

**Healthy Aging Partnership  
Meeting Minutes  
April 22, 2008**

**Reminder: Click [here](#) to fill out your HAP member survey!**

**The 17 people attending the meeting were:**

Marcia Appleton, Community Services for the Blind and Partially Sighted, [mappleton@csbps.com](mailto:mappleton@csbps.com)  
John Barnett, AARP volunteer, [ybyb1@verizon.net](mailto:ybyb1@verizon.net)  
Nathan Buck, Neighborhood House, [nathanb@nhwa.org](mailto:nathanb@nhwa.org)  
John Deagen, Senior Services, [JohnD@seniorservices.org](mailto:JohnD@seniorservices.org)  
Cynthia Ellison, Mayor's Office for Senior Citizens, [cynthia.ellison@seattle.gov](mailto:cynthia.ellison@seattle.gov)  
Doug Harkness, ElderHealth Northwest, [dough@elderhealth.org](mailto:dough@elderhealth.org)  
Lillian Hayashi, Kawabe Memorial House, [royhay@verizon.net](mailto:royhay@verizon.net)  
Kathy Hultquist, Senior Services, [kathyh@seniorservices.org](mailto:kathyh@seniorservices.org)  
Robin Knudson, RSVP, [RobinK@solid-ground.org](mailto:RobinK@solid-ground.org)  
Karen Lewis, CHEF, [kewis@chef.org](mailto:kewis@chef.org)  
Pam McGaffin, Moore Ink. PR (HAP), [pam@mooreink.com](mailto:pam@mooreink.com)  
Tanya McGee, Senior Services, [tanyam@seniorservices.org](mailto:tanyam@seniorservices.org)  
Bob Riler, Pierce County Human Services Aging and Long Term Care, [briler@co.pierce.wa.us](mailto:briler@co.pierce.wa.us)  
Sheryl Schwartz, UW Health Promotion Research Center, [sheryls@u.washington.edu](mailto:sheryls@u.washington.edu)  
Linda Wells, King County Department of Community and Human Services, Aging Program, [linda.c.wells@kingcounty.gov](mailto:linda.c.wells@kingcounty.gov)  
Christine Westerback, Evergreen Care Network, [cwesterback@evergreenhealthcare.org](mailto:cwesterback@evergreenhealthcare.org)  
Karen Winston, Aging and Disability Services, [Karen.winston@seattle.gov](mailto:Karen.winston@seattle.gov)

**Next meeting:** May 27, 2008, 8:30 – 10:00 a.m.  
**Location:** Senior Services, Lillian Rice Center  
2208 2<sup>nd</sup> Avenue, Board Room  
Seattle, WA 98121

**May partner agency presentation:**  
Chinese Information and Service Center

**HAP partner agency presentation: University of Washington Health Promotion Research Center**

Sheryl Schwartz, deputy director of UW HPRC, gave a PowerPoint presentation on the Center, which is part of the UW School of Public Health & Community Medicine. The UW HPRC, established in 1986, is one of 33 prevention research centers (PRCs)

nationwide that are funded by the Centers for Disease Control and Prevention. PRCs are academic-community partnerships that conduct community-based research, training and dissemination projects to prevent disease and promote health. Each PRC focuses on a specific area of public health, with an emphasis on addressing the needs of vulnerable populations. The UW HPRC's overarching focus is on healthy aging. At any given time, it has 35 different projects going on in the following areas:

- Older adult health promotion
- Physical activity promotion
- Mental health
- Cancer prevention and control
- Workplace health promotion
- Health marketing and communication (new)

The HPRC's mission is to "improve health by conducting high-quality prevention research that has an emphasis on healthy aging and can be incorporated into community practice."

There are five national PRC research networks each working collectively within a theme. The Healthy Aging Network includes nine prevention research centers (of which the HPRC is the lead), and has five areas of focus: physical activity; environmental determinants of healthy aging; healthy brain; managing depression; and nutrition. One of its projects is the Active Options Website <http://activeoptions.org/> which helps older adults find exercise programs in their area.

Healthy aging is defined as "the development and maintenance of optimal physical, mental and social well-being and function in older adults." Sheryl explained the Social Ecological Model of Healthy Aging: In order for people's behaviors to change, that change needs to be supported by their physical environment, including family and friends, institutions, community and public policy.

Sheryl outlined the "core" research projects that HPRC is currently involved in:

- PALS (Physical Activity for a Lifetime of Success) at the SE Senior Center: Trained volunteers using motivational interviewing call program participants once a week to encourage them to increase their physical activity. For more information on PALS and to watch a video, click [here](#).
- Southeast Senior Physical Activity Network (SE-SPAN) This project goes hand in glove with PALS. If you encourage more older adults to be physically active, you need to create the opportunities and facilities for them.
- Collaborative Dissemination of Evidence-based Programs: EnhanceFitness (for physical activity), EnhanceWellness (improving healthy behaviors), and PEARLS.

PEARLS is an evidence-based program for home-bound older adults with chronic, mild depression. PEARLS tries to help seniors through problem-solving treatment (if people

feel empowered to solve their problems, they feel less depressed), social and physical activities and pleasurable events scheduling (seniors who do things they enjoy are more likely to feel better). A study of PEARLS outcomes found that 36 to 44 percent of participants experienced a complete depression remission vs. only 10 to 12 percent of a control group.

Re. workplace health promotion, Sheryl said HPRC works with American Cancer Society to disseminate workplace solutions and the 15 best practices for employers to consider.

For more information on HPRC, go to <http://depts.washington.edu/hprc/>

**Update: King County Fire & Life Safety Association Safe Steps fall and fire prevention workshops and campaign:**

Pam McGaffin gave an update on an educational campaign with King County Fire and Life Safety Association to raise awareness about the risks of falls and residential fires for older adults.

The first part of this campaign will be two train-the-trainer seminars May 7 and 8 for fire department staff, health care professionals and others who work with seniors. The seminars are geared to helping participants develop their own local fire and fall prevention community events to take place during the state-designated Falls Prevention Week, Sept. 18-27.

As of April 26, we had 87 total registrants – 38 for Workshop A May 7 in Renton and 46 for Workshop B May 8 in Bellevue. Our goal was to get about 100 for each session. We've extended the deadline to register until Monday, May 5, so spread the word! To sign up, go to <http://www.4elders.org/> .

Also, there will be HAP sharing tables at each workshop, so any partner organization that wants to distribute its materials geared toward older adults should provide 200 copies to Moore Ink. no later than Noon on Friday, May 2.

Healthy Aging Partnership  
c/o Moore Ink. PR  
**4422 48th Ave S**  
**Seattle WA 98118**

**Financial Report:**

HAP received \$3,200 from King County Fire and Life Safety Association to help cover the costs of our work on the Safe Steps campaign and workshops. This won't cover the entire cost, which we won't know until we complete the work.

In addition, the Association has generously agreed to allow HAP to keep all proceeds from the \$15 per person workshop registration fees.

### **Report: Web site marketing possibilities**

Pam McGaffin reported on the possibility of soliciting sponsorships or advertising for the HAP Web site as a way of generating revenue. The way this would work is HAP would put the logo and live URL link of a retailer or organization on our Web site and, if people click through and buy something, HAP would get a percentage.

Of course, a product or service advertised on the HAP Web site implies HAP's tacit approval of that advertiser. So HAP would need to set some parameters for what advertising it will accept. We would also need to promote and market the site to potential advertisers, listing costs and benefits. IlluminAge, which hosts and maintains our Web site, would do the technical set-up.

Right now, there isn't enough money to pay for the 20 to 30 hours of Moore Ink. time it would take to promote and plan this. Also, we don't think that the number of hits to the HAP Web site would be enough to justify a return on investment for advertisers. They typically look for thousands of hits a month, and we only get several hundred.

So Moore Ink. is recommending against this as this time.

### **Discussion: What are some of the major upcoming needs in aging populations, and how can HAP be ahead of the game in our planning and collaboration?**

Nathan Buck explained that the HAP Steering Committee has set priorities for 2008, but asked what issues, projects and individual desires members might want to explore beyond this year so that HAP can stay ahead of the curve. Does anyone have any projects that they think HAP should get behind and seek funding for? The following ideas were suggested:

- Karen Lewis mentioned grant funding from the Harry & Jeanette Weinberg Foundation out of Baltimore to support caregivers in their own wellness. The expectations are quite high in terms of matches, but it might be an interesting opportunity for the HAP. Karen was asked if the grant includes support for grandparents providing kinship care. She will forward more information soon.
- Kinship care support for elders raising grandchildren. (Bob Riler mentioned an annual conference in Pierce County for kinship caregivers, and John Barnett mentioned Grandparents United.) Many of these elders don't see themselves as caregivers.
- Training for family members, many of whom don't have the skills to provide care their loved ones need to age in place.
- John Barnett passed out a pamphlet on AARP's Divided We Fail campaign, which holds that health care and retirement security are the most pressing domestic issues

facing our nation. Seeking solutions from presidential candidates, Congress and business and civic leaders, the campaign will be educating voters and building “an army” of people committed to change and publicizing candidates’ positions. John noted that the United States is number 1 in health care spending, but number 30 in terms of life expectancy. For more information go to [DividedWeFail.org](http://DividedWeFail.org)

- Death with dignity, hospice and end-of-life options. Elders and family members need information and education in this area.
- The Veterans Administration has a lot of funding available and would be a good group to bring to the table.
- Domestic violence and elder abuse awareness.
- Nathan Buck said that expanding HAP’s membership to bring in groups that should be at the table would make the Partnership more robust and would expand funding. He asked members to talk to some of their partners about HAP and invite their participation.
- Sheryl Schwartz noted that moving into politically charged topics may make it difficult for government agencies involved in the HAP.
- Food disparities, malnutrition, community gardens
- Disaster training and awareness for older adults and those serving them.
- The shortage of chore services for isolated older adults.
- Volunteering and the value of senior experience. Also volunteering as a way of fighting social isolation and improving mental and physical health.
- Babyboomers and ways to reach people who don’t necessary see themselves as part of the aging population.

**Update: AARP State Legislative Session Report:** John Barnett shared a summary of AARP’s legislative wins and losses. Key wins were:

- The Health Care Workgroup Bill (ESSB 6333), which lays the groundwork for meaningful health care reform by directing the state to get an actuarial analysis of five health care reform proposals.
- The Insurance Rate Accountability Bill (SB 5261), which establishes greater public oversight over insurance rate increases in the individual market and limits the ability of insurance companies to raise individual rates.
- The Aging in Place Bill (HB 2668), which seeks to prevent the disease and harmful injuries that lead to hospitalizations and nursing home admissions while boosting support for family caregivers.

John noted that AARP will continue to work on two pieces of legislation that failed to pass:

- The Prescription Privacy Act (SB 6241), which would have banned the sale of doctors’ prescribing histories to pharmaceutical companies.
- Caregiver Training (HB 2693), which would have established a certification process for new long-term care workers.

**Announcements:**

The 2008 Senior Farmers Market Nutrition Program will begin its voucher application process this month. The program provides a voucher for eligible seniors (low-income, ages 60+) to use at Farmers Markets throughout King County. John Deagen noted that applicants will need to mail in their applications this year. Forms are available through all Senior Information & Assistance (I&A) programs and for downloading on the Aging & Disability Services [web site](#). Applications will be accepted through May 28th.

Doug Harkness of ElderHealth Northwest announced a free outreach event featuring an information panel on dementia and showing of the Academy Award-nominated film, "Complaints of a Dutiful Daughter," on Thursday, May 22, from 7 to 8:30 p.m. (doors open at 6:30 p.m.) at ElderHealth Northwest South Seattle Adult Day Health Center, 4712 35<sup>th</sup> Ave. S. (off Alaska). Respite care is available. RSVP by Monday, May 19 at 206-224-3757. **Note: Doug can supply a press release if you want to run it in your agency newsletters.**

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. This free event features more than 20 vendors and blood pressure checks, spinal checks, hearing tests and massages.

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.