

**Healthy Aging Partnership
Meeting Minutes
Feb. 26, 2008**

Those attending the meeting were:

Marcia Appleton, Community Services for the Blind and Partially Sighted, mappleton@csbps.com
John Barnett, AARP volunteer, ybyb1@verizon.net
Nathan Buck, Neighborhood House, nathanb@nhwa.org
Chris Chastain, Seattle Indian Health Board, chrisc@sihb.org
John Deagen, Senior Services, JohnD@seniorservices.org
Cynthia Ellison, Mayor's Office for Senior Citizens, Cynthia.ellison@seattle.gov
Lillian Hayashi, Kawabe Memorial House, royhay@verizon.net
Kathy Hultquist, Senior Services, KathyH@seniorservices.org
David Jensen, Seattle Department of Parks and Recreation, david.jensen@seattle.gov
Robin Knudson, RSVP, RobinK@solid_ground.org
Stephen Lam, Chinese Information and Service Center, stephenl@cisc-seattle.org
Karen Lewis, CHEF, kewis@chef.org
Teresa Moore, HAP, teresam@mooreink.com
Connie Parsons, Caresource/IlluminAge, connie@illuminate.com
Pam Piering, Aging and Disability Services, Pamela.piering@seattle.gov
Bob Riler, Pierce County Human Services – Aging and Long-term care, briler@co.pierce.wa.us
Miguel Saldin, Asian Counseling and Referral Service, miguels@acrs.org
Celeste Sather, Harborview, Vizmanos@u.washington.edu
Lani Scheman, Jewish Family Service, lscheman@jfsseattle.org
Sheryl Schwartz, UW Health Promotion and Research Center, sheryls@uwashington.edu
Karen Winston, Aging and Disability Services, Karen.winston@seattle.gov
Linda Woodall, United Way of King County, lwoodall@uwkc.org

Next meeting: March 25, 2008, 8:30 – 10:00 a.m.
Location: Senior Services, Lillian Rice Center
2208 Second Avenue, Board Room
Seattle, WA 98121

Emergency preparedness: Following up on our January meeting, what should HAP's role be in helping its partner agencies meet their constituencies' needs in preparing for emergencies? (**Teresa Moore, HAP**)

Background from last meeting: HAP has targeted senior emergency preparedness as a primary goal in 2008. In January, representatives from the American Red Cross and Public Health told partners about activities currently under way in King County to help older adults prepare for disasters and emergencies. HAP followed up that presentation

by discussing what the Partnership 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.

Specific suggestions for HAP action included:

- Focus on emergency preparedness as opposed to response. Conduct a short e-mail survey to find out what our HAP partner agencies are doing and what they would like to be doing then develop a plan to help members 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.

Members at the February meeting discussed different ways that partner agencies are helping the clients they serve prepare for disasters and emergencies:

- United Way is offering grants to nonprofits to help them prepare. For details, go to <http://www.metrokc.gov/health/VPAT/RFP/>
- Senior Services has a group to make sure that the seniors they serve have a way to access information and resources they need to respond. Kathy Hultquist did a mini survey with senior centers to see if they wanted a presentation from the Red Cross and received broad interest. HAP can promote the Red Cross trainings to senior centers and other organizations and then they can schedule presentations directly with the Red Cross.
- Neighborhood House is working with Public Health to publicize information in the senior public housing buildings they serve. Public Health will contact NH to serve as the community hub to disseminate information as quickly as possible when emergencies occur.
- Pierce County Adult and Long-Term Care is working with agencies to help them prepare business continuity plans. It is also working with fire departments on emergency-preparation workshops this fall for independent-living older adults.
- Seattle/King County Aging and Disability services sits on a large group that looks at how vulnerable populations are doing. They are going to focus on adults with disabilities to see how we communicate back and forth during an emergency. Two-way communication is as important as getting information out. Business continuity planning also will be important. Text messaging will be a key communication factor. People in home care agencies are doing OK, but we worry about the people who are living on their own and aren't in contact with agencies.

HAP members agreed on the need to focus on seniors living independently. Ideas for HAP actions include:

- Featuring emergency preparedness information on our Web site, including the need for neighbors to get together and help each other in the event of a disaster. The City of Seattle and suburbs have neighborhood emergency preparedness programs.
- Promoting the United Way emergency grants for nonprofit organizations so they can do their own internal plans, attend trainings and purchase materials. If agencies can't continue to serve their clients during emergencies, they need to make arrangements with other agencies to do so.
- HAP could play a role in coordinating the emergency preparedness coordinators in different nonprofits, said David Jensen. Seattle Parks and Rec community centers are targeted as emergency shelters. Better communication among these people would benefit seniors and people with disabilities.
- Communicate with block watch organizations about expanding their role to emergencies and safety.
- Provide a "cheat sheet" of resources that each HAP partner agency can publish in its newsletters. Information also could run in neighborhood newsletters.
- Develop a professional contact list. Barb Graf in the City of Seattle Emergency Preparedness Office has good information.
- Distribute a HAP news release/newsletter article on how individual seniors can prepare for emergencies.
- Send out announcements directing people to our Web site with "Top 10 Things You Can Do", including getting to know your neighbors who are elderly, homebound or disabled. Also provide information for the community as a whole (Citizen Corps can map your neighborhood).

Falls prevention: How can HAP build on its successful 2007 efforts and continue to help our region's seniors and health professionals? (Karen Lewis, CHEF)

Last year we held a falls-prevention conference for professionals, distributed news releases and added pages to our Web site. We also took the initial steps to work with EMS on a falls-prevention campaign.

What would we like to do this year to promote falls prevention or partner with other organizations? No specific ideas were discussed or targeted, but the following information was shared:

- HB2668, a long-term-care task force bill that includes about \$400,000 for falls prevention, could be another connection point. The Governor's budget also includes falls prevention. Money likely will be directed at the state Department of Health or DSHS. They want to encourage falls prevention coalitions throughout the state.
- Karen Winston said that Home Stretch, which was developed in conjunction with the UW Medical Center, is an in-home intervention for homebound seniors with chronic illnesses. It is one of three interventions along with nutrition and medication

management and includes balance, gait, sitting and standing, assessments, prescribed exercises, weekly telephone calls and in-home visits. It is home-based falls prevention for people who are so frail that they don't get out in the community.

Financial Report (Teresa Moore, HAP)

HAP started the year with a carry-over of \$19,665, and has received \$2,550 in contributions. Seven partner agencies have committed to contributing a total of \$21,000, which brings to \$43,215 our total anticipated revenue for 2008. The \$8,280 in anticipated expenses includes Moore Ink. PR services through April, printing and copying costs and Web site hosting and updates.

HAP Web site traffic report: What can we learn from the HAP Web site traffic report and how can we maximize traffic to our Web site? (Connie Parsons, IlluminAge)

Connie Parsons from IlluminAge, which designed and hosts/maintains www.4elders.org, reported on traffic to HAP's new Web site. The reporting isn't an exact science, she said, but shows trends and provides a good estimate of how the site is doing.

The HAP site is doing very well with 130 visits a day on average. IlluminAge works with many larger, staffed organizations, and HAP's traffic is better, which is saying something. The average of 27 minutes per visit is skewed, she said. Perhaps people are leaving the window open or setting it as their home page. You typically want to see five to 10 minutes per visit; you don't want people to bounce off and on.

The top 10 pages visited are: Home, More Resources, Info & Assistance, Falls Workshop, About, Search, Falls, Membership, Tips and Nutrition. People are accessing the information you're putting online and that's good, Connie said. The high number of visits to the information on falls and information and assistance is a good indication that the information is being used.

Search phrases (including "falls" and "healthy aging") are being found really well by our audience. A very good variety of topics relevant to seniors and caregivers is coming up in searches. Sixty percent of the visitors to the site know the URL and come to it directly. That's a good indication that our marketing is working and that people know us and come to us proactively.

Connie suggested putting a polling function on the site to find out who is coming to it, professionals or consumers. This could help us determine how best to target our resources. IlluminAge can tell which search phrases people use to get to the site.

Partnership communications: Reviving the HAPpenings newsletter and other ways to facilitate interaction and communication among our members (Teresa Moore, HAP)

Should we bolster the Web site and use that to communicate? Or should we do a newsletter?

Everyone agreed we should revive HAPpenings, but that it should be kept short. Members wondered if the newsletter can be used to promote the Web site and whether it would create a bump in visits.

Connie suggested doing a community blog on our Web site so partners could publish quickly. Users would subscribe to it. Then we could integrate other things into it. That's where bulletin boards have gone, she said, but you need someone to monitor what people are posting. We could allow only partner agencies to post and put responsibility into members' hands. You'd have all the content there for newsletters.

Request for HAP endorsement: Chinese Information & Service Center proposal (Stephen Lam, CISC)

Stephen Lam requested support and an endorsement from HAP for CISC's bid to the state for the Patient Navigator Program. The program focuses on reducing health disparities for immigrants and ethnic minorities through personal help, outreach and coordinated efforts with medical and other service providers. This project will serve Chinese, Vietnamese, Russian and Indian residents who often face language and cultural barriers to getting the health care they need. HAP agreed unanimously to provide a letter in support of CISC's proposal.

Partner agency presentations

The following agencies have signed-up to give presentations at these monthly HAP meetings:

March: Seattle Indian Health Board

April: UW HPRC

May: Chinese Information and Service Center

June: Solid Ground

July: Mayor's Office for Senior Citizens

August or September: Senior Services I&A (888-4ELDERS)

August or September: Meet at Asian Counseling and Referral Service's new building and take a tour

October: Seattle Parks and Recreation

November: Comprehensive Health Education Foundation (CHEF)

Announcements

- A Senate hearing is expected this week on HB2668, which speaks to programs related to healthy aging.
- Two major job openings:

- Manager of the DSHS State Unit on Aging
- Patricia McInturff, head of City of Seattle Human Services, is retiring.

- The Mayor's Healthy Aging Fair is Thursday, May 15, from 9 a.m. to 2 p.m. at the Central Building, 810 Third Ave. in downtown Seattle. The office is now calling for vendors. There is no fee. Blood pressure checks, spinal checks, hearing tests are featured. They also hope to get a masseuse for the event.

- UWHPRC in collaboration with the Southeast Seattle Senior Center is calling for enthusiastic telephone volunteers to encourage and support sedentary seniors as part of the PALS (Physical Activity for a Lifetime of Success) Program. Volunteers work from their own homes, about an hour a week, and receive training in motivational interviewing. If interested, please contact Jean Anton at 206-722-2550 or JeanA@seniorservices.org.

- The Washington Alliance for Healthy Aging hosts its annual conference, "Lifting the Clouds", on depression for professionals working with older adults on Friday, May 30, at Cedarbrook in SeaTac. Cost: \$75. This is an excellent conference.