

HAP meeting minutes

January 22, 2008

Attending:

Teresa Moore, Healthy Aging Partnership
Kathy Hultquist, Senior Services
Cynthia Ellison, Mayor's Office for Senior Citizens
John Deagen, Senior Services
Denise Klein, Senior Services
Linda Wells, King County Dept. of Community and Health Services, Aging Division
Amy Shumann, Public Health Seattle & King County
Chis Chastain, Seattle Indian Health Board
Alissa Stewart, Seattle Indian Health Board
Kristin Seymour, Northwest Arthritis & Osteoporosis Institute
Celeste Sather, Harborview
Sheryl Schwartz, UW Health Promotion Research Center
Bob Riler, Pierce County Aging and Long-Term Care
Linda Woodall, United Way of King County
Lillian Hayashi, Kawabi Memorial House

Facilitator Lillian Hayashi called the meeting to order and asked for introductions, noting that the meeting was more sparsely attended than normal because it fell on the same day as Senior Lobby Day in Olympia.

Emergency preparedness presentation and discussion

Following the lead of the HAP Steering Committee, the Partnership has targeted senior emergency preparedness as one of three primary goals for HAP action in 2008. (The other two are falls prevention and promotion of the Active Options physical activity Web site, www.activeoptions.org). We invited two presenters to the January meeting to educate HAP partners about activities currently under way in King County to help older adults prepare for disasters and emergencies.

Carol Dunn, representing the American Red Cross Serving King and Kitsap Counties (www.seattleredcross.org), noted that people over the age of 65 have a more than 50 percent greater chance of dying in a fire than those younger than 65; after a disaster, older individuals face a greater chance of being injured. In presentations to groups of older adults, the Red Cross educates them about the risks they face, what they can do to minimize or eliminate risks, and what resources exist to help them in disasters and emergencies both before and after the fact.

"We let them know that they are their most important resource and that there are steps they can take within their own homes," she said.

The Red Cross partners with community organizations serving older adults to tailor their presentations to meet the needs of their constituents. They market the free presentations to organizations serving senior clients. They also work together with other nonprofits to craft consistent messages and make presentations more effective. For non-English-speaking communities, the Red Cross has trained presenters who speak Russian, Spanish, Somali, Swahili, Vietnamese, Mandarin and Cantonese along with printed materials in those languages.

Carlos Dominguez of Public Health outlined his agency's work with long-term care and health care organizations on emergency response and preparation. He described the King County Health Care Coalition (<http://www.metrokc.gov/health/hccoalition/>), a group of medical providers that collaborates with

the goal of launching a coordinated response to disasters. Carlos said the Public Health works primarily with residential care services such as nursing homes, boarding homes and adult family homes to assist them in meeting requirements for emergency response. With 18,000 total beds in King County, these long-term care providers can look to the Coalition and to Public Health for updated information and coordinated medical resources when a disaster hits.

Public Health has applied for a federal grant to offer training in business continuity to all the facilities it serves. Carlos said the two-day workshops for long-term care providers, medical and family day care providers would take place this spring and to watch the coalition Web site (see above) for details. “

“We will provide them with template that helps them complement existing emergency plans so they can be more resilient and sustain themselves for more than the standard 72 hours,” he said. “We are sharing ideas they can implement and want them to complete their business continuity plans so they know how the system works, how to connect even before an event occurs, and how to develop relationships with other city and county providers.”

Putting solid plans in place is a priority for these facilities, Carlos said, as the mandatory requirements are very general. For example, they are required to have a plan and to have a generator but there are not specifics on how the plan is operationalized.

“Planning needs to answer serious questions like what will you do if your building becomes unusable – more than just taking residents outside,” he suggested. “Transportation issues are important, too, because evacuating a nursing home is not an easy thing. We want to raise awareness and provide them with tools to help them plan.”

HAP members followed the presentation by discussing what HAP might do to work with Public Health and the Red Cross. It was pointed out that, traditionally, HAP has not focused on adults living in institutional settings but has targeted its efforts on government and nonprofit agencies serving seniors as well as on direct communication with seniors and caregivers. “How can we link into this important work with adults living in the community which has been our traditional target – those who are living independently who don’t have access to the plans that long-term care facilities have?” asked HAP member Sheryl Schwartz.

Carol from the Red Cross responded that HAP works with the individuals “we are desperately trying to reach and have contact with,” that is, HAP partner agencies. “We would like to individually work with your programs so you can integrate emergency preparedness into your programs combined with our presentations. What are the key messages we want to share with the community? What tools can we create? We have a lot of support information for individuals.

“We need to incorporate the same language,” she emphasized. “It’s very challenging to convince an individual that they need to prepare for something they may not see as immediately relevant to them. Share information. Standardizing the message and being consistent with why we’re out there and why it’s important.”

Denise Klein pointed out that agencies serving seniors have two roles: one is getting info to seniors about how to prepare and the other is telling them what you actually do when there is a disaster. She suggested her agency’s Meals on Wheels program could provide information.

Specific suggestions for HAP action included:

- Focus on emergency preparedness as opposed to response. Find out what our HAP partner agencies are doing in this arena and what they would like to be doing. Do a short email survey to determine the answers to those questions. Once we have the info, develop a plan to empower our members to meet their constituencies’ needs. Also serve as a liaison among the Red Cross, King County EMS and fire departments, and Public Health to link them with our members.

- Integrate emergency/disaster preparedness information into the HAP Web site like we do with fall prevention information and resources.

Agency presentation: United Way

Linda Woodall described the United Way's initiatives related to older adults.

United Way several years ago refocused its efforts on how it could make a difference at the community level. It divided its initiatives into eight categories: Homelessness, employment (for those who have challenges), health, early learning, youth, domestic violence, older adults, and systems support (e.g., emergency preparedness and things that are important to the infrastructure of health and human services). To further define its work in these eight areas, it recruited content experts and, in Linda's area, some older adults to help determine what United Way's best role might be.

"We had extensive conversations and took the huge world of everything older adults and tried to narrow it down to our best role," she explained. "We looked at what other players are doing. Then, we looked at what resources we had available – \$2 million – and began to look at what impact we could make."

The vision created for older adults was "A community that promotes health, quality of life and choice for people as they age." They determined they would focus on adults 60 and older, but that the highest level of care needs was among those 85 years old and older. They also would focus on family, friend and neighbor (FFN) caregivers of any age who care for older adults.

United Way developed impact plan and is now in the planning process for the next funding cycle for contracts beginning in July 2009. Funding is determined by outcomes and available funds. The 2009 process will be open to past contract recipients as well as potential new ones. Three key priorities for United Way are physical and mental health, support services, and hunger and malnutrition.

King County EMS falls/fire prevention initiative

Alan Abe updated the group on the falls/fire prevention awareness campaign being planned by EMS and fire departments. The project is in the early planning stages and right now is considering monthly or weekly county-wide events during September. They also are considering a paid advertising campaign along with a train-the-trainer event that would focus on key messages and promotion.

Financial report

HAP began 2008 with a budget balance of \$19,565. King County Aging provided another \$2,500 in early January and, combined with committed funds over the course of 2008, we anticipate total funding to be approximately \$43,000.

HAP Web site traffic report

Teresa Moore gave a brief report on HAP Web site traffic. Here are the details for www.4elders.org for the time period October 23, 2007 – January 20, 2008:

- 131 visits per day
- 27 minutes per visit (avg)/ 5 minutes per visit (median)
- 22% repeat visitors
- Pages (Pages)
 - Review of the top 10 pages: Home, More Resources, Info & Assistance, Falls Workshop, About, Search, Falls, Membership, Tips, Nutrition
- Pages (Downloaded Files)
 - Fall Risk Assessment (289); Northwest Hospital (173); Keynote (122) – Many More
 - Numbers are approximate and tend to be skewed by search engines

- Search Engines (Search phrases)
 - Falls (64); healthy aging (38); healthy aging partnership; 4elders.org, PowerPoint on emergency care for burn patients
 - Many more, most seem relevant to your site and audience
- Referrers (Referring Site)
 - 60% know URL (direct traffic)

Legislative report

Lillian Hayashi filled in for John Barnett, AARP, who was attending Senior Lobby Day, and gave the legislative report. The Eldercare Alliance has submitted requests totaling more than \$17 million to the Legislature for items including:

- Correct error in vendor rate increase for community based Eldercare providers (\$2 million, plus a request for another \$2 million in federal funds)
- Fund Family Caregiver Support and Respite Services as originally requested by DSHS (\$5 million)
- Fund statewide expansion of the successful Aging and Disability Resource Center pilot (\$6 million)
- Fund maintenance and expansion of nutrition programs to allow elders to remain in their own homes (\$3 million)
- Fund “challenge” grants to foster development of additional adult day services (\$500,000)
- Fund additional training in Dementia Care in all parts of the long term care system (\$500,000)
- Fund the Senior Dental Access program in partnership with the Washington Dental Services Foundation (SB6222) (\$200,000)

In addition, senior fall prevention is being addressed in SB6222 and HB2668 plus there is \$797,000 in Gov. Gregoire’s budget for a falls program.

Announcements

The Mayor’s Office will once again sponsor the Healthy Aging Fair, this year on May 15. Cynthia Ellison is interested in suggestions for speakers as well as for participants to sign up for booths at the Fair.