

Sonoma County
Area Agency on Aging
Annual Report
2005 - 2006



"Empower, Support, Protect"

Human Services Department
COUNTY OF SONOMA

Adult & Aging Division
P.O. Box 4059
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Mission

The Sonoma County Area Agency on Aging provides leadership, services and advocacy to promote the dignity, independence and quality of life for seniors, adults with disabilities, and their caregivers.

A Message from the Chair

The past year has been an active and challenging one for the Sonoma County Area Agency on Aging Advisory Council. The Advisory Council members and AAA staff continued to increase awareness of services to seniors, adults with disabilities and their caregivers and provided legislative advocacy and outreach to prevent elder abuse.



Robin Schaef, AAA Director and Bob Marshall, Advisory Council Chair

The Planning and Funding Committee spent a great deal of effort reviewing the Area Agency on Aging's funding history and assessing the current funding priorities in preparation for a new funding cycle. Members of the Legislative Committee supported the reauthorization of the Older Americans Act, the Elder Justice Act and the augmentation of the Multipurpose Senior Services Program. They met with Representative Mike Thompson to discuss the decline in funding for senior nutrition programs, stressing the importance of reinstating that funding at the federal level.

We welcomed Joanie Guy, Marce Becerra, Debra Birkinshaw, Bob Prevot, Jane Eckels and Gabriella Ambrosi to the Advisory Council this year. It is with regret that we accepted the resignation of members Dan Ramage, Bennett Sparks, Alyce Sporer Mars and Vanessa Watkins. We thank them for their years of service and wish them all the best. It was with great sadness that we said goodbye to one of the staunchest supporters of seniors in our community, Marge Ling. We will miss her greatly. We created the Marge Ling Leadership Award, and the first award was made to Advisory Council member, Raynetta James.

We are grateful for the support we have received from our community and particularly wish to acknowledge the Sonoma County Board of Supervisors for their direction and leadership.

*Bob Marshall, Chairperson
Area Agency on Aging Advisory Council*

Area Agency on Aging

The Area Agency on Aging (AAA) is a section of the Sonoma County Human Services Department. The AAA and its Advisory Council plan, coordinate and allocate funding for persons sixty years of age and older in Sonoma County. The AAA Advisory Council serves as an advocate for seniors, adults with disabilities, and their caregivers and advises the Board of Supervisors on the needs of the community.

Direct Services - Area Agency on Aging

Caregiver Support ❖ Elder Abuse Prevention Council (EAPC) ❖ Information and Assistance ❖ Linkages Program ❖ Multipurpose Senior Services Program (MSSP)

Service Providers

Catholic Charities ❖ City of Healdsburg Senior Center ❖ City of Rohnert Park Senior Center ❖ Cloverdale Senior Center ❖ Copper Tower Family Medical Center ❖ Council on Aging ❖ Northcoast Opportunities ❖ Petaluma People Services Center ❖ Redwood Empire Food Bank ❖ Santa Rosa Memorial Hospital ❖ Sebastopol Area Senior Center ❖ Senior Advocacy Services ❖ Sonoma County Indian Health Project ❖ Southwest Community Health Center ❖ Vintage House Senior Center ❖ West County Community Services ❖ Windsor Senior Center

Access to Transportation and Housing

Advocate improving access to transportation and housing resources for seniors and adults with disabilities.

- ◆ Provided training to 21 Advisory Council members on local transportation providers and issues facing seniors and adults with disabilities.
- ◆ Sponsored a presentation on transportation by the Beverly Foundation on national models of transportation systems; 65 community members attended.
- ◆ Collaborated with the Continuum of Care Housing Development Committee to advocate for more affordable and accessible housing for seniors and people with disabilities.



Bud Metzger, Advisory Council Vice Chair, Helen Kerschner, Beverly Foundation

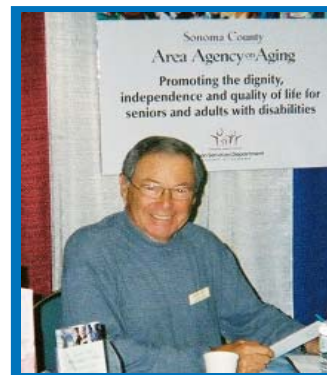
Awareness of Services

Improve awareness of health and social services for seniors, adults with disabilities, and their caregivers through community education and outreach.

- ◆ Collaborated with Univision (channel 28) to provide information in Spanish regarding community-based programs.



Maria Fincher, Univision; Kathie Myers, House Calls Program, Santa Rosa Memorial Hospital



Henry Lasky, Advisory Council member at the Petaluma Senior Expo

- ◆ Distributed more than 25,000 Sonoma County Senior Resource Guides in English and Spanish.

Home and Community-Based Services

Provide leadership to increase access to an effective system of home and community-based services for seniors and adults with disabilities.

- ◆ Advocated for reallocation of federal nutrition funding and the reauthorization of the Older Americans Act.
- ◆ Administered the Senior Farmers Market Nutrition Program, providing low-income seniors with coupons to purchase fruits and vegetables at local farmers markets.



Joann Keyston and Maureen Latimer, Advisory Council members with Representative Mike Thompson

Partnerships

Participate in collaborative partnerships to address the unmet needs of older adults and adults with disabilities.



Raynetta James, recipient of the Marge Ling Leadership Award, presented by Hal Ling

- ◆ Coordinated the Older Americans Month Senior Art Show with senior centers and the In-Home Supportive Services Program. Over 103 entries were received. The art show promotes creativity among seniors.
- ◆ With funding from the Sonoma Health Alliance (Kaiser Permanente, Sonoma County Department of Health Services, St. Joseph Health System and Sutter Medical Center of Santa Rosa), developed and began implementation of a senior safety/fall prevention program, “Step Wise.”

Sonoma County Demographics

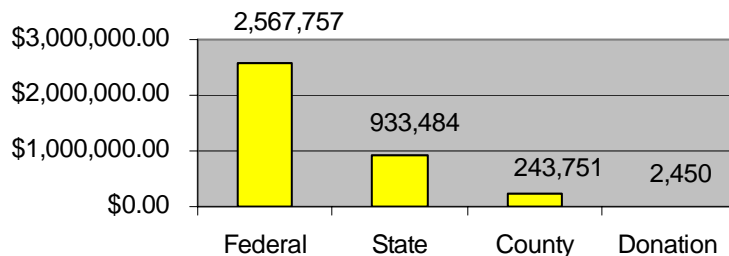
The California Department of Finance population projections for 2006 for Sonoma County indicate that there will be 91,456 individuals sixty years of age and older. This represents 18.6% of the county's total population of 492,930 and is higher than both the state and national average.

2006 Population Projections for Sonoma County*

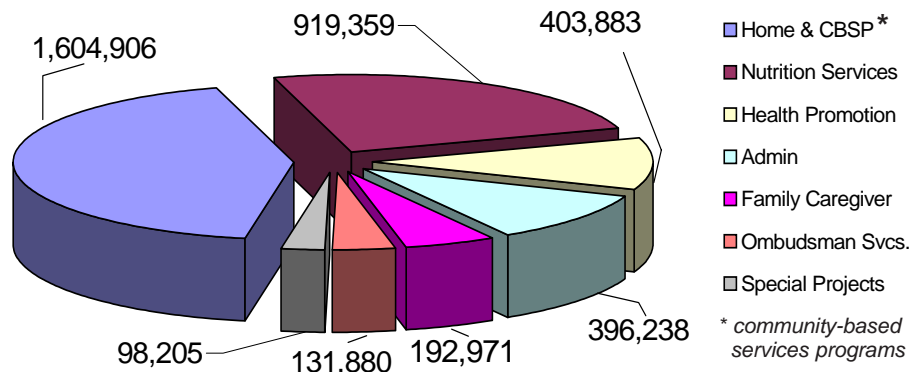
<u>Category</u>	<u>Number</u>	<u>Percent of Seniors</u>
Total Seniors (60+)	91,456	100.0
Age 60 - 74	55,322	60.0
Age 75 - 84	23,382	26.0
Age 85+	12,752	14.0
Ethnicity		
White	79,553	87.0
Hispanic	5,205	5.7
Asian, Pacific Islander	3,841	4.1
African American	1,147	1.2
Native American	725	.7
Multirace	985	1.0

*State of California, Department of Finance, Population Projections 2005, November 2005

Budgeted Revenues: \$3,747,442



Budgeted Expenditures: \$3,747,442



The Adult and Aging Division

The Human Services Department, Adult and Aging Division, provides assistance to older adults and adults over 18 with disabilities. Services are provided by Sonoma County employees and through contracts with community-based organizations.

The Area Agency on Aging is a section of the Adult and Aging Division. Its direct service programs include the Linkages Program, Multipurpose Senior Services Program (MSSP), Caregiver Support Services, Elder Abuse Prevention Council (EAPC), and Information and Assistance.

Other services of the Adult & Aging Division are:

In-Home Supportive Services (IHSS) provides services to eligible elderly and younger adults with disabilities who need assistance to live in their own homes. During FY 2005-2006, 4,591 clients received 4,179,141 hours of service.

Adult Protective Services (APS) received 1,800 reports of elder and dependent adult abuse during FY 2005-2006. The reports involved investigation and follow-up case management.

Veterans Services assisted and represented 2,436 veterans, family members and survivors during FY 2005-06. The Veterans Services staff strives to ensure that members of the veteran community receive all benefits to which they are entitled. They help with claim development, submissions and appeals, averaging over 100 claims monthly. Their efforts resulted in benefits exceeding \$6.6 million in one-time or recurring payments in FY 2005-2006. They provide information and referral services to anyone seeking help related to United States veterans. Waivers of tuition and fees to California colleges and universities were granted to 156 individuals, saving them over \$226,000. There are more than 40,000 veterans in Sonoma County.

The Public Administrator/Public Guardian/Public Conservator (PA/PG/PC) managed an average of 324 clients monthly during FY 2005-2006. The Public Administrator (PA) investigates and administers the estates of people who die without a will or an appropriate person willing or able to act as administrator. The Public Guardian (PG) or Public Conservator (PC) investigates conservatorship matters. The PG/PC also serves as the legally appointed conservator for persons found by the Superior Court to be unable to properly care for themselves or their finances or for those who can not resist undue influence or fraud.

Governing Board

Valerie Brown, 1st District
Mike Kerns, 2nd District
Tim Smith, 3rd District
Paul L. Kelley, 4th District
Mike Reilly, 5th District

Advisory Council

Bob Marshall, Chairperson
Bud Metzger, Vice Chairperson
Alice Diefenbach, Secretary

Marce Becerra

Debra Birkinshaw

Louis P. Funk

Joanie Guy

Raynetta James

Joann Keyston

Henry Lasky

Maureen Latimer

Marge Ling

Dan Ramage

Mary Raymond

Laurel Ritz

Bennett Sparks

Alyce Sporer Mars

Marv Stubbs

Katherine Taylor

Elizabeth Tipon

Van Tipton

Vanessa Watkins

Administrative Staff

Dianne M. Edwards, Department Director
Robin Schaef, Division Director
Diane Kaljian, Section Manager
Gerry Lennox/Janice Kay, Fiscal Officer
Julie Cox Program Development Manager
Susan Alesi, Planner/Analyst
Chip Atkin/Ginny Helm, Planner/Analyst
Joanne De Alejandro, Secretary
Camilla Farrell, Accounting Technician
Matt Hook, Account Clerk
Jeness Keller, Nutritionist

Who's Who in AAA