Community Engagement and Transformation

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Mission

By harnessing the skills and expertise of diverse organizations, and involving older adults as valued partners, we seek to build "elder-friendly" communities that are organized to meet the needs of their aging members and view older residents as community assets.

Goal: Support a range of social, physical, spiritual, recreational, health, wellness, and housing needs for older adults by increasing access to information, resources, supportive services, and civic engagement opportunities.
Objectives

• Establish coordinators and partners
• Assess community strengths, identify unmet needs
• Older residents engage in articulating service solutions and community enhancements
• Partners collaborate in delivering targeted services tailored to the expressed needs of older residents
• Resident Advisory Council provides ongoing guidance, advocacy and outreach
• Evaluate, and identify effective strategies for replication and dissemination.
Outcomes & Evidence

• Older residents become more engaged in community life and less isolated with stronger support networks.
  – 65% of exercise participants developed new friendships (January 2009).
  – 100 older adults placed in jobs; 200+ received employment counseling to date.

• Older adults stay independent longer, connected with an expanded range of information, resources, and targeted supportive services.
  – Transportation directory developed, Town’s senior service directory distributed.
  – “Elders At Home” service directory for homebound elders delivered with meals on wheels.

• Foster a sense of the community as a good place to grow older by sparking new collaborations:
  – Town and County coordination in relocated congregate meal site.
  – Advisory Council members successfully advocated for improved bus route with Dept. of Public Works
Snapshot of Parsippany and Lake Hiawatha Area

• 50K population, 25 square miles, 22% of population age 60+
• “Melting Pot” suburb for many years, now with significant Asian and Indian populations.

• Target Area: Lake Hiawatha
  – 8 square miles, pop 9,600 households, 35% age 60+
  – Transplanted New Yorkers in 50’s and 60’s
Lake Hiawatha -
2000 Census Highlights

• 672 Veterans
• 2,668 people over the age of 65
• 1,888 households with one or more people over age 65
• 658 people living in one-person households
Initial Findings in Parsippany

• AdvantAge Telephone Survey engaged 200 older adults in market research telephone calls; provided excellent community profiling.

• Highly visible Listening Sessions reached another 207 older adults, in 8 groups. Targeted outreach to Asian elders, low income seniors, and senior clubs.

• Key Question: “If you were the leader of this community what changes would you make to improve conditions for older adults living here?”
Issues Identified in 2005

• Lack of information on services/outreach
• Transportation
• Need for low-cost exercise
• Employment for older adults
• Information on aging process – support for caregivers

Then, Older Residents Offered Solutions, LIVE Helped Make Them Happen
<table>
<thead>
<tr>
<th>PARTNER</th>
<th>SERVICE</th>
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<tbody>
<tr>
<td>UJC MetroWest NJ</td>
<td>Lead Agency, Program Oversight and Management</td>
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<tr>
<td>Township of Parsippany-Troy Hills</td>
<td>Host Community, provides office and program space</td>
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<tr>
<td>Morris County Division on Aging</td>
<td>Service planning, coordination with County AAA</td>
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<tr>
<td>Jewish Community Center of MetroWest</td>
<td>Launched yoga class, Healthy Bones, Walking Clubs, conduit to Arthritis Foundation classes.</td>
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<tr>
<td>Jewish Vocational Service of MetroWest</td>
<td>Site coordinator and Senior Employment Specialist at Community Center. Referrals for home repair and in-home companion services.</td>
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<tr>
<td>Jewish Family Service of MetroWest</td>
<td>Site coordinator, large scale community education, health outreach and workshops.</td>
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<td>Metro Transport - Daughters of Israel</td>
<td>Group transportation from Parsippany to JCC.</td>
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<tr>
<td>Volunteers of Morris County</td>
<td>Volunteer matching, outreach to homebound seniors.</td>
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<td>Parsippany Public Library</td>
<td>“Healthy Mondays” and weekly Yoga class, Big Read, an NEA-funded community-wide program.</td>
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<td>Police Athletic League</td>
<td>Hosts Walking Club, My Medicare Matters Outreach Event, and upcoming “Going Green for Less Green” programming.  (Spring 2009)</td>
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<tr>
<td>RSVP – Retired Senior Volunteer Program</td>
<td>Healthy Bones, home safety assessments, VITA tax assistance, volunteer placements</td>
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Funders 2005-2008

- US Administration on Aging
- NJ Dept. of Health and Senior Services
- Kiwanis Club of Greater Parsippany Foundation
- Grotta Fund for Senior Care
- Wallerstein Foundation for Geriatric Life Improvement
- UJC of Metrowest NJ
The Resident Advisory Council

- Active community leaders.
- Identified and recruited to LIVE through Listening Sessions, Stakeholder Conversations, Personal Contacts and Invitations.
- Diverse Representatives from Kiwanis, Friends of the Library, Evergreen Ping Pong Club, Catholic Community, AARP board members, RSVP volunteers, Indian leaders, Jewish leaders, former Mayor.
Solutions and LIVE Programs

Financial - Employment
Inclusive Activities & Exercise
Enhanced Transportation
Service Coordination
Outreach & Information
Financial

- Employment
- Help with paperwork and forms
- Education on benefits

100 job placements; over 200 people counseled.

- Referrals to Office on Aging & JVS assistance.
- My Medicare Matters, SHIP, VITA tax assistance, Medicare re-enrollment workshops
Inclusive Activities & Affordable Exercise

• Put more uses into the Senior Center, there are activities for people in clubs, but what about everyone else?

• Support existing operation and offer more multi-club or community-wide activities for seniors.
LIVE Activities

- Weekly Tai Chi, Healthy Bones, and Employment Assistance at Senior Center.

- Weekly walking clubs at the Police Athletic League and senior apartments.

- Gentle Yoga for Seniors at the Library every Tuesday morning.

- Workshops, conferences and programs throughout the community, at churches and synagogues, congregate meal sites, public libraries, senior apartments, the Community Center and other public spaces.

- All Parsippany LIVE programs are open to anyone over age 60 – previously, activities were “club-based” for members-only.
# March 2009

## PARSIPPANY LIVE
Lifelong Involvement for Vital Elders

### Calendar Key
- **BO** = Baldwin Oaks Apts.
- **HEALTHY BONES** = Low impact exercise at Senior Center. Call (973) 794-6900, ext. 101 for info.
- **LH** = Lake Hiawatha Branch Library, located at 68 Nolomos Road, call (973) 325-0952 for info.
- **ML** = Main Library, at 449 Halsey Road. For directions call (973) 887-5150.
- **PAL** = Police Athletic League, located at 134 Baldwin Road, just South of Rte. 46. Call (973) 325-0955 for directions.
- **RSVP** = The volunteer program for people age 55+. Call (973) 794-6900, ext. 101 for more information.
- **SC** = Senior Center at 1130 Knoll Road; telephone (973) 263-7351 for directions or more information.
- **Volunteer Match** = call VMC for info on volunteering at (973) 539-7200.

### Program Details
- Please note, schedule subject to change.
- Spring is coming and Parsippany LIVE is GOING GREEN FOR LESS GREEN! Check upcoming calendars for programs in April, May, and June related to finance, the environment, and healthy eating.

### Weekly Events

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<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tr>
<td>2 Lifelong Employment @ SC, from 9 to 4, call (973) 263-7043 for appt.</td>
<td>3 Gentle Yoga for Seniors @ Main Library, 10-11</td>
<td>4 Postmaster @ Baldwin Oaks, 9:30-10:30 AM</td>
<td>5 Walking Clubs @ BO, 9:30-10:30; @ PAL, 11-12 Noon</td>
<td>6 T’ai Chi Ch’uan @ Senior Center New Students 10-12 Noon Practice 10:30 to 11:15</td>
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<td>23/30 Lifelong Employment @ SC, from 9 to 4, call (973) 263-7043 for appt.</td>
<td>24/31 Gentle Yoga for Seniors @ Main Library, 10-11</td>
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### Additional Information
- **VITA volunteers are available at the Lake Hiawatha Library on Saturdays to help with tax preparation — details on back.**

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ALL residents of Parsippany Age 60+ are welcome to participate! For more information or to get involved with Parsippany LIVE activities call 973-929-3109.
Transportation Ideas

• Add weekend and evening bus service for worship, shopping, Rx, library and social trips.
• Provide better transportation information and scheduling.
• Offer dial a ride with less than a one-week advance reservation.
Transportation *Improvements*

- Transportation Directory – 2006
- Saturday Bus Service – 2007
- “Ride Provide” Door to Door service introduced - 2008
- Senior Bus Route - new stops in Lake Hiawatha and the PAL, site of Parsippany LIVE Walking Club - 2009
Service Coordination

- Offer congregate meals at Senior Center.
- Provide training on health issues.
- Involve seniors in programs at public buildings (Libraries, PAL, etc.)
- Create a sense of community across senior clubs.
- Reinstate the mobile post office at senior apartments.
Service Coordination – Congregate Meals

- Morris County Congregate Meal Program moved to Parsippany Community Center in January 2007; as recommended by Parsippany LIVE findings.

- Congregate meal participation tripled at Community Center with access to senior clubs, exercise classes, Parsippany LIVE activities all in same site.
Service Coordination – Health Education

• “Healthy Mondays” at the Public Library – sponsored by local hospitals, health providers and community-based organizations.

• Topics: Osteoarthritis, Benefits of Massage, Introduction to Yoga, Meditation, Memory Loss, Maintaining a Healthy Weight…

• Programs are held on a bi-monthly basis.
Service Coordination - Building Community

• Parsippany LIVE banner, calendar and program information are prominently displayed at Center, distributed throughout the community, with the clear message that “everyone is welcome.”

• Mobile Post Office reinstated at senior apartments by Lake Hiawatha Postmistress.

• Community programs for older adults and the general community: Using Humor to Cope with Caregiving Challenges, My Medicare Matters Medicare Part D Enrollment, Assessing and Improving Your Home’s Safety.
Outreach

• RAC members serve as “Ambassadors” at community events.

• Parsippany LIVE staff members provide information, referral, program coordination, visibility and resources at the Community Center, library and program sites.

• RAC members compiled Transportation Directory and “Elders At Home” service summary provided to every home-delivered meal recipient.

• News stories (NY Times, NJN-TV, Star Ledger, Daily Record) raise awareness of LIVE and available services.
Outreach - *The Big Read*

- With the Public Library, LIVE co-sponsored town-wide reading of *The Joy Luck Club*.

- LIVE volunteers led cooking classes, book groups, cultural presentations and coached Family Ping Pong Nights at the PAL.
Visibility and Awareness

Programs conducted in many community locations including two libraries, the Police Athletic League, Senior Housing Apartments, the Community Center. Special events have been hosted at four different houses of worship.
New Since LIVE

Improved Senior Bus Service
Relocated Congregate Meal Program at Community Center
Wellness and Exercise classes in multiple sites, 4 days per week
Community Education, Conferences and Workshops
Employment Support – over 100 seniors placed in jobs
Volunteer Placement
Mobile post office at senior apartments
Leadership Opportunities through RAC
Monthly Calendar
Healthy Mondays
Big Read 2008
In 2009, Going Green for Less Green… and Evidence Based Programs
A Community Transformed…

• Older Adults more visible throughout community and in leadership roles.

• Elected leaders and policy makers aware of needs, issues, and more responsive.

• RAC members and other senior volunteers assuming responsibility for making their community different: leading programs, providing assistance, fundraising, and advocacy.

• Senior leaders have grown as well – retired chemist now leading Tai Chi, former customer service professional leading Healthy Bones, retired English teacher leading cooking classes, etc.
“A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has.”

Margaret Mead