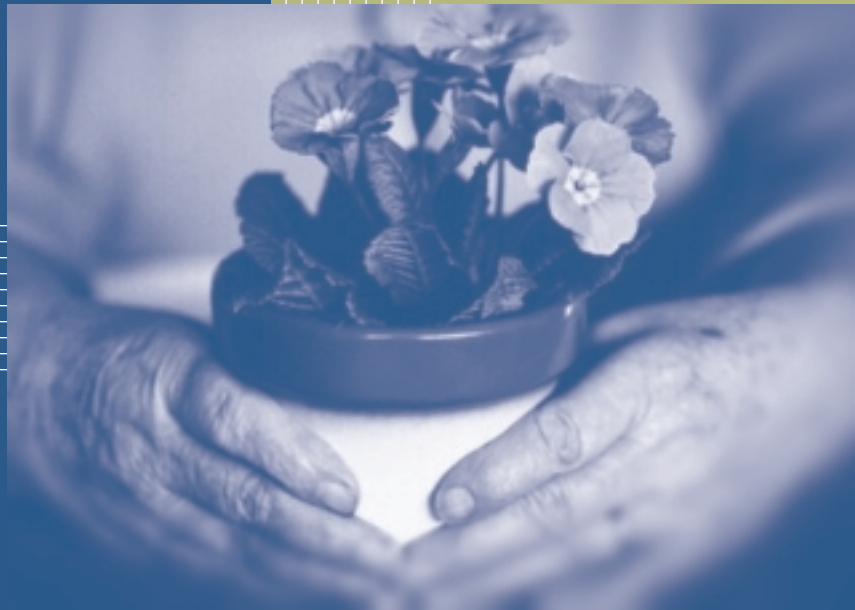


METROPOLITAN AREA AGENCY ON AGING

SERVICES TO SENIORS 2002-2003



Helping elders age successfully

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** Service ended in 2002*

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MESSAGE FROM THE CHAIRPERSON

I am pleased to bring you the 2002-03 annual report of the Metropolitan Area Agency on Aging (MAAA). MAAA took a significant step forward in 2002 with the development and adoption of a strategic plan. Our process included interviews with providers, community meetings and focused planning sessions with the Board of Directors. The strategic goals target advocacy, funding, facilitation and partnering, service development, and information and assistance. All of these goal areas were chosen to deliver valuable supports and services that reach seniors and their caregivers, service providers and local communities. Progress in implementing our plan is found throughout the pages of this report.

The economic climate of 2002 that carried forward into 2003 challenges the region's aging network to be thoughtful stewards of resources and to renew partnership efforts. It is especially critical to sustain momentum to develop effective home-and community-based housing and service options that will help rebalance our long-term care system, reducing reliance on expensive institutional care. At the same time, the network must work to integrate social services with the health care system to enhance coordination of care and maximize holistic supports for frail seniors and caregivers. This is a difficult order in light of budget cuts and service reductions, but one that is imperative in meeting the needs of today's elders and preparing for the future.

MAAA said goodbye to Executive Director Toni Baker in 2002. Toni served the agency well during her two-year tenure, increasing organizational stability and focus. Dawn Simonson joined the Agency in the Director's position mid-year. Dawn came to MAAA from her role as a Community Development Consultant at the MN Department of Human Services.

We would like to take this opportunity to recognize the efforts of the aging network's partners, its volunteers and champions. Together we will ensure that our communities support all of their members, young and old, with respect and dignity.

Jack Katzmark

Chairperson, 2002-03

METROPOLITAN AREA AGENCY ON AGING

Strategic Plan and Guiding Statements

Adopted March 2002

VISION

The Metropolitan Area Agency on Aging is a catalyst in building communities where elders live with dignity, mutual respect and shared responsibilities across generations and cultures.

MISSION

In partnerships with public and private organizations, the Metropolitan Area Agency on Aging helps elders age successfully. It does this by building community capacity, advocating for aging issues, maximizing service effectiveness and linking people with information.

PURPOSE

The Metropolitan Area Agency on Aging is a not-for-profit organization designated by the Minnesota Board on Aging as the Area Agency on Aging for the seven-county Twin Cities Metro Area. The Agency is a leader and advocate on behalf of older adults, plans a comprehensive and coordinated system of services for older adults and administers Older Americans Act funds.

GOALS

1. **Advocacy**

Build public awareness and support of aging issues, trends, and needs.

Focus Areas:

- Information products and presentations.
- Public and private funders as key audiences.
- Leadership.

2. **Fund Distribution**

Use funding policies to build capacity for effective community services across the seven-county region; balance the needs of low-income and minority elders and elders living in each county; leverage community resources; and respond to emerging needs.

Focus Areas:

- On-going investments in priority service areas.
- One-time investments with unspent funds when available.

3. Facilitation

Convene service providers, community leaders and consumers to facilitate improvements in service delivery and develop additional services that address priority needs of elders in the region.

Focus Areas:

- Access to Long-Term Care Consultation and Senior LinkAge Line®.
- Supporting family caregivers.
- Service development with SE Metro SAIL, including affordable assisted living, respite care and support for faith-based community care.

4. Technical Assistance

Work with organizations and groups to increase the aging network's capacity to develop or expand priority services.

Focus Areas:

- Service development for minority communities, housing and services, and caregiver support.
- Organizational capacity development.

5. Information and Assistance

Provide high-quality services through the Senior LinkAge Line® to meet the information and assistance needs of seniors and their families, and help them make informed choices about housing, services and long-term care options.

Focus Areas:

- Emphasize one-on-one assistance, problem solving and follow-up.
- Coordinate with 211 and county-based Long-Term Care Consultation.

LINKING PEOPLE WITH INFORMATION

Senior LinkAge Line[®]

Health Insurance Counseling

The Senior LinkAge Line[®] is an important part of the aging service network supported statewide by the Area Agencies on Aging and the Minnesota Board on Aging. With one call to the Senior LinkAge Line[®], seniors and families can obtain assistance to evaluate their situation and locate services that are available within their communities to help them remain independent. Information Specialists help make connections to transportation services, housing options, food and meal delivery, chore services, education and recreation, employment and volunteering, caregiver support, and much more.



Health insurance counseling is the fastest growing segment of calls presented to the Senior LinkAge Line[®]. Information Specialists are trained and certified by the Minnesota Board on Aging to offer information about Medicare, Medical Assistance, health insurance and benefit plans, and to provide counseling to compare Medicare supplemental and long-term care insurance policies and options. They also assist with completing and sending claims and appeals, help beneficiaries to understand and track medical bills and forms, and claim insurance benefits. Counseling sites are located throughout the Metro area, and home visits are also available.

Several local agencies assist MAAA to provide health insurance counseling services through contracts, including Anoka County RSVP serving Anoka County; the CAP Agency serving Scott County; H.S.I. serving Washington County; and Senior Community Services serving Hennepin County.

In 2002, Senior LinkAge Line[®] specialists handled nearly 30,000 Metro area calls. Specialists participated in eleven in-house training sessions on topics such as caregiving, chemical dependency, Alzheimer's Disease, Medical Assistance for immigrants, and customer service. The Senior LinkAge Line[®] can be reached nationwide by calling 1-800-333-2433, or by visiting the Area Agency's website at www.tcaging.org. To meet the special communication needs of callers, Information Specialists use the Language Line and Minnesota Relay Service. Phones are answered Monday through Friday from 8:00 a.m. to 4:30 p.m. Callers can leave messages after regular business hours, 24 hours a day.

92% of surveyed callers would recommend Senior LinkAge Line[®] to someone else and 96% said the person they spoke to was friendly and courteous.

Senior Surf Days

The MAAA coordinates Senior Surf Day classes throughout the area for seniors and their caregivers. These educational sessions are held at libraries, senior centers, and senior apartment complexes and offer basic computer and Internet training to participants. Surf Days are geared toward brand new computer users. Many people attending the class have had no other formal computer training – and some have never turned on a computer or used a mouse! These sessions offer practical, hands-on learning opportunities for new computer users in a comfortable setting – where they can return at a later date to use a computer free of charge.

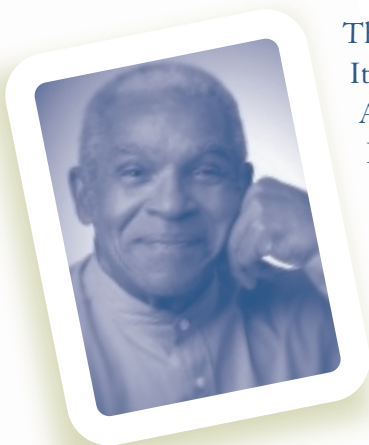
These sessions also introduce participants to on-line information about Medicare, practical tips on Medicare fraud and abuse prevention, and the new on-line community resource tool at www.minnesotahelp.info.

In 2002, 59 Senior Surf Day sessions were held throughout the Metro area in 32 different locations. Nearly 600 persons attended these practical education sessions.

Information and Assistance Program Manager – Pam Zimmerman, 651-917-4608

Public Information

MAAA publishes a monthly newsletter. *MAAA News* is an electronically mailed information piece designed primarily for the region's senior service providers. Submit new addresses for the newsletter to susan@tcaging.org.



The Area Agency's Web site is found at www.tcaging.org. It includes demographics, senior service information, Area Agency Board meeting agendas and minutes, Requests for Proposals and *MAAA News*. In 2002 the site was updated to meet federal Web Content Accessibility Guidelines.

Service system planning

The Area Agency provides planning assistance on aging issues, trends and service development needs for the seven-county region using a variety of tools to collect and analyze data and to engage community representatives. These reports and data summaries assist the Area Agency to develop policies for the administration of Older Americans Act funds. Local organizations also use this information for community initiatives.

Focus areas in 2002 included health promotion, transportation, senior nutrition and housing. MAAA also participated in the SE Metro ElderCare Development Partnership's design of the 2003-04 work plan addressing service gaps for Ramsey, Dakota and Scott Counties. In addition, MAAA facilitated a successful review process of grant applications for the State's Community Service/Services Development program.

Facilitation and partnerships

Representative examples for 2002

- Began the second phase of caregiver support system development by funding eight projects that include building service networks in six counties. MAAA trained applicant agencies in developing collaborations
- Developed referral protocols for use between the Senior LinkAge Line® and county Long-Term Care Consultants to accommodate smooth transitions for consumers
- Provided technical assistance for chore, grocery delivery and health promotion providers to locate or expand services in low-income neighborhoods or subsidized housing
- Assisted organizations serving East African elders to secure Senior Companions
- Advised a Hmong group regarding development of adult foster care

During 2002, the number of senior rental housing units with on-site supportive services grew from 14,659 to 24,349.

Supported development of three new ethnic meal sites:

- CLUES Adult Day Service for Latino elders
- Vietnamese Social Services, Vietnamese elders
- Lao Family Service, Lao and Hmong elders

Through the East Metro ElderCare Development Partnership:

- conducted outreach to employers raising awareness of caregiver issues in the workplace
- determined barriers limiting seniors' access to transportation for adult day services and implemented a plan to make 15% more regularly scheduled rides available
- improved service coordination by disseminating and facilitating implementation of best practices in sharing client data
- published the Practical Guide to Universal Home Design and targeted dissemination to young seniors and to the building and remodeling industry

Partnered with Volunteers of America/MN, University of Minnesota, Senior Federation, and MN Board on Aging to begin development of the Advocacy Leadership Certificate Program for Vital Aging

Planning Director – Kate Houston, 651-917-4611



MAXIMIZING SERVICE EFFECTIVENESS

Grant making and contracts for services

The Area Agency is a pivotal link between community supports for elders and state and federal funding for those services. Using a planning process to review needs and trends, MAAA awards grants and contracts for services to help ensure that a continuum of options and choices are in place that match the needs of the community.

In 2002, MAAA provided grants and contracts totaling \$6,318,314 to serve approximately 60,147 seniors and caregivers. Service information listed below is for the year 2002. Contact information is current for 2003.

Programs and Services Director

Bob Anderson, 651-917-4649

Program Officer

Lisa Sawyer, 651-917-4604

(Nutrition, Chore, Legal)

Program Officer

Leanna Smith, 651-917-4653

(Caregiver Support)

Program Officer

Gaoly Yang, 651-917-4603

(Transportation, Special Access,
Health Promotion)

Financial Officer

Terry Nielsen, 651-917-4612

Chore services

Local organizations provide housekeeping, lawn mowing, snow shoveling, minor home repair, seasonal yard clean up and one-time heavy house cleaning.

Greater Minneapolis Council of Churches coordinated 68,839 hours of volunteer and paid chore services for 3,633 people in Hennepin, Anoka and Ramsey Counties through 15 subcontracts.

Project Director – Katherine Panasuk, 612-721-8687, ext. 315

Grocery delivery

Volunteers take grocery orders over the phone and shop for groceries delivered by both volunteers and paid van drivers.

Store-To-Door provided 12,956 grocery shopping and pharmacy delivery services to 874 people in Hennepin, Ramsey and southern Anoka Counties.

Project Director - Diane Leonard, 651-642-1892

In-home respite

Volunteers provide companionship to homebound seniors so their caregivers may “take a break.” Caregiving is unpaid care given by a close relative or friend to someone no longer able to completely manage their day-to-day activities because of chronic illness.

Catholic Charities provided 57 families with 2,772 hours of volunteer respite in Hennepin County.

Project Coordinator – Judy Watson, 651-215-2205

DARTS provided 43 families with 1,802 hours of volunteer respite in Dakota County.

Project Coordinator – Beth Wiggins, 651-455-1560

FamilyMeans provided 66 families with 1,670 hours of volunteer respite in Washington County.

Project Director – Mary Bornong, 651-439-4840

New caregiver support services in 2002



Catholic Charities Caregiver Support/Respite Program- Scott & Carver Counties

Provided 25 caregivers 142 units of consultation and 605 hours of in-home respite. Additional staff time invested in the development of collaborative partnerships in Scott and Carver Counties.

Chicanos Latinos Unidos en Servicios (CLUES) Tercer Amanecer Adult Day Services

Provided 8 caregivers 150 sessions of counseling to assist in accessing services and offer on-going support, and 299 hours of respite (adult day services or in-home respite).

In 1 out of 4 U.S. households someone is providing care to a relative or friend 50 and over. 3 out of 4 caregivers are women and caregiving duties average 4.5 years.

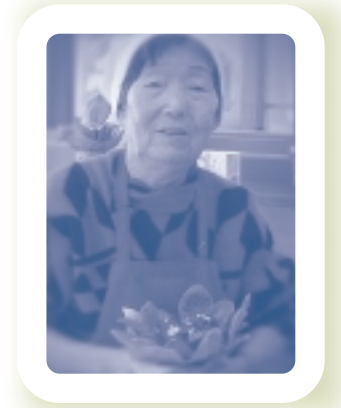
MAXIMIZING SERVICE EFFECTIVENESS (CONTINUED)

FamilyMeans Caregiver Training and Education Program

Provided 141 caregivers 98 group or individual educational sessions. Additional staff time invested in the development of a collaborative service system in Washington County.

Living At Home/Block Nurse Program (LAH/BNP) – Caregiver Connections Collaborative

Provided 375 caregivers 2,751 advice/counseling contacts, 52 group or individual education sessions, 709 hours of respite (individual and/or group), and 674 units of assistance with tasks directly related to caregiving. Additional staff time invested in the coordination of a 21-member collaborative.



Strategic Alliance for Senior Services – Eldercare Partners Caregiver Services

Provided 56 caregivers 240 advice/counseling contacts. Additional staff time invested in the development of caregiver support services specifically focused on the needs of Hispanic and Hmong families and the development of a collaborative of 20+ organizations throughout Hennepin, Ramsey, Dakota and Washington Counties.

Volunteers of America – Caregiver Getaway

Provided 85 caregivers a total of 580 hours of advice/counseling, 68 group or individual education sessions, 44 hours of respite in the form of adult day services and 138 units of assistance with tasks directly related to caregiving.

Legal Services

Two local organizations provided legal representation, advice, and information and referral for seniors on a variety of issues including housing, health and income benefits, citizenship and consumer credit issues.

Legal Aid Society of Minneapolis provided 880 elders with legal advice and representation and 1,205 units of community legal education in Hennepin and Anoka Counties.

Contact – 612-827-3774

Southern Minnesota Regional Legal Services (SMRLS) provided 739 older adults with legal service and advice and 205 persons with community legal education in Carver, Dakota, Scott, Ramsey and Washington Counties.

Anoka, Ramsey, Washington counties – 651-224-7301
Carver, Scott counties – 952-440-1040

Nutrition services

Five local providers and their community partners provide nutritious meals in congregate settings and to homebound individuals. Participants also receive nutrition education and other support services. Meal services improve the nutrition status of older persons and reduce isolation – two important factors in helping maintain people in their homes.

Human Services, Inc. provided 219 older adults with 5,648 meals in congregate settings and 511 individuals with 5,810 meals in their homes in Washington County.

Intake – 651-275-5814

Scott, Carver, Dakota CAP Agency, Inc. provided 1,378 older adults with 96,412 meals in congregate settings and 442 individuals with 47,195 meals in their homes.

Intake – 952-496-2125

Ramsey Action Programs (RAP) worked with 19 providers in 2002 resulting in 1,356 older persons meeting for 285,186 congregate meals and 289 elders receiving 32,277 meals in their homes. (RAP continues to provide most of Ramsey County’s congregate meals in 2003.)

Intake – 651-645-6701

Volunteers of America/MN provided nutrition services in Hennepin and Anoka Counties serving 12,126 seniors with 381,712 meals in congregate settings and 2,140 individuals with 203,119 meals in their homes.

Intake – 763-225-4023

Senior Services Consortium of Ramsey County coordinates 12 providers to serve most home-delivered meals in Ramsey County. 52,973 congregate meals were served to 4,227 people and 241,548 home-delivered meals were served to 2,081 people.

Intake – 651-266-4006

**A year of senior meals costs
approximately the same as an average
one-day stay in the hospital.**

MAXIMIZING SERVICE EFFECTIVENESS (CONTINUED)

Nutrition support services

Local organizations help seniors improve their health and remain independent with supports such as grocery or prescription drug delivery, exercise programs, meal service innovations and nutrition assessment and counseling.

Volunteers of America provided grocery delivery, exercise and nutrition education classes to 202 individuals in Hennepin County.

Project Coordinator – Cara Myer, 763-225-4033

Special access and outreach

Six minority service and one mainstream organization provided information and referral, outreach, advocacy, translation, interpretation and short-term case management services to help minority and non-English speaking elders obtain services they need.

Chicanos Latinos Unidos en Servicios, Inc. (CLUES) provided outreach and access services to 198 Latino seniors in Ramsey and Dakota Counties.

Project Coordinator – Shahla Grabow, 651-292-0117

Indian Family Services, Inc. provided services to 228 American Indian seniors in Hennepin County.

Project Coordinator – Norby Blake, 612-724-6498

Institute for New Americans provided services to 227 Hmong seniors in Hennepin County.

Project Coordinator – Bee Vue, 612-377-4472

Korean Service Center provided services to 114 Korean seniors in Hennepin County.

Project Coordinator – Yoonju Park, 612-342-1344

United Cambodian Association of Minnesota provided services to 207 Cambodian seniors in Ramsey and Hennepin Counties.

Project Coordinator – Saly Sok, 651-222-3299

Project Coordinator - *Vietnamese Social Services of Minnesota* provided services to 628 Vietnamese, Hmong and Cambodian seniors in Ramsey and Hennepin Counties.

Project Coordinator – Minh Pham, 651-644-1317

Volunteers of America provided services to 488 African-American seniors in Hennepin County.

Project Coordinator – Iva Hawkins, 612-339-7581

Transportation

Seniors need individual and group transportation for medical appointments, grocery shopping, congregate dining, social and recreational activities and other appointments to enable them to maintain independent living. MAAA funds two organizations to coordinate transportation.

West Metro Coordinated Transportation coordinated to provide 116,390 rides to 2,746 seniors in Hennepin County through 7 subcontracts.

Project Coordinator – Kathy Mosavat, 612-617-7848

American Red Cross of St. Paul coordinated and provided 89,100 rides to 2,811 seniors in Ramsey County through direct provision and 7 subcontracts.

Project Coordinator – Barb Green, 651-291-6705



CENSUS 2000 PROFILE

Metro Region Race for 60+

<i>County</i>	<i>Total 60+</i>	<i>White Alone</i>	<i>African American</i>	<i>American Indian</i>	<i>Asian</i>	<i>Other*</i>	<i>Hispanic</i>	<i>Total**</i> <i>Minority</i>
Anoka	30,660	29,871	115	101	351	222	167	904
Carver	7,059	6,964	8	8	44	35	34	123
Dakota	36,059	35,552	278	58	582	289	368	1,453
Hennepin	158,745	148,775	4,963	634	3,032	1,341	1,149	10,679
Ramsey	76,192	70,503	2,189	238	2,275	987	1,160	6,322
Scott	7,858	7,659	12	45	91	51	53	226
Washington	21,901	21,428	96	39	209	129	148	581
Total	339,174	320,752	7,661	1,123	6,584	3,054	3,079	20,288

U.S. Census 2000

** Includes native Hawaiians, other Pacific Islander, some other race alone*

*** Includes all non-whites plus white Hispanics*

Metro Region Below Poverty for 65+

<i>County</i>	<i>Number Below Poverty</i>	<i>Percent Below Poverty</i>
Anoka	932	4.5%
Carver	341	6.9%
Dakota	1,421	5.5%
Hennepin	6,748	5.9%
Ramsey	3,786	6.8%
Scott	378	7.5%
Washington	588	4.1%
Total	14,194	5.5%

U.S. Census 2000

According to the 2000 Census, 339,542 seniors age 60 and older reside in the Metro area, representing almost 12.9% of the total population. This also represents 44% of the state's seniors age 60+. The suburban population is 76% of the Metro's 60+ population, an 11% increase from 1990.

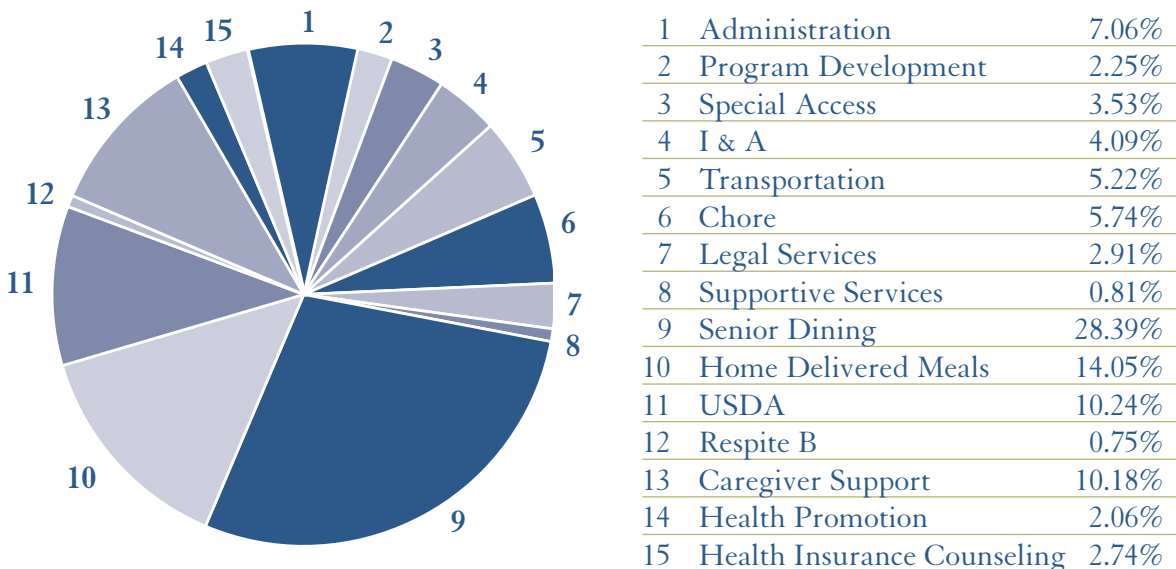
There were 20,288 minority elders age 60+ reported through the 2000 Census, representing 6% of the 60+ population. African American elders are 38%, Asian elders are 32% and American Indian elders comprise 5.5% of the total minority population. Hispanics are 15% and equal to those identified as more than one race or another race.

The Census also estimated 14,194 seniors age 65+ with incomes below poverty in 2000. This is 5.5% of the 65+ population. The central cities of Minneapolis and St. Paul show a much higher rate of 11% and 10% of their 65+ population respectively. Some exurban and suburban communities also have concentrations of 65+ households living in poverty, ranging from 8.2 – 14.7%.

FINANCIALS 2001-2002

	2001 RESULTS	2002 RESULTS
<i>Support & Revenue</i>		
Minnesota Board on Aging	\$6,620,253	\$7,713,009
Minnesota Partnership	21,269	150,000
Contributions	203,034	210,380
Other Revenue	52,124	38,569
Investment Income	24,659	9,734
TOTAL REVENUE	\$6,921,339	\$8,121,692
<i>Expenses</i>		
Nutrition Services	\$4,019,032	\$4,322,373
Supportive Services	1,637,883	1,898,234
Administrative, Grant Making & Community Development	891,024	967,971
Caregiver Support		403,165
Other	595,075	655,795
TOTAL EXPENSES	\$7,143,014	\$8,247,538
Revenue over Expense	(\$221,675)	(\$125,846)
Fund Balance	\$502,965	\$377,119

2003 Funding Categories



Metropolitan Area Agency on Aging, Inc.

1600 University Ave. W., Suite 300

St. Paul, MN 55104-3825

YOUR E-MAIL, FAX NEEDED

MAAA has a communications system in place that relies as much as possible on e-mail. If you are interested in receiving communications from us and if you have access to e-mail, please forward your e-mail address on the form below and include your agency name, location, phone and fax numbers. Using e-mail for our communications is cost-effective and efficient. This system allows us to communicate with you on a more frequent basis. We will be judicious in its use.

Send communications to my e-mail address at _____

Send communications to my fax # _____

I don't have access to e-mail or fax, please mail me your communications.

(Some communications may be limited to e-mail.)

Name _____

Organization _____

E-mail Address _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____

Methods for return:

Fax: (651) 641-8618

E-mail: maaa@tcaging.org

Mail this page to: MAAA
1600 University Ave. W., Suite 300
St. Paul, MN 55104-3825

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