

2011 ANNUAL REPORT TO THE CITIZENS OF CLAY COUNTY

Clay County Senior Services celebrated its seventh year of operation and several milestones in 2011. The number of seniors receiving one or more of our services is increasing each year. A milestone we're proud of is that we have almost 1,000 older adults that are utilizing the personal emergency response pendant in the event of an emergency. And each year, more Clay County seniors are exercising at their local community centers, continuing education departments or area hospitals to take advantage of our exercise discounts. We introduced a new walking program called "Walk across Clay County," and have almost 100 participants tracking miles. Our vision of a community that values productive, healthy living is ringing true with more seniors volunteering and participating in life- long learning opportunities than ever before. Clay County has a wealth of resources and organizations that are truly working hard to improve the quality of life of our seniors.

Our emphasis on prevention and health is because of the number of older adults living with chronic diseases that affect independence and quality of life. In 2011, Clay County Public Health Center released a community health assessment for our county. According to the findings, the major leading causes of death are heart disease and diabetes. And adults in our county are 38% more likely to be obese than all adults statewide; obesity is a risk factor for many chronic diseases. These findings are the reason we are allocating significant resources in increasing our health and wellness programs, including exercise, support for caregivers, senior centers, preventive health, and public education.

We would like to thank the Clay County Commissioners for their support and our valuable staff and partners who work hard to improve the lives of our seniors.

Sincerely,

Donald Harper
Board Chairman

Tina Uridge
Executive Director

BOARD & STAFF

2012 Board



Joan Nicely, Secretary
Michael Maher, Treasurer
Robert Steinkamp, Board Member
Tina Uridge, Executive Director
Charles Hughes, Vice-Chair
Dr. Bruce Kauk, Board Member
Jim Nelson, Board Member
Donald Harper, Chair

Staff

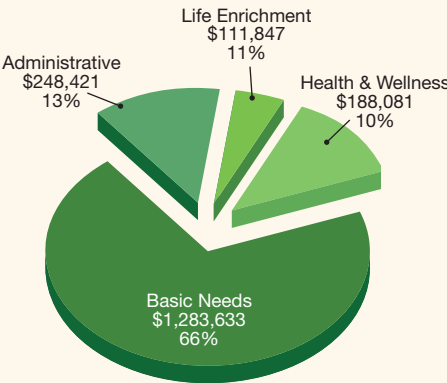


Tina Uridge – *Executive Director*
Tammy Gillispie – *Office Coordinator*
Paula Zigmond – *Program Coordinator*
Carolyn Foxworthy – *Operations Administrator*

2011 FINANCIALS

Total Revenue	\$1,854,136
Total Expenses	\$1,831,982
Net Income	\$22,154

2011 EXPENDITURES



Basic Needs	\$1,283,633
Adult Day Health	\$40,799
Care Management	\$126,804
Homemaker / Personal Care	\$552,521
Respite	\$70,957
Minor Home Repair	\$96,500
Meals On Wheels	\$30,800
Personal Emergency Response	\$143,884
Transportation	\$221,368
Health & Wellness	\$188,081
Caregiver Training	\$11,924
Exercise	\$53,346
Senior Centers	\$94,725
Preventive Health	\$28,086
Life Enrichment	\$111,847
Advocacy	\$40,200
Education	\$46,079
Program Development	\$13,000
Volunteer program	\$1,118
Civic engagement	\$11,450
Administrative	\$248,421

CLAY COUNTY Senior Services

4444 N. Belleview, Suite 108
Gladstone, MO 64116

(816) 455-4800
www.claycoseniors.org



Our Vision:

Clay County is a community that values productive, healthy living.

Our Mission:

Clay County Senior Services will support and value the well-being of our senior adults by serving as the resource delivery agency and by providing a broad range of services to promote wellness—physical, emotional, and intellectual.

The board of directors and staff will accomplish this through responsible management, advocacy, and collaboration, thereby improving the quality of life of our seniors.

Our Core Values:

- Honor, value, and respect all
- Levy fund stewardship and accountability
- Innovative programming
- Integrity and excellence



Older Americans Celebration, May 2011



CLAY COUNTY Senior Services

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Don Harper, CCSS; Keyna Chertoff, UMKC; Dr. Patricia Kelly, UMKC; Tina Uridge, CCSS; Elizabeth Griffith, CCPHC; Glenda Kinder, Univ MO Ext; Dr. Marco Brotto, UMKC; Dr. Eduardo Abreu, UMKC at the presentation of the exercise research project

Thanks to the following partner agencies:

American Red Cross	Maple Woods Community College
Assisted Transportation	Mid-America Regional Council
Barr Private Care	North Kansas City Community Center
Brookside Adult Day Health Care	North Kansas City Hospital
Catholic Charities	North Kansas City School District
Children's Mercy Hospital	Northland Career Center
City of Liberty	Northland Meals on Wheels
City of Smithville	Northland Neighborhoods, Inc.
Clay County Government	OATS, Inc.
Clay County Public Health Center	Park Hill School District
Excelsior Springs Area Career Center	Philips Lifeline Systems
Excelsior Springs Senior Center	Rebuilding Together Clay County
Focus Health Care Solutions	Saint Luke's Northland Hospital-SHAPE Fitness
Gladstone Community Center	SeniorLink
Good Samaritan Center	Shepherd's Center of the Northland
Integrity Home Care	Shepherd's Center Central
Kansas University Osher Lifelong Learning Institute	Smithville Senior Center
Kearney Community Foundation	Southview Adult Day Services
Kearney Senior Center	Tiffany In-Home Services
Kansas University Medical Center	Tri-County Mental Health Center
Liberty Community Center	University of Missouri-School of Nursing
Liberty Hospital Nutrition Services	
Lyn Polk/ Caregiver Training	

CLAY COUNTY: A COMMUNITY THAT VALUES PRODUCTIVE, HEALTHY LIVING

Leadership

KC4Aging in Community: Our executive director, Tina Uridge, serves on the steering committee of this initiative. Sponsored by the Center for Practical Bioethics, KC4Aging in Community has convened individuals and agencies, hospitals, and universities to strengthen the service delivery and support in the following focus areas: housing, senior mobility & transportation, caregiving, social & civic engagement, and health services. These “work groups” have studied the resources, gaps, and best practices to bring improved access and opportunities for services to improve aging well in our community. And this initiative is timely. Beginning in January 2011, every day in our country, between 8,000 - 10,000 people will turn 65 years of age. This will happen every day for the next 20 years. In Clay County, the number of older adults will double from approximately 24,000 to 48,000 by 2030. Clay County Senior Services' commitment to planning and preparation for future aging needs in our county aligns perfectly with KC4's goals of raising awareness, developing support services and resources in making Clay County and our metropolitan region a senior friendly area.

Mid-America Regional Council (MARC) Commission on Aging: Tina Uridge, Executive Director, serves on the Commission on Aging. MARC is our Area Agency on Aging and our involvement insures that we keep up-to-date on the latest local, state, and national policy changes in aging.

Heartland EngAGEMENT Initiative: For the third year, Clay County Senior Services has participated in this initiative to disseminate information and increase community understanding of aging demographics and their impact on our communities. This year, we produced a high quality DVD for community presentations to key stakeholders and funders. In addition, an Advisory Committee was formed comprised of civic leaders and decision makers with the ability and position to influence policy and funding decisions.



Senior Falls Prevention Coalition of Clay and Platte Counties:

With funding by Clay County Senior Services, the coalition sponsored a research project with the University of Missouri's School of Nursing to follow five groups of seniors that had not recently participated in strength training exercises. The exercise groups were either in Stay Strong, Stay Healthy, utilizing weights, or PEPPI-Peer Exercise Promotes Independence, utilizing stretch bands. After 10 weeks, the seniors showed gains in a number of measures including grip strength and wall push-ups. In fact, the research confirmed that seniors that participate in strength training exercises as little as once a week showed benefits. We look forward to continuing to partner with UMKC to publish the research article, apply for additional grants, and to continue to raise awareness about senior fall prevention.

Grandparents raising Grandchildren: The Family Friends Grandparents as Parents program, developed by Children's Mercy Hospital, provides monthly support groups, training and education, and help with identifying resources and benefits. On average, 30 grandparents in the Northland are receiving support through this valuable program.

Missouri Senior Levy Board Network: For the seventh consecutive year, CCSS has coordinated the annual Senior Levy Conference in conjunction with the Missouri Summit on Aging. Forty-six Missouri counties now have a senior services levy. The meeting focused on current census data, the challenges facing senior centers, unique programs and services each senior levy funded county is providing, and a session on how to rally your local community to respond to the rich rewards of an aging population and the challenges ahead.



May Older Americans Month: Framed proclamations from all Clay County municipalities proudly hang in our office honoring and celebrating our older adults. The 2011 theme of “Connecting the Community” pays homage to the many ways in which older adults bring inspiration and continuity to the fabric of our communities.



Special Thanks & Gratitude

Volunteers: Our volunteers generously offer their time & talents to support seniors by serving on our Board, delivering meals, and assisting in the office. Considering the dollar value of volunteer labor at \$21/hour, our volunteers provided about \$25,200 for their 1200 hours of dedicated time in 2011.

The Spelman Medical Foundation provided a grant to CCSS in support of our respite and transportation programs. Christie Ruhl, Exec Dir, Spelman Medical Foundation, presents check to CCSS.



Health & Wellness

Coming of Age is a metro-wide initiative, sponsored by Shepherd's Center Central that promotes civic involvement, lifelong learning and community engagement in the 50+ population. It features 2 components: Explore Your Future is for individuals age 50+ to learn how to find inspiring opportunities to serve their community; and the Learning Lab provides non-profit leaders with skills and knowledge to more successfully recruit and train age 50+ volunteers. Through a grant from Clay County Senior Services, Coming of Age offered 2 Learning Labs that trained 30 non-profit leaders, and 1 Explore Your Future module that inspired 20 individuals in Clay County in 2011.

Supporting Mental Health & Wellness:

Tri-County Mental Health Services provides an Older Adult Mental Health Project with the help of a grant from Clay County Senior Services. 125 older adults were served through in-home and office visits and care coordination in 2011. The Aging and Mental Health Coalition of Kansas City North is composed of some 30 professionals who meet monthly to hear presentations on a wide range of topics that impact older adults. General education forums were conducted throughout the community on topics such as depression, grief, and dementia. 341 Clay County residents, professionals, and caregivers attended these forums.



Connecting Seniors to Resources

Website: Our website and facebook page offer seniors and their families an easy way to find out about our services and link to community resources and events. Viewers can watch a video about the importance of walking, take an opinion poll, or find a travel group.

Link-AGE, a Benefit and Health Advocate project through our partnership with Shepherd's Center of the Northland, links older adults to benefits they may be missing. Through the efforts of a licensed social worker, student interns, and volunteers, 173 clients were served in 2011. Clients were assisted with Benefits CheckUp and other benefit assistance, care coordination, and caregiver consultation.

Information & referral: Over 3000 requests for information were addressed via phone calls, e-mail, website queries, and walk-ins to our office.

Services

Numbers at a glance:

- 330 clients received in-home services, including light housekeeping, personal care, respite care, and care management, totaling approximately 40,000 unit hours of service.



- 270 avid learners attended interesting, thought-provoking classes through **Kansas University's Osher Lifelong Learning Institute**.
- Over 600 older adults took advantage of the Clay County senior education discount in 2011 through community centers, school districts, institutes and hospitals.
- 37 clients attended one of our adult day programs through **Brookside, Southview, or Shepherd's Center Breaktime Club**. The seniors participate in meaningful activities while in a supportive environment. The family caregivers receive a break knowing that their loved ones are being cared for.
- Continuing to ensure that all Clay County seniors have **File of Life** in their homes, we distributed 2100 of the emergency medical information cards in bright red sleeves.
- Our **Transportation** program continues to grow each year; we provided 6,492 rides to medical appointments for 375 Clay County seniors.
- This year we had 313 new seniors sign up for the **Personal Emergency Response** service, with a total of 974 active clients.
- Our area Senior Centers provide an opportunity for stimulating activities, social interaction, and a well-balanced meal. CCSS provides funding to support operations at **Kearney, Liberty, and Smithville Senior Centers**. In addition, several of our exercise programs are held at these sites.
- Our four home repair partners, **Rebuilding Together Clay County, Shepherd's Center of the Northland, Good Samaritan** and **Northland Neighborhoods, Inc.** completed 150 projects for older adults. Jobs as small as changing light bulbs and furnace filters were given as much care as cleaning gutters and building ramps.