



charlottesville
area

alliance

working together for an age-friendly community

2017 ANNUAL REPORT

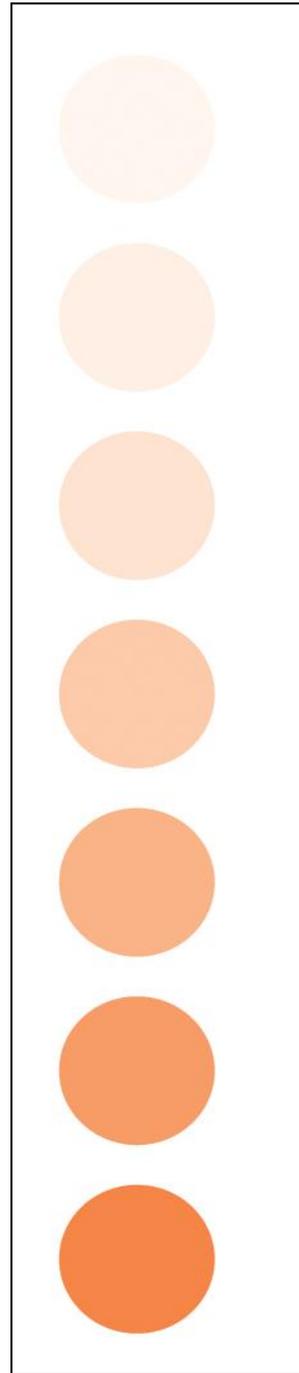


TABLE OF CONTENTS

Contents

History _____	1
Mission & Vision_____	3
Partners _____	3
Steering Committee _____	4
Work Groups_____	5
Contact Information_____	9

HISTORY

The Charlottesville Area Alliance (CAA) is a collective of organizations who aim to lead the advancement of the goals making this region an age friendly community, being mindful of the unique needs of those aging in our community and taking action when needed.

The CAA's primary purpose shall be to provide leadership for and to develop an age-friendly community through educating, advocating, engagement, planning, and evaluation. We bring our organizations together to create an age-friendly community by developing a common understanding of the needs and issues, developing policy recommendations, and joining together to encourage the implementation by government, non-profit organizations, the general public and businesses.

The idea of the CAA began in 2014 after a group of leaders identified the growing population within our region of persons 65 years and older growing from 24,488 in 2000 to over 32,000 in 2010 and projected growth rates to 57,000 by the year 2030. Currently 9% of the population in Charlottesville and 16% of the population in Albemarle County are over the age of 60. With the large number of baby boomers reaching 60, there will be a marked shift in this population, However, increasing the number of seniors is also bringing challenges to the community:

- People living many more years after retirement, which results in reducing their resources.
- The lack of extended families due to smaller size of families, geographic distance, and /or estrangement, which results in lack of support and caregiving systems.
- Increase in the incidence of dementia in an aging population.

- Opportunities to utilize seniors in educational, recreational, workforce community needs.

In review of these growth rates and projections, a group of eight leaders from Alzheimer's Association, Cville Village, Hospice of the Piedmont, JABA, JAUNT, OLLI, Senior Center, and Westminster Canterbury began work on creating an organization to plan for the comprehensive needs and opportunities of an aging population.

The partners and stakeholders of CAA are working to develop a common understanding of the needs, issues and opportunities of an aging population in our region. Once data is collected and engagement of the community is periodically completed, policy recommendations to local governments and service providers may be developed and provided. The CAA may then encourage policy implementation.

The CAA has committed to use the World Health Organization 8 Life Indicators for an age-friendly community to measure the performance and impact on the CAA's efforts in the community. Partners in the CAA are asked to adopt the inclusion of the 8 indicators in the decision-making process of their planning and service delivery. The 8 indicators are:

- Buildings & Outdoor Spaces
- Transportation
- Housing
- Social
- Respect & Social Inclusion
- Civic Participation & Employment
- Communication & Information
- Community Support & Health Services

2017 ANNUAL REPORT

Vision: greater Charlottesville area to be the most age-friendly community in the country

Mission: lead the advancement of an age-friendly community

PARTNERS

AHIP

Albemarle County

Alzheimer's Association Central and Western Virginia

Bridge Line

City of Charlottesville

Cville Village

Fluvanna County

Hospice of Piedmont

Home Instead Senior Care

JAUNT

JABA

Legal Aid Justice Center

Martha Jefferson House

Meals on Wheels

Osher Lifelong Learning Institute at UVA

Piedmont Housing Alliance

Region Ten

Senior Center

Sentara Martha Jefferson Hospital

Thomas Jefferson Health District

Thomas Jefferson Planning District Commission

United Way Thomas Jefferson Area

2017 ANNUAL REPORT

University of Virginia Health System

UVA Thriv

Westminster Canterbury of the Blue Ridge

STEERING COMMITTEE

Elizabeth Beasley – UVA Health System

Chip Boyles – TJPDC

Ron Cottrell – Hospice of Piedmont

Kaki Dimock – City of Charlottesville

Sue Friedman – Alzheimer’s Association

Maria Graham – Westminster Canterbury

Jennifer Jacobs – AHIP

Marta Keane – JABA

Emily Kilroy – Albemarle County

Ray Mishler – Sentara Martha Jefferson Hospital

Karen Osterhaus – Region Ten

Brad Sheffield - JAUNT

Peter Thompson – Senior Center

Work Groups:

1. Assessment & Monitoring

Members: Karen Osterhaus (chair), Kaki Dimock, Emily Kilroy, Gary Selmeczi, Rebecca Schimdt,

- Began the year by looking at various data and assessment tools
- Applied for AARP Network of Age Friendly Communities membership
- Reviewed WHO Age Friendly Community survey
- Developed three prong assessment process to be launched in 2018
 - Casper Survey with some additional age friendly questions
 - Age Friendly Questionnaire for adult communities
 - Focus groups to discuss in-depth aspects of age friendly community

2. Planning

Members: Brad Sheffield, Chair, Ronald Cottrell and Peter Thompson

- The planning group focused on its organization and purpose, as well as the development of goals for the coming couple of years.
- The workgroup began meeting in early 2017, and by the middle of the year the group developed an idea of what it needed to do to help CAA form its overall direction and outcomes.
- The workgroup's meeting agendas shifted to the development of a strategic plan.
- In 2018 it expects to quickly develop a strategic plan, and then help facilitate the direction of the efforts Alliance. This will then help the

Planning Workgroup understand what planning and policy efforts it should focus on specifically for 2018.

3. Advocacy

Members: Sue Friedman Chair, Brad Sheffield, Chip Boyles

- The Advocacy Workgroup worked with Kaki Dimock and Emily Kilroy to develop a local jurisdiction resolution of support for CAA and the WHO/ARRP Criteria for an Age Friendly Community.
- The Group coordinated presentations to the Charlottesville City Council-Albemarle County Board of Supervisors joint meeting, TJPDC Board, Fluvanna County Board and Greene County Board. Resolutions of support have been received from four, with Greene County expected in 2018.
- It was agreed that the Advocacy Workgroup will coordinate an elected official drop-in event in 2018 at TJPDC.
- For 2018, the Advocacy Workgroup will pursue presentations to the Nelson County and Louisa County Board of Supervisors (with resolutions of support requested).
- The Advocacy Workgroup will pursue the development of a policy on when/how CAA makes public comments on issues.

4. Education & Public Relations

Members: Marta Keane, JABA (chair); Chip Boyles, TJPDC; Elizabeth Beasley, UVA Health System; Jeanne McCusker, Home Instead; Maria Graham, WC-BR.

- Created and updated (several times) the power point used to present to several entities:
 - City of Charlottesville
 - County of Albemarle

- TJPDC
- County of Fluvanna
- County of Greene
- 3 Rotary Clubs
- CAAR
- Leadership Cville
- Discussion with Tom Tom Festival about participation in Hometown Summit
Speaker and date approved for April 2018
- Media releases in May for Older Americans' Month, and the official announcement of the Alliance
- UVA newsletter
- Generations Us in Daily Progress- 4 weeks featuring 7 different partners
- Les Sinclair radio show and 4 Saturdays on Jeanne McCusker's radio show
- Presentation arranged at Feb. 2018 Senior Statesman of Virginia
- Worked with TJ Health Dept. in development of MAPP assessment and goals to ensure that senior health issues were included; presented update at quarterly meeting
- Led development of logo
- Led initial development of website, in conjunction with JAUNT webmaster

5. Engagement

Members: Ray Mishler Chair, Peter Thompson with help from all CAA partners

2017 ANNUAL REPORT

- Helped to welcome or entertain membership with the following in 2017 (with the overall support of CAA partners)
 - Fluvanna County
 - THRIV
 - Martha Jefferson House
 - CAAR
 - Meals on Wheels
 - Blue Ridge PACE
 - Mass Mutual
 - Salvation Army
 - United Way
 - Chamber of Commerce
 - Legal Aid
 - Piedmont Housing Alliance
 - Senior Statesmen of Virginia
 - Charlottesville Free Clinic
- Goal is to engage 6 localities in next two years
- Engagement will work with other workgroups to streamline new member orientation, and packet materials for easy resolution adoption

2017 ANNUAL REPORT

Contact Information

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Charlottesville Area Alliance

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