active engagement with life. The philosophy of focusing on longer-term, higher-quality interactions and adopting a person-centered approach is a key element of this Blueprint.

ABOUT THE BLUEPRINT PROCESS

United Way of Greater Rochester is working to advance the common good by making measurable change in our community. Our mission is to magnify and focus the power of community resources to address our most pressing social needs. The blueprint process represents a new approach for how we will invest the resources that support our work on behalf of the community. Any combination of these resources may be invested with the intent of making long-term, sustainable change:

GIVE

United Way makes a financial commitment to a particular program focused on community needs.

ADVOCATE

United Way serves as a convener, advocate and champion for issues identified by the blueprint process. This may result in a public policy initiative or simply convening community leaders for dialogue.

VOLUNTEER

United Way acts as a catalyst for identifying volunteer needs to advance a strategy and mobilizing volunteers to carry out the work.

GOAL: OLDER ADULTS AND THEIR CAREGIVERS WILL HAVE THE RESOURCES THEY NEED TO REMAIN VITAL & INDEPENDENT AS LONG AS POSSIBLE

OBJECTIVES & INDICATORS OF SUCCESS

MAINTAINED OR IMPROVED PHYSICAL & MENTAL WELL-BEING

- Maximize independence and self-determination
- Maintain or improve emotional, mental and physical wellness
- Maintain or improve financial stability
- Reduce elder abuse
- Increase the mobility of older adults outside the home
- Increase screening and referrals for older adults with chronic illness

IMPROVED INFORMAL/FAMILY CAREGIVING

- Increase caregivers' knowledge of and access to appropriate resources
- Increase the caregiver's ability to plan for the future
- Increase access and understanding of appropriate services

MORE EFFECTIVE SERVICE DELIVERY

- Increased coordination among agencies
- Increased level of older adult and caregiver satisfaction

STRATEGIES

MULTIPURPOSE AGING RESOURCE CENTERS

Helps combat isolation and promote community by providing a site where older adults and their family caregivers can participate in a wide variety of programs and activities, maximizing their independence.

CASE MANAGEMENT & SUPPORT FOR OLDER ADULTS

Maximizes independence for older adults outside of community-based senior centers.

CAREGIVER SUPPORT & EDUCATION

Strengthens informal caregiving networks by providing support for education, counseling, planning and respite.

SYSTEMS IMPROVEMENT

Offer better integration of services for older adults/their caregivers and make it easier to take advantage of those services

IMPLEMENTATION

United Way investments may be financial support, advocacy on issues, mobilizing volunteers or a combination of all three. We will fund both "evidence-based" programs (proved to work based on extensive research and having effective, long-lasting results) and "promising" programs (practices that have some evidence supporting effectiveness, but which have yet to be evaluated at the same level of rigor as evidence-based practices.)

REQUIRED ELEMENTS

- Have a full time program coordinator
- Have consistent older adult participation
- Incorporate evidence-based and or promising programs
- Ensure participant input in program development and activity choices
- Provide a nutritious daily meal
- Offer a variety of older adult-centered activities under the categories of Health & Wellness, Socialization & Recreation, Lifelong Learning, Volunteerism and Caregiver Support

RESOURCE INVESTMENTS

United Way will make a financial investment in programs that can provide any of the following services:

- Case Management
- Transportation
- Expanded In Home Services for the Elderly Program (EISEP)
- Nutrition
- Elder Abuse Prevention
- Financial Services
- Mental Health Services

RESOURCE INVESTMENTS

United Way will make a financial investment in programs that:

- Provide a holistic approach of caregiver support that includes information and referral, care consultation, support groups and caregiver education
- Support the deployment of highly trained and supported volunteers in the provision of respite for caregivers of older adults

RESOURCE INVESTMENTS

Knowledge Management
Create opportunities and systems to share best practices and advance the field of expertise.

EVIDENCE-BASED OR PROMISING PROGRAMS

Matter of Balance
Reduces fear of falling and increases activity levels among older adults.

EnhanceFitness
A multi-component group exercise program for older adults that improves their overall functional fitness and well-being.

Chronic Disease Self-Management Program (CDSMP)
Enables participants to maintain their health and manage their health conditions.

EVIDENCE-BASED PROGRAMS

Program Encouraging Active and Rewarding Lives for Seniors (PEARLS)
An evidence-based program provides in-home mental health care with the goal of reducing depressive symptoms and improving quality of life.

United Way's Synergy Fund
Provides funding to agencies considering working together so they can better achieve their collective

YOU CAN HELP OLDER ADULTS AND THEIR CAREGIVERS HAVE THE RESOURCES THEY NEED TO REMAIN VITAL AND INDEPENDENT . . .

GIVE.

The work outlined in the Blueprint for Change: Aging will be entirely supported by contributions to the Community Fund.

Your gift to United Way's Community Fund joins with the generosity of your friends, family and co-workers to ensure the necessary resources are there to make a real difference to members of our community in need.

Please consider making a gift to the United Way this year and designating either all or part of your donation to the Community Fund. We all benefit when people are healthy, when families are financially stable and when a child succeeds.

ADVOCATE.

Real and sustained change in community conditions requires more than money. It demands advocacy efforts. Some aging advocacy opportunities include:

- Advocate on behalf of geriatric training for physicians
- Advocate for more effective and efficient delivery of services to older adults and their caregivers
- Advocate for continued funding of 2-1-1 centers to ensure access to information and referral

VOLUNTEER.

Giving of your time is perhaps one of the most powerful ways to "give." Some volunteer opportunities include:

- Drive for Meals on Wheels or transportation programs that provide services for older adults
- Volunteer at senior centers including (but not limited to) health screening, fitness classes, crafting, club activities and computer activities
- Volunteer to offer respite for informal/family caregivers
- Encourage seniors to volunteer their time helping out the community (e.g., Lifespan's Boomer Mentor Project)

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