

NATURAL OCCURRING RETIREMENT COMMUNITIES

SUPPORTIVE SERVICE PROGRAM

Cathy Grimm, LCSW
Program Director

DEFINITION OF NORC

- NORC – Demographic term used to describe a community (apartment building, condominium, or neighborhood of single family houses) not originally built for seniors and where a significant proportion of it's residents are seniors
- No services delivered to seniors in this housing.

Definition of NORC SSP – Supportive Service Programs

- Supportive Service Programs are public-private partnerships of:
 - Housing/neighborhood organizations,
 - Health and social service providers,
 - Community stakeholders, and
 - Government agencies
- SSP's organize and develop services and programs to advance successful aging in place

HISTORY OF:

- First NORC-SSP was at Penn South Houses Program in New York City
- Started by the United Hospital Fund 1985-86 with funding from the UJA Federation
- Became a model for others to follow and individualize to their communities
- Today, 25 states have NORC programs with 41 sites in New York
- These sites are part of the National Aging in Place Initiative organized by the United Jewish Communities
- In partnership with the AJF of CO. JFS received federal earmark dollars from this initiative in 2004 and 2008.

NORC PROJECTS

- Many communities have high concentrations of seniors who are aging in place,
- The significant numbers and density of elderly residents can provide a critical mass to justify locating services on-site where seniors live.
- Effective and efficient services can be organized to enable seniors to remain at home as they grow older and more frail.
- Major goal is to overcome the fragmentation in older adult care services that is endemic to the delivery of both geriatric health care and social services.

Paradigms of Aging Services

	OLD	NEW
Determinant of client status	Acute need, functional deficit, categorical eligibility	Age and residence
View of client	Emphasis on deficits	Focus on strengths
Role of client	Passive patients	Active participants

Paradigms of Aging Services, cont.

	OLD	NEW
Entry into system	Reaction to crisis or functional deficit	Engagement before crisis, early participation in roles other than client
Service providers relationship to clients	Problem-focused, episodic and intermittent intervention	Ongoing engagement; continuing presence
Location of provider	Off-site, in an office, distant from community	On-site, in the housing development

Paradigms of Aging Services, cont.

	OLD	NEW
Relationship of service provider to community	“Catch as catch can”	Ongoing partnership with service provider accountable to community
Services provided	Public program “menu”	Broad range of community-specific services, plus entitlements

Paradigms of Aging Services, cont.

	OLD	NEW
Relationship to housing	None	Integral relationship through location, governance, financing
Governance	Bureaucratic and distant	Community coalition
Financing	Government entitlements and fee for service	Government grants, housing provider, contributions, philanthropy, and user fees

NORC's are:

- Collaborative partnership between government, housing, the residents, healthcare, and social service agencies.
- About transforming and building community infrastructure to support aging in place.
- Communities that support healthy, productive, successful aging and respond with calibrated supports as individuals age.

NORC's (cont.)

- Programs are built from the ground up with input from the residents
- Programs reflect not only the needs of the residents – but their aspirations
- Eligibility for participation by seniors is based on residential status – not on functional deficits or economic status.

NORC's (cont.)

- Empowers residents to take on positive roles in shaping the kind of community they think will support them.
- Success is measured on range of quality of life indicators:
 - Level of connectedness to one another and to a program
 - Improvement in key health indicators for older persons, i.e
 - Supporting new roles for older persons as community leaders and doers
 - Strong and consistent linkages with the primary health providers in the community.

Measurable Outcomes

- Increase overall participation
- Reduce isolation-participation rates in all programs; volunteer services received and provided; individual care management, I and R
- Promote Wellness-participation rates in individual/group nutrition, exercise
- Prevent or postpone institutional placements and hospitalizations (transitional coaching)
- Prevent homelessness

NORC ACTION BLUEPRINT PROJECT

- www.norcbluepring.org

- Colorado Senior Connections – provides
 - Tai Chi, line dancing, chair yoga
 - Exercise, strength-training, movement
 - Blood pressure and sugar screening, med set-ups
 - Nutrition and healthy cooking
 - Evidence based programs, managing chronic illness, fall prevention, walking
 - Monthly resident advisory council meetings and newsletter
 - Neighbor to neighbor, volunteerism, resident run programs

Berkshires:

- True NORC with 35-40% over age 60; moderate income; average age = 80
- Served the community with our services
- Earmark dollars in partnership with AJFC
- Formed partnership with DSHHA, Rose Medical Center, and building owner
- Kick-off party
- Resident needs survey – established newsletter
- Formed resident council
- Worked with research company to design evaluation
- Sustained initially by building owners and private foundation

Edgewater Plaza and Sheridan Glen

- Mapping of metro Denver
- Formed a partnership with Brother's Redevelopment, Inc.
- Buildings are age-restricted; 53 or younger disabled adults; subsidized housing; very low income; average age = 73
- Established partnerships based on community asset mapping.

Relationship to Medicaid

- Population mirrors demographic for HCBS
 - Very low income
 - Multiple chronic conditions
 - Mostly women, living alone
- NORC
 - On-site social worker works closely with Long Term Options in Colorado to identify eligible residents
 - Colorado Senior Connections wraps around specific site activities to supplement and expand existing services

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SUPPORTIVE SERVICE
PROGRAM

Alison Joucovsky, MA, LPC

IDENTIFYING PEOPLE IN NEED

- Hold regular office hours – be accessible
- Work with housing management
 - Review rent renewals
 - Identify individuals who may qualify for QMB (Medicare savings program)
- In partnership with St. Anthony's Senior Counseling Center, a benefits check-up blitz allowed us to verify a lot of individual's benefits in a short amount of time.

PROCESS CHALLENGES

- Obtaining public benefits is a time-consuming and difficult process. People give up.
- People don't realize what services and resources may be available – they are unaware of public programs and services that may be of assistance to them.
- Unfortunately, a call to a Medicaid technician from a social worker is responded to more quickly than a client seeking assistance.
- Clients may not know what questions to ask

NORC's fill Gaps in the public system

■ Mental Health Services

- On-site groups
- Individual counseling in their own home
- Community/relationship building between neighbors – creating informal support networks

■ Homemaker Services

- Many people do not meet HCBS qualifications but could benefit from services

NORC's fill Gaps in the public system, cont.

- Transportation
 - Personal Care Assistants (PCA's) provide transportation which fosters independence
- Coordination of Care
 - Through on-site care management, clients are assisted in obtaining dental, vision, hearing assistance, as well as food and transportation.
 - If residents do not know where to turn, they suffer without basic human services.

NORC's fill Gaps in the public system, cont.

■ Wellness Clinics

- We provide 1x/week free wellness clinics
- Saving a trip to the doctor
- Providing continuity of care
- Developing a personal relationship with healthcare provider (RN)

■ Prevention

- Programs are prevention based, not crisis based
- Empower residents to manage their healthcare; ask questions; obtain services and take charge of their lives

NORC's fill Gaps in the public system, cont.

- Partnerships with many local agencies help bring a variety of services and resources to the residents.
 - Volunteers of America
 - St. Anthony's Hospital
 - Dominican Sisters
 - Local library
 - RTD
 - Senior Resource Center

PROCESS CHALLENGES

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Volunteer Opportunities

**Supporting the NORC Program
Increasing Senior Community**

Celia Gruzalski, MA

A volunteer program within a NORC fulfills many needs :

- Reduces isolation, increases meaningful connections
- Connects seniors with others in their immediate community
- Connects seniors with the greater community and other generations
- Increases self worth and of the seniors, they feel valued/useful
- Research shows a link between volunteerism and longevity
- Volunteering encourages seniors to stay physically and mentally active, decreasing sedentary lifestyles and depression
- Creates opportunities for the seniors to review and share their life stories in a positive way, providing a sense of integrity and fulfillment

Volunteer services provided *by the seniors for the senior*

- RU OK Phone Tree provides a least a monthly phone call by a volunteer to every member to check in and provide any needed information/referrals
- Ride Program volunteers provide a free of charge ride to medical and dental appointments for seniors who no longer drive
- Friendly Visitors are paired with frailer, more homebound seniors to extend companionship and activities
- Social Clubs and Groups and run by volunteers such as book groups, game clubs (Scrabble, Bridge), support group (Men's group) provide many social and stimulating activities for participants
- Building Representatives reach out to seniors new to the community, giving them an immediate connection

Volunteer services add programming and decrease costs:

- Monthly newsletter distribution and flyer updates, freeing employees to focus on other programming tasks.
- Special Event speakers. Seniors donate their time and expertise to give informational and entertaining lectures to members.
- Group and club leaders volunteer time, talents and passions and make more programming available during “off” hours (weekends, evenings)
- Building Representatives distribute literature, collect forms, act as a liaison between members and NORC employees, and essentially market the NORC program
- A volunteer hour is valued at \$20.25 as announced in 2008 by Independent Sector

Examples and descriptions of opportunities and services

- Partnering with outside agencies.
 - Utilizing the Colorado Coalition for the Homeless housing sites in our neighborhood provided a wealth of community and intergenerational programming. Seniors created and provide the manpower for new programming such as Story Time, Homework Tutoring and GED Training
 - Collaborating with Volunteers of America, Senior Corps and other volunteer agencies broadens diversity of opportunities available to seniors

***Anyone can be great because anyone
can serve.***

Dr. Martin Luther King