

Directions for Serving Seniors in Scott County:

A Strategic Assessment of the Center for Active Seniors, Inc.

Report

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Executive Summary

The aging population has already arrived in the state of Iowa, where 621,245 Iowans, or nearly 20% of the state population, is over the age of 60. Scott County is no exception to the booming population phenomenon. According to the 2010 US Census, 31,076 older adults (60+) reside in Scott County and the projected growth rate for older adults is over 50% for the next 30 years. The majority of older adults in Scott County can fit into one of three categories: healthy and active, vulnerable, and in need.

The Center for Active Seniors, Inc. (CASI) is committed to expanding its efforts to promote and encourage successful aging for all three of these groups. CASI's programs and services include leisure activities, support services, and health and wellness programs. Using data and observations collected between January and June of 2012, the Center on Aging identified organizational strengths as well as opportunities to expand efforts to serve the continuum of older adults living in Scott County.

Findings from the study show that CASI is well positioned in many ways to meet the current and future demands presented by Scott County's aging population. Several of the existing leisure programs, support services, and health and wellness offerings are popular and CASI simply needs to plan how to meet increasing demand. Through creative planning and partnerships, CASI could be the overall leader for senior services in Scott county area by expanding the spectrum of programs and services. In doing so, CASI can meet a number of important objectives such as increasing the number of older adult participants and expanding the visibility of the organization throughout the county.

The Center on Aging offers 20 recommendations for CASI to consider as part of their strategic planning process. These recommendations are discussed in terms of staff resources, initial financial and other capital outlays, time from development to implementation, involvement of target constituencies, and community partnerships. In order for CASI to execute these recommendations, the organization must take deliberate steps to initiate partnerships that result in administrative agreements and increased financial support for CASI. The Center on Aging has identified six targets for board recruitment and their potential contributions to help achieve these goals.

Section I: Population Portrait

The aging population has already arrived in the state of Iowa, where 621,245 Iowans, or nearly 20% of the state population,¹ is over the age of 60, which we refer to as “older adults” in the remainder of this report. Only six states—Florida, West Virginia, Maine, Pennsylvania, North Dakota, and Montana—have higher proportions of older adults, and Iowa ranks third behind Rhode Island and North Dakota in percentage of the population over the age of 85.² Moreover, Iowa’s aging population is projected to increase by more than 55% over the next 20 years. By 2025 every one in four Iowan’s will be over the age of 60.

Scott County is no exception to the population aging phenomenon. According to the 2010 US Census, 31,076 older adults reside in Scott County. Among Iowa’s 99 counties, Scott County ranks third in the size of its older population.³ The proportion of older adults has been steadily rising with a 25% increase in population aged 55 and older from 2000 to 2010. The increasing number of older persons making the choice to stay or relocate to Scott County fuels this growth. The projected growth rate for older adults residing in Scott County is over 50% for the next 30 years. This means there may be as many as 44,000 older adults living in Scott County by 2030 compared to just over 31,000 today. Older adults will continue to represent nearly 15% of the total population of Scott County.

In what follows, we describe this population in more detail in terms of socio-economic status including economic well-being, employment and volunteer activity, and education; gender and marital status; housing; transportation and mobility; geographic distribution; disability; and health concerns including cardiovascular disease, diabetes, and Alzheimer’s disease. The final portion of this section organizes older adults into three distinct categories: healthy, vulnerable, and in need.

¹ Iowa’s total population is 3,046,355.

² This amounts to 2.5% of Iowa’s total population, or 74,658 people.

³ Scott County also ranks third in its total population compared to the other counties in Iowa.

Socio-Economic Status

Economic Well-Being

Thirty-two percent of Scott County's older adult population has an annual income greater than \$50,000 compared to the state's average of 29%, and the median household income for older adults in Scott County is \$34,207 compared to an average of \$32,487 for the rest of the state. A slightly higher proportion of Scott County's older adult population lives in poverty (7.2%) relative to the rest of the state (6.7%). A little over 16% of older adults in the Quad City area report their personal financial situation to be fair or poor and 21% report that they are worse off financially than last year.

Most of the homes inhabited by older lowans are paid for, and home equity represents the single largest asset for many persons over 65. It is important to note, however, that 11% of older persons who live in single-family homes pay more than 35% of their income in mortgage.

Employment and Volunteer Activity

Nearly 17% of persons over the age of 65 in Scott County remain in the labor force.⁴ While 80% of older adults in Scott County do not work, 6% of those aged 65-74 were unemployed and looking for work. Employed or not, volunteering is another way for older adults to remain engaged in the community. According to 2011 data from the Retired and Senior Volunteer Program (RSVP), 379 older adult volunteers recorded 54,401 hours of service to the Scott County community.

Education

The education attainment level of Scott County's population over the age of 65 is similar to the rest of the state.⁵ Eighty-seven percent of these Scott County residents

⁴ In reference to employment and volunteer activity, 60+ data was unavailable, therefore we use 65+ data.

⁵ In reference to disability, 60+ data was unavailable, therefore we use 65+ data throughout this section unless otherwise noted.

have earned a high school diploma compared to the statewide average of 84%. In addition, 9% of those 65 years and over have an advanced professional or graduate degree (29% of whom reside in Davenport, specifically).

Gender and Marital Status

Aging in Scott County is a women's issue, with women comprising 55% of the older population (60+) in Scott County and 68% of adults over age 85. Scott County differs from the rest of the state of Iowa by having a higher number of both married and widowed individuals, which correlates with the increasing number of women in higher age brackets. In total, 65% of older adults in Scott County are married, 16% are widowed, and the remainder are divorced or single.

Housing

A great majority (70%) of Scott County older adults reside in a household. Of these, 53% reside in a family household⁶ and the remainder lives in a nonfamily⁷ household. Eighty percent of the family households consist of a married couple with no related children living at the home (e.g., empty nest). Living alone increases with age, which can pose new challenges and opportunities as the aging population increases. The population of householders 65 years and over living alone in a nonfamily household is 45%, of which 73% were women, again demonstrating how women are disproportionately affected by aging issues. Further, findings suggest that at least one out of every five older adults live in a home that is in need of some major repair. This constitutes a unique problem because older adults are less likely to have sufficient income or assets to make necessary repairs. Indeed, a substantial number of older adults in Scott County may benefit from home modifications, which can promote quality of life and prevent serious accidents.

⁶ A family household is composed of at least two persons related by birth, marriage, or adoption.

⁷ A nonfamily household is either a person living alone or a householder who is not related to any of the other persons sharing their home.

According to the 2012 Quad City Community Health Assessment, 33.5% of all Scott County residents surveyed, and 21% of older adults, considered the availability of suitable housing to be “fair” or “poor.” In addition, 6% of surveyed adults aged 18-64 report having an older dependent (aged 65 or over parent, aunt or uncle, etc.) living in the home because the older adult was unable to live alone. Overall, this percentage has risen from 3.2% (2007) to 5.5% (2012) in the Quad Cities.

Transportation and Mobility

Approximately 87% of the older adults (60+) in Scott County rely on private vehicles for their transportation needs, and 84% of these reported that they drive their own vehicles. However, according to the 2012 Quad City Community Health Assessment, 5.8% of all Scott County residents (not necessarily older adults) cited that transportation hindered a doctor visit within the past year (2012). Only 62.7% of those 65 years and over stated they could depend on public transportation if necessary.⁸

Geographic Distribution

While the majority of older adults live in Scott County’s largest cities—Davenport (57%) and Bettendorf (23%)—the remaining residents reside in smaller communities throughout the county. It is notable that a couple of the smaller, more rural communities (Maysville, Panorama Park, and Riverdale) each have more than 23% of their residents over the age of 60.

Disability

According to the 2010 US Census, nearly 5,700 older adults (65+) residing in Scott County⁹ (29%) reported having at least one disability. Specifically, 15% had one disability while another 14% reported having two or more. The rates were higher for women (57%), again adding to the challenges facing aging women.

⁸ Adults less likely to feel they can depend on public transportation include men, adults living on higher incomes, and Non-Hispanics.

⁹ In reference to disability, 60+ data was unavailable, therefore we use 65+ data throughout this section unless otherwise noted.

The most common disabilities for older adults are ambulatory difficulty (20%). An ambulatory difficulty is a condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying. The second most common is a sensory disability, which limits one or more sensory functions, such as hearing or vision. Twenty-five percent of older adults reported having a disability that limited their capacity for self-care and over 40% reported having a disability that limited their ability to live independently. Finally, mental health issues affected about 21% of Scott County older adults living in the community.

The 2012 Quad City Community Health Assessment found that 20.3% of Scott County residents of all ages responded having a limitation in activity in some way due to a physical, mental, or emotional problem, which is higher than the Iowa statewide average of 17.6%. Limitations were much higher for older adults compared to younger people, for residents with lower incomes, and for Caucasians and African Americans.

Health Concerns

There are many other health concerns that affect older adults living in Scott County. According to the 2012 Quad City Community Health Assessment, Scott County fails to satisfy the Healthy People 2020 goals for age-adjusted mortality rates on the following conditions: diseases of the heart, cancers, stroke, diabetes, and suicide.¹³

Cardiovascular Disease

Heart disease and stroke are two of the leading causes of mortality in the United States as well as in Scott County, with about 26% of mortality caused by heart disease and 5.5% by stroke. Almost 23% of older adults in the Quad City area have been diagnosed with heart disease, over 57% reported having high blood pressure, and 55% reported high blood cholesterol. Ninety-three percent of adults over 65 have at least one or more cardiovascular risk factors (i.e., overweight/obese, tobacco use, physical inactivity, high blood pressure, high cholesterol, and diabetes). According to the National Center for Chronic Disease Prevention and Health Promotion, modifying high-

risk behaviors like poor nutrition, lack of physical activity, and tobacco use are critical in both prevention and control of cardiovascular disease.

Diabetes

Almost 23% of older adults in the Quad City area have diabetes. According to a report by Healthy People 2020, almost 25% of people with diabetes are undiagnosed, and a large number of people have blood glucose levels that greatly increase their risk of developing diabetes. It is important to note, however, that lifestyle changes can be effective in delaying and even preventing type 2 diabetes.

Alzheimer's Disease

Alzheimer's disease is the sixth leading cause of death among adults age 18 years and older and the fifth leading cause of death in Iowa in 2009. Estimates vary, but experts suggest that up to 5.1 million Americans age 65 years and older and nearly half of people aged 85 and older have Alzheimer's disease.¹⁰ Currently, 69,000 Iowans have Alzheimer's disease.¹¹ In Scott County, there was an annual average (2005-2007) age-adjusted Alzheimer's disease mortality rate of 33.3 deaths per 100,000, which is above the Iowa mortality rate of 26.7 deaths and higher than the Quad City area at 25.3 deaths. There are 75 dementia-care beds in Scott County, but the estimated demand is 449 beds.

¹⁰ Cognitive Impairment: The Impact on Health in Iowa. CDC 2009 BRFSS. February 2011.

¹¹ Alzheimer's Disease Response Strategy. November 15, 2011.

Population Portrait Summary

An analysis of Census population data and feedback from older adults via survey or focus groups produced the following highlights:

- Older adults living in Scott County are statistically similar to other Iowa counties when it comes to socio-economic status. Many older adults in Scott County do not formally work, are healthy, and have vocalized an interest in volunteering, as well as engaging in other programs and services perceived as reasonably priced and socially fulfilling.
- A substantial number of older adults in Scott County are single women living alone with a growing number of disabilities, who may benefit from basic services.
- While many older adults in Scott County reside in larger cities, those in rural areas still need access to information and services.
- The vast majority of older adults in Scott County drive, although some cannot because of their disabilities.
- Significant numbers of older adults in Scott County would benefit from comprehensive wellness programs that address physical fitness, health screenings, and support services for ambulatory and/or sensory disabilities, as well as chronic conditions.

These findings suggest that the majority of older adults in Scott County fit into one of three categories: healthy and active, vulnerable, and in need. To better understand the individuals in these groups, we provide the following illustrations depicting three fictional Scott County residents that represent each of the three categories.

Healthy and Active

James Bowen (65) lives in Blue Grass, Iowa, with his wife and plans to retire in two years. For the most part, James is healthy, although his cholesterol is elevated and he admits he doesn't exercise as much as he should. He is currently looking forward to

retirement so he can enjoy more leisure activities and may consider some volunteer work. However, James does have some concerns about his mother, Beatrice, who lives alone about 30 minutes away just outside of Maysville.

Vulnerable

Beatrice Bowen (86) lives alone just outside of Maysville in the old family farmhouse. Beatrice is in relatively good health; however, she uses a cane when she leaves home. Beatrice still drives herself to Davenport for groceries and doctors' appointments, although her son James has expressed some concern with her driving. She is still able to do all of her own cooking and cleaning, and she pays a neighbor to do her yard work. Beatrice is grateful for the fact that she can stay living on the farm after her husband passed away, but admits that she does get tired of climbing all the stairs and states that it can be lonely. Once a month, Beatrice makes the drive to Riverdale to visit her sister Nancy and her sister's husband Doug.

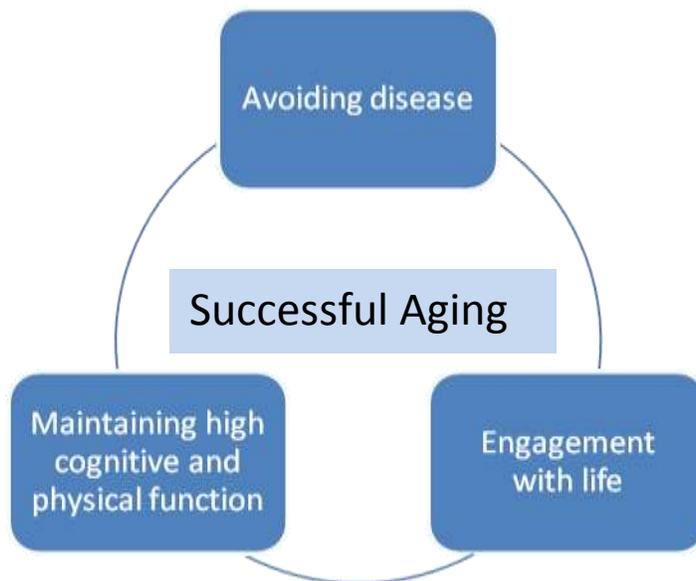
In Need

Doug (89) and Nancy (88) Hunter live together in Riverdale. Doug was diagnosed with Alzheimer's disease four years ago and Nancy is struggling with the stress of caregiving and keeping her diabetes under control. Nancy's sister, Beatrice, has suggested that a day center might be helpful for both Doug and Nancy. However, Nancy doesn't feel comfortable driving to Davenport and doesn't want to burden her children or friends.

Section II: Programs and Services for Successful Aging

Successful aging is associated with the pursuit of optimal wellness and consists of: (a) the absence or management of disease and disability; (b) the maintenance of intellectual and physical functions; and (c) engagement in meaningful activities.¹²

Source: (Rowe & Kahn, 1998)



Successful aging has been linked with a developmental stage called the midcourse: a stage when a person transitions out of adulthood roles and responsibilities but is not yet confronted by the challenges of growing older, becoming increasingly disabled, and facing the end of life. People in their midcourse can embark on unique paths that were not available when they were raising children or pursuing full-time careers. These paths can include second (or alternative) careers, civic participation, new leisure pursuits, and education.

¹² Rowe, J. & Kahn, R. (1998). *Successful Aging*. New York: Pantheon Books.

Others have argued that the definition of successful aging should encompass more than just experiencing a prolonged midcourse. Aging successfully should also involve the capacity to respond optimally to the inevitable challenges of growing old. For example, successful aging occurs when an older adult learns how to manage his diabetes effectively so that it does not reduce his participation in work, volunteer, or leisure activities. Another example of successful aging occurs when a person who has lost the ability to drive has secured alternative means to travel back and forth to work, leisure, or elsewhere as needed or wanted.

Both the community and the older person's sense of belonging to a community can have a significant influence on whether their aging experience is perceived as successful. A community that offers comprehensive geriatric specialty programs and services promoting successful aging contributes to a richer, healthier life. Communities that provide older adults opportunities to pursue new pathways for engagement with other people through leisure activities; support programs and services; and health and wellness services that promote physical, emotional, and mental functioning help create environments that cultivate successful aging.

The Center for Active Seniors, Inc. (CASI)

CASI is committed to expanding its efforts to promote and encourage successful aging for the growing older-adult population in Scott County. CASI seeks to further its mission by providing services that meet the needs of older adults in a way that fosters respect, dignity, and quality of life. In doing so, CASI strives to be a premier resource for older adults.

To update CASI's strategic plan to address future challenges and opportunities presented by the aging population, the University of Iowa, Center on Aging conducted a cross-sectional market analysis of the supply of aging programs and services in and around Scott County. The goal of this analysis was to identify organizational strengths as well as opportunities to expand efforts to serve the continuum of healthy and active, vulnerable, and in-need older adults living in Scott County. The analysis was based on several sources of data, including:

- (a) Rosters of current aging programs, services, and partnerships provided by CASI;
- (b) Data from the local Area Agency on Aging and other private institutions in Scott County about existing programs and services provided by other entities in Scott County;
- (c) Two focus groups;
- (d) A survey completed by older adults at the Quad City Senior Expo; and
- (e) Key informant interviews.

Between January and June of 2012, the Center on Aging collected data from 41 older adults, 11 CASI staff members and 21 community agencies through formal surveys or interviews. Researchers informed all participants about project goals and objectives, guaranteed that all personal information would remain anonymous, and assured participants that they had the right to recall or amend any information provided.

In what follows, we describe the three most prevalent types of programs and services provided by CASI that are linked to successful aging: leisure activities, support services, and health and wellness programs. Each of these three sections will describe the programs and services currently offered by CASI and across Scott County, followed by the perspectives of older adults, CASI staff, and the Community Steering Committee members.

A. Leisure Activities

CASI

Leisure programs contribute to successful aging by providing older adults the opportunity to engage in activities they enjoy in a pleasant, social environment. CASI provides a wide variety of leisure opportunities with a special emphasis on social interaction among older adults. The most popular leisure programs at CASI include arts and crafts, card games and club activities, and outings for movie matinees and community events.

Supporting a sense of community for older adults is also a key component of successful aging. Keeping services integrated in the community can help develop this sense of community. CASI offers a variety of leisure programs in several communities across Scott County in addition to hosting the community at its facility. Several community partners (e.g., Alzheimer’s Association, Senior Olympics, and Federal Reserve – Money Smart) utilize the facility to provide events targeted to older adults. These events often bring together persons under age 60 and serve as a way for CASI to introduce its programs and services to prospective new members.

CASI also leases its facility through rental agreements for community and private events (e.g., fundraisers and wedding receptions). The roughly \$30,000 in income generated by these functions is critical to the sustainability of CASI and its ability to provide its own successful aging programs and services.

Scott County

A wide array of leisure activities for older adults are available across Scott County. The Plus 60 club, the Roosevelt Community Center, and other community organizations offer a variety of structured and unstructured arts and crafts classes, games, and outings for older adults throughout the year. The Plus 60 club even offers overseas travel opportunities and multiday trips. Local colleges, including the Eastern Iowa Community College and St. Ambrose University, and the Davenport School District offer adult learning through seminars, lectures, and workshops on topics of interest to older adults. The Living Information for Today (L.I.F.T.) social support program helps widows and widowers adjust to the loss of a spouse.

A number of organizations support volunteerism and employment placement. Generations Area Agency on Aging (AAA) provides resources for job opportunities, including a Senior Internship Employment (SIE) program, which offers job search, match, and training for people age 55 and older. Retired Senior Volunteer Program (RSVP) trains and connects seniors with volunteer opportunities in public and not-for-profit organizations and agencies in the community.

Perspectives

Older adults, CASI staff and the Community Steering Committee believe CASI's leisure programs and services are some of the most popular and valuable offerings at CASI. Special events, such as the Fireman's Dinner and Christmas Party, are also important because they are different from what other community organizations offer. CASI's leisure programs for new Baby Boomers, often more 'active' older adults, are beneficial, as is its newly renovated single-story building, which does not require stair climbing by less active, older, or disabled participants. Since CASI offers leisure programs throughout the year, older adults that spend their winters in Scott County can engage and socialize year-round.

The leisure programs' interviewees repeatedly stated that older adults participate in other programs and services in the greater Scott County area for a multitude of reasons. Older adults are participating in programs and services offered by Plus 60, In-Touch, RSVP, and L.I.F.T. because these organizations offer programs not currently or regularly offered at CASI, such as travel, (including various outings outside the Quad City area), Senior Olympics, and dances. Respondents appreciated Plus 60 discounts on attending programs and purchasing goods in the community, such as the Quad City Times newspaper, as well as L.I.F.T. programs. Participants mentioned St. Ambrose University as a standout organization offering leisure programs that focus on intergenerational interaction between faculty, students, and older adults. St. Ambrose offers volunteer and research opportunities for students to work with organizations dedicated to older adult programming, speakers' series with topics of interest to older adults, and educational opportunities on best practices for the care of older adults.

Following this, interviewees indicated that they wished CASI had additional offerings of some of the most popular classes (e.g., ceramics) at different times of the day and at different locations throughout Scott County. Additional program options and locations would accommodate older adults' diverse schedules and lifestyles, and minimize the distance older adults must travel to participate; both are factors that currently reduce the number of attendees in CASI programs. Employers participating on the Community Steering Committee specifically would like to see the offerings targeted

to their current employees above age 60, not only to retired older adults over the age of 65.

Key informants observed that some organizations do a better job than CASI at identifying and connecting older adults to volunteer activities and/or part-time employment that they find to be engaging and rewarding, especially intermittent and periodic placements. This aligns well with what appears to be the interest of younger Baby Boomers who increasingly desire to volunteer intermittently rather than being tied down to a regular schedule.

Finally, older adults feel CASI could improve how it charges for program participation.¹³ For example, compared to the Roosevelt Community Center, where members pay a single fee to participate in all events, CASI members must pay a membership fee as well as per-event charges each time they participate in an event. While some older adults appreciate paying additional reduced rates only for those programs or activities in which they chose to participate, many others prefer to pay a higher one-time membership fee and have free access to all programs.

B. Support Services

CASI

As the need for care increases, as is common with aging, the role of information about supportive services becomes more critical. Navigating the maze of important material on services such as community care options, transportation, and nutritional support can be time consuming and overwhelming, especially when the services are hard to discover or nonexistent. A knowledgeable and compassionate person to help older adults, their families, and caregivers connect to available resources is imperative for successful aging.

CASI serves as a resource center to link older adult to support services, mainly in the form of Senior Advocates and Service Coordinators. On-site Senior Advocates work with older adults, their families, and caregivers to connect them with available resources

¹³ Upon paying a membership fee of \$24/individual or \$195/lifetime, CASI members receive a discounted rate or free usage of all of the organization's programs and services.

and care options. The goal is to help them remain independent, enjoy an improved quality of life, and stay connected to their community. Some services provided by Senior Advocates include the identification of needs and services; assistance with money-management and finances; health and retirement benefit management; and caregiver support and long-term care planning. Service Coordinators provide similar services but do so at Edgewater on Third, Luther Crest, Luther Manor/Heights, and Luther Towers, where they are able to assist older adults living in these senior communities.

With an understanding of the importance of nutritional services and proper nourishment for health, CASI serves as both a resource and provider of nutritional services. As a GenAge Café meal site for the Generations Area Agency on Aging (GAAA), CASI provides nutritious¹⁴ meals each day for a suggested donation of three dollars. In addition to the GenAge Café meal program, CASI also houses Eleanor's Café, where participants can purchase food and engage with others. CASI's meal sites provide settings where older adults can gather and socialize beyond the basic act of eating a meal, an important component of successful aging.

While CASI does not currently provide transportation services, it recognizes that mobility is critical for successful aging and that transportation plays an important role in maintaining independence. As a part of its support services program, CASI promotes River Bend Transit (RBT) to its members who cannot drive or who cannot afford a vehicle. Access to transportation services maximizes opportunities for an active social life and promotes physical, emotional, and mental health.

Scott County

Other organizations in Scott County also provide support services for older adults. Alternatives for Older Adults (AOA)¹⁵ helps connect older adults with resources for affordable housing, adult day care services, home modification, and a variety of

¹⁴ Each meal is approved by a registered dietitian and must meet 1/3 of the USDA Recommended Daily Allowances. In addition, each meal includes milk, coffee, fruit and a dessert.

¹⁵ Alternatives for the Older Adult receives funding in part from the Illinois Department on Aging, Western Illinois Area Agency on Aging, the Department of Human Services, and The United Way. The organization provides services to approximately 13,000 older adults in the Quad Cities.

other services. Generations AAA also provides information and referral access to needed housing and health services, such as fall and dependent abuse prevention, as well as job training and job search assistance for clients age 55 and older.

Several religious organizations in the area provide some meals and nutritional support for older adults directly or through community food pantries. Also, a new health foods initiative is underway that involves many community partners working together to increase nutritional services to those living in Scott County, including older adults. The details of the program are outlined below:

“Davenport Healthy Foods Coalition - Bi-State Regional Commission is partnering with the Davenport Healthy Foods coalition to provide support in developing the “Healthy Foods Plan” for Davenport. The scope of work includes identifying 1-3 “food desert” neighborhoods, gathering inputs from residents as to which strategies they would support, developing and vetting a plan that reflects those strategies and then having the plan adopted by the City of Davenport. Representatives of the Quad City Health Initiative Wellness Champions, Activate Quad Cities and the Davenport Thrive coalition are partnering to assist with the grant. The group is viewing the work in Davenport as a pilot with expansion opportunities to other local cities.” (Team Minutes, 2012).

Information about transportation alternatives and assistance in broader Scott County is available through the United Way's InfoLink Community Information Connection, the Scott County Medical Society, Genesis On-Call, and Trinity Health Touch. The Senior Ambassador Club in the Quad Cities specifically trains institutionalized older adults and their caregivers on how to use public transportation and RBT systems.

For a helpful reference guide, several (but not all) other providers of support services in Scott County are briefly described below:

- **Alternatives for Older Adults (AOA):**
 - Helps older adults find affordable housing, adult day services, home delivered meals programs, transportation, answers to insurance questions, and medication management services;
 - Helps with home modification (ramps, bathroom grab bars, etc.), security deposits, furniture and appliances, and other related needs;
 - Offers a “Ring for Care” telecare program where volunteers call older adults to see check in on their status.
- **Generations Area Agency on Aging (GAAA):**
 - Coordinates community-based programs for older adults, including case management, family caregiving, support groups and advance care planning;
 - Provides workshops and materials on common legal issues, health insurance, medication, job opportunities, nutrition, legislation, volunteer programs and available community services;
 - Partners with CASI and other organizations to provide access to needed housing and health services and job opportunities for older adults;
 - Provides regularly scheduled 20 meal sites for older adults who have difficulty affording and preparing meals; includes dietician services.
- **InfoLink (United Way):**
 - Provides an information hub where older adults can find out about a wide variety of support services such as support groups for grief and various illnesses including Alzheimer’s disease, cancer, and diabetes, as well as various transportation services in Scott County.
- **Non-Emergency Medical Transportation (NEMT):**
 - Arranges transportation and reimbursement claims for all eligible Medicaid Members – many of whom are older adults – for NEMT services.
- **River Bend Transit (RBT):**
 - Provides curb to curb transportation primarily to disabled and elderly residents in and around Scott County. The para-transit runs Monday-Friday, is equipped with lifts or ramps to assist passengers, and services various geographic locations on a rotating basis. Funds provided by Bi-State Transportation support the service as do donations from users.

- **Senior Ambassador Program:**
 - Scott County, Davenport Citibus, Bettendorf Transit and River Bend Transit work with Iowa Quad City senior agencies and the Scott County Health Department to help seniors stay mobile. A team of volunteer Ambassadors is available to visit senior living facilities and hold informational presentations for interested residents explaining how to use the transit system.
- **Senior Voice:**
 - Holds monthly community and neighborhood forums where business and technical professionals discuss the concerns and needs of older adults.

Perspectives

Interviewees cited the support services provided by CASI, which address the full scope of needs for the entire older adult population (e.g., all income levels, retired and non-retired, etc.) as one of the main reasons people value the organization. Participants view CASI as a “One-Stop Shop” for informational and referrals on support services for older adults, their families, and caregivers. In the course of their practicum requirements, St. Ambrose social work students supplement and sustain the work conducted by CASI Advocates and Service Coordinators. St. Ambrose University has expressed interest in expanding this partnership and developing others with CASI.

Respondents stated many favorable things about CASI support services. Of the various support services provided, one that older adults particularly value is the nutritional services—GenAge Café and Eleanor’s Café—both for the social interaction and for the meal. Interviewees also viewed the grief support services as critically helpful for older adults. One CASI member stated that she attended a grief support group after the loss of a spouse and CASI staff and other members provided on-going support to her, which assisted in helping her through her grief period. She continues to enjoy going to CASI and participates in a variety of its programs and services.

However, many respondents also cited the need for improvement and expansion. Informants emphasized the desire for CASI to broaden its support services to older adults throughout Scott County, not just current CASI members or those living in designated senior communities. Interviewees believe there are many more people who

want or need help getting their questions answered, needs met, and assistance coordinating service delivery. Older adults today and those in the future will have vastly different needs than they did in the past. The extent to which CASI support services progress to meet ever-changing needs will be critical.

Respondents also identified the lack of transportation support as a major gap in support services and a barrier to older adults utilizing CASI. Older adults stated that even though they wanted to receive support services, their participation depended on where they lived, and that potential clients sometimes deemed the CASI campus too far away. Further, some individuals would not attend events in the evening because of their discomfort driving at night. The challenges are even greater for disabled older adults. Specifically cited was the inability for wheelchair-bound older adults to utilize CASI programs and services unless a family member brought them to and from the facility or they utilized existing transportation networks (i.e., RBI, private service).

Not only does the lack of transportation support negatively impact older adults' utilization of CASI, but it also minimizes the degree to which CASI can improve and expand community programming and partnerships with other facilities. Transportation challenges are more widespread than just CASI. The City of Davenport gives a discount to students for riding the Citibus, but does not offer a similar discount to older adults. River Bend Transit supports a lot of older adults in Scott County, but it has limited capabilities and hours to fully service the demand, particularly for those living in rural areas. Finally, a lack of knowledge of transportation alternatives exists among older adults and their families, as well as among health care and community service providers.

C. Health and Wellness

CASI

A core dimension of successful aging relates to supporting the emotional, mental, and physical functioning of older adults. CASI fulfills this dimension in a variety of ways. It offers fitness classes, which are very popular among members, both for their health benefits and as a way to socialize with others. CASI also offers blood pressure and

other health screenings, often with the assistance of nursing students from St. Ambrose University, local health systems, and health service agencies. This collaboration helps the CASI staff, promotes health and wellness for the older adult, and provides an intergenerational learning experience for all involved. Beyond prevention and screening, CASI collaborates with Genesis Health System and Trinity Healthcare medical professionals to hold diabetic foot clinics on-site. This service is in such demand that a waiting list exists for CASI members who want to participate.

For older adults who want to live in the community with their family, but who cannot be left at home alone during the day due to physical, social, or mental impairments, CASI provides adult day care services on its campus at “Jane’s Place.” Jane’s Place is designed for adults 50 years and older, and provides many services to older adults. This program offers social interaction to older adults, which provide many benefits, such as: decreased feelings of isolation and loneliness; an empowered and active lifestyle which improves the participant’s physical and mental health; and a positive well-being that stems from socializing with others. Typical candidates for day care services include older adults who are dealing with memory loss, confusion, effects from a stroke, and disabilities; individuals who are lonely and desire socialization; or people who need monitoring during the day.

Scott County

Within Scott County, there are additional services and health and wellness programs targeted to older adults beyond the programming CASI currently provides. For example, the Scott County YMCA, Roosevelt Community Center, and the Eastern Iowa Community College offer fitness and wellness classes. In Touch Adult Day Services (IADS)¹⁶ has a larger capacity than CASI to provide adult day care services and is able to handle complex cases of dementia and brain injuries.

¹⁶ In Touch Adult Day Services (IADS) is owned and run by Lutheran Social Services of Illinois, a statewide, not-for-profit social service agency, and services both Iowa and Illinois communities of the Quad Cities.

Several health care providers in Scott County provide acute and long-term care. The two primary health systems serving the county are Genesis Health System and Trinity Regional Health System. Both of these organizations offer comprehensive in- and out-patient services and emergency medicine, all of which are important for older adults.

One of the noteworthy services provided by these systems is the *HealthQuest* program offered by Genesis Health System. This free program, for anyone over the age of 50, provides a coordinator to assist with insurance questions, enrollment into health courses, and post-acute care placement, as well as preferred parking spots for appointment and discounts on select medical equipment/supplies. Another beneficial program is available at the Robert Young Center at Trinity Regional Health System. Here, patients can attend memory and Alzheimer's diagnostic clinics staffed with multidisciplinary teams attending to the medical, social, and emotional needs of patients and their families, and get assistance in the often-complex medical and pharmaceutical management of older adults with multiple chronic conditions.

Outside of these health systems, other providers of health care services exist in Scott County. The Community Health Center, Inc. is a federally qualified health clinic providing primary care, internal medicine, and some OB/Gyn services to the underserved of Scott County, including older adults. Older adults can obtain community mental health, facilitative, and rehabilitative services from the Vera French Community Mental Health Center, the Handicapped Development Center, and the Iowa Department of Human Services Case Management Unit.

Home-based care is also available in Scott County. In addition to selling medical equipment to aid older adults in their homes, Genesis and Trinity both have Visiting Nurse Association and hospice home programs that provide support and basic medical services to patients in their homes, including some programs specific to elderly clients. In addition, the community-based Iowa Health Home Care program offers the Elder Care Plus program for the county.

Several other community-based organizations assist older adults in Scott County regarding a variety of health and wellness needs, including (but not limited to):

- Prescription drugs: Crisis Resource Intervention and United Neighbors Incorporated provide prescription drug assistance and several pharmacies in Scott County deliver medications when needed.
- Vision/corrective eye wear: Davenport Host Lions Club, Salvation Army, and Churches United, among others.
- Public health services (e.g., health promotion, flu and other vaccines, etc.): Scott County Public Health and its network of contracted providers.
- Medicare fraud/insurance: Generations Area Agency on Aging has programs to empower older adults to prevent Medicare fraud and to answer Medicare insurance questions.

Finally, a number of housing options exist in Scott County for older adults as they navigate their aging process and the accompanying health and wellness needs. Several independent living and assisted living housing options exist in Scott County, each offering, at a minimum, basic service such as meal delivery, laundry assistance, and housekeeping. Many assisted living facilities are equipped to provide specialized care for persons with Alzheimer’s or other dementia-related illnesses, and offer 24-hour supervision. A variety of skilled nursing facilities house residents with long-term care needs that cannot be addressed in a community-based setting.

Perspectives

The health and wellness services provided by CASI are well received. For instance, respondents regarded Jane’s Place as an important “value-added” program for CASI—a program that fills a significant need for older adults and their families, particularly in helping to relieve some of the stress that goes along with care giving responsibilities. In addition to custodial services, clients at Jane’s Place can participate in nearly all the same leisure activities, support services, and health programs as other CASI members. The Senior Advocates are especially attentive and involved with Jane’s Place participants and their families, helping to connect them to various community resources.

Older adults are also happy with fitness and wellness programs offered at CASI. However, they wish they were offered more often and in a variety of locations around Scott County rather than solely on CASI's campus. Further, they desire more "clinics" on-site at CASI. According to the wellness report conducted for CASI on the available health and wellness programs and services in the Quad Cities:

Though there are multiple senior centers and senior living facilities located throughout the Quad-Cities, none offers professional health services on site beyond basic blood pressure checks and foot care. In 2007, survey and focus group results demonstrated that seniors were not looking to replace their current primary healthcare providers. However, they were interested in augmenting their current health care system in regards to seeking ways to stay active, achieve optimal health and quality of life, and having a professional resource on site to address their immediate needs and questions.

Finally, one very notable health and wellness service that is sorely lacking in Scott County is specialized geriatrics care: in 2010 there were only four practicing physicians with geriatric specialty training in Scott County. This geriatric physician shortage is similar to the shortages in other areas of Iowa and the nation.

Section III: Organizational Strengths and Challenges

The Center on Aging explored the extent to which CASI's leisure activities, supportive services and health offerings meet its mission to promote successful aging. Using data and observations presented in the last section, we identified organizational strengths as well as opportunities to expand efforts to serve the continuum of healthy, vulnerable, and in-need older adults living in Scott County.

A. Leisure Activities

One of CASI's strengths is the amount of activities offered to healthy, vulnerable, and in-need older adults. These activities serve multiple purposes: meeting individually defined interests like learning to paint; providing opportunities for social interaction; and linking participants to other CASI programs and services. Older adults consistently cited the activities provided by CASI as a primary reason for coming to the center. We also found that CASI activities serve as a gateway—once an older adult enrolls in one CASI activity, he or she is likely to enroll in another activity and subsequently engage in other CASI programs and services (e.g., meals).

Expanded Menu of Activities

Our data suggest that CASI should increase the number of activities. CASI should expand offerings to include a greater range of topics and schedule activities on more days and times. This expanded menu should include activities targeted to the distinct constituencies.

To help plan this sort of expansion, CASI staff could survey programmatic efforts provided by other senior centers. One way to do this would be to attend a national conference, such as the annual meeting of the American Society on Aging (ASA). The ASA conference typically offers programming directed toward the administrators of senior programs. For example, sessions from previous meetings that would be relevant for CASI staff include "Creativity and Aging in America" and "Mindfulness for Older Adults." The next ASA annual conference is in Chicago in March of 2013.

Moreover, as CASI staff members consider which activities to add, they should engage current CASI activity participants to define what these activities should be and when they should be offered. CASI staff should also enlist these older adults to serve as activity coordinators and leaders. For instance, the Beacon Hill Senior Village in Boston relies almost exclusively on older adults to develop and administer activities. Each older adult who lives in the Village agrees to design and deliver at least one activity each year. In exchange, the individual is invited to participate in the other activities developed by other Village residents. For example, if one resident is capable of setting up home video and sound systems, he can design a half day workshop for other Village members in which he teaches them about the systems and then provides follow up assistance in their homes. In turn, he might attend a workshop on “travelling to Mexico” offered by another Village resident. This approach to activity programming engages and empowers older adults, while relieving CASI staff from the extra demands that go along with the expansion of program activities.

Expanded Locality of Activities

In addition to increasing the number of activities offered at the current CASI location, CASI should extend its menu of activities into other venues. Indeed, one of CASI’s shortcomings concerns the lack of geographic coverage across the county. Too many older adults will not or cannot participate in current offerings because they live too far from the central CASI building. In response, CASI should consider “localizing” popular activities into neighborhoods with a high concentration of seniors, away from the main building in Davenport.

Furthermore, rather than looking to build or acquire physical space in these neighborhoods, CASI should consider partnering with organizations that already have established a physical presence in these locations. One common example of such a locality option would have CASI establishing partnerships with faith-based organizations. This sort of relationship can be beneficial for both parties. On one hand, faith-based organizations tend to serve a large constituency of older adults, and typically have building space that goes unused during weekdays. On the other hand,

faith-based organizations generally lack the staff or resources to offer targeted programming to older constituents. As such, many of these organizations would welcome the opportunity to host senior-specific activities developed and maintained by an organization such as CASI.

For example, in Webster Groves, Missouri, the Shepherd's Senior Center offers a series of activities called "Adventures in Learning" in two of the community's churches. Weekly morning sessions start with Coffee Talk followed by games and activities or a featured speaker. The morning activities often segue into an exercise hour, which may include chair yoga or tai chi. More information is available on the organization's website, <http://shepherdscenter-wk.org/programscombined.html>.

Intergenerational Activities

CASI should consider expanding the number of intergenerational activities that foster relationships between children, teenagers, and adults of all ages. Such intergenerational activities could be as simple as inviting children from local schools to join card games, dancing classes, and other popular activities currently offered at CASI. Conversely, CASI could contact local schools and inquire about bringing older adults to their campus. The Chicago Chapter of the Little Brothers - Friends of the Elderly has organized numerous intergenerational activities, including having high school students interviewing elders for a class project, coordinating visits to kindergarteners who just learned to count to 100 by centenarians to share and compare life experiences, or organizing joint field trips to parks, the zoo, apple orchard, and other locales.

Learn more at the organization's website at

<http://www.littlebrotherschicago.org/programs/photos/index.php>.

Life-Long Learning

Besides increasing the menu of leisure activities, our analysis indicated that CASI participants want access to more formally organized life-long education programs. Life-long learning programs provide a venue for ongoing, voluntary, and self-motivated pursuit of knowledge that enhances social inclusion, active citizenship, and personal development. Life-long learning classes usually meet once or twice a week for an hour

or two for up to eight weeks, just like a typical college course. Many life-long learning programs are tied to a local university or college and are taught by professors and graduate students.

One attractive feature of these life-long learning models is that academic institutions with established expertise and resources typically host them. Instead of developing and managing its own life-long learning program, CASI might collaborate with a local college or university, which would serve as the coordinator and convener while CASI would assist with securing initial financial support, recruiting participants, and providing the CASI building for events.

The Osher Foundation in California currently sponsors more than 100 life-long learning institutes (OLLI) on campuses from Alaska to Maine. Each OLLI provides a distinctive array of non-credit courses and activities developed for adults aged 50 or older. Additional information about OLLI is available on The National Resource Center for the Osher Lifelong Learning Institutes website, <http://usm.maine.edu/olli/national/about.jsp>.

With a grant from the Osher Foundation, the University of Iowa Center on Aging has established a Lifetime Enrichment Adult Program (UI LEAP) dedicated to developing educational programming that explores contemporary issues, introduces learners to new technologies and skills, and offers intellectual stimulation and personal growth. UI LEAP currently has 415 members, with additional participants choosing to pay the non-member fee for selected classes and trips. UI LEAP offers about 35 one to eight week courses and trips in the fall, spring, and summer. Classes provided through UI LEAP include “Contemporary Environmental Problems,” and “A Traveler’s Guide to Speaking French.” Additional courses are listed on the website, www.uileap.org. While many of the classes are held on the University of Iowa campus, some are held at local assisted living facilities or other community buildings throughout Iowa City and Coralville, making the classes accessible to a wider audience.

Work and Volunteering

CASI could take a more formal role in supporting efforts to link older adults with part-time employment and volunteer opportunities throughout Scott County. Research from the Iowa Workforce Seniors Study (IWSS) indicated that persons who are over the age of 55 and have lower amounts of wealth will continue to work as a way to secure income or insurance benefits, as well as for purposes of personal fulfillment and social interaction. Further, nearly 40% of those persons who defined themselves as retired said they would return to work if the “right” opportunity was available, and that finding a job would be easier if they could review a list that presented a variety of work opportunities that were suitable to their preferences (e.g., seasonal work).

CASI could help in this regard by creating a computer-based matching program linking potential employees with local employers. A few examples of such employee matching include, at the national level, AARP’s web-based employment matching program. At the state level, Illinois’ job clearinghouse links aging persons with jobs intended to meet their general preferences. In addition, Iowa Workforce Development Partnership collaborates with Generations Area Agency on Aging to provide services for adults 60 years of age and older in Scott County. Some of these services include job search assistance, referrals to job openings and educational institutions, job coaching, and community service on-the-job training assignments. Iowa Workforce Development Partnership also coordinates with Experience Works to assist adults age 55 and older looking for full-time or part-time employment in obtaining employment and accessing training to enhance their employability. It may prove beneficial for CASI to partner with these organizations, whether by offering additional services at CASI or making current services easily accessible to CASI members.

Beyond engaging older adults to volunteer with programs and services at CASI, the analysis indicates that CASI should expand efforts to link older adults with other volunteer opportunities across Scott County. Given the number of existing programs, such as the Retired Seniors Volunteer Program hosted by Generations Area Agency on Aging, CASI might focus on developing a computer-based volunteer registry (or online kiosk) in which organizations could list their opportunities by skills needed, location,

length of service required, and other key considerations. Older adults could then search for viable matches using a select number of preferences. In this model, potential volunteers could fill out a short questionnaire about their interests and availability, and organizations or individuals who need assistance could then be matched with interested volunteers. For example, the University of Iowa Center on Aging organizes a research registry for older adults with searchable health and demographic characteristics. University-based faculty and other researchers then contact the Center on Aging and are linked with a potential group of volunteers. CASI could use that type of model to develop a volunteer kiosk.

B. Support Services

Another of CASI's strengths is the information and referral resources offered to all older adults, particularly to those who are vulnerable and in-need. CASI members overwhelmingly consider the in-person assistance, as well as on-line and print materials concerning health and supportive services in Scott County, to be a tremendous benefit. The people of Scott County come to CASI for guidance about healthcare, housing, medication use, and technology. Still, CASI needs to increase information and referral resources to accommodate the growing array of options and increasing growth of the aging population and their caregivers.

“One-Stop” Information and Referral Shop

In becoming a more comprehensive one-stop-shop for information and referral resources, CASI could expand on efforts in Cerro Gordo County, Iowa, which has created a countywide, multi-stakeholder initiative to organize and maintain a common electronic-based platform that offers current, local information about health and supportive care services available to older adults in the county. This particular model also supplements the electronic platform with a dedicated geriatric specialist who is able to maintain the information presented and serve as a resource to those who use the platform. Another example is the Johnson County Livable Community Initiative, which has designed and supported an on-line resource directory accompanied by in-person

support from a geriatric social worker employed by Elder Services Incorporated. Both of these efforts were modeled after the national 411 system, administered in Iowa by the state Department on Aging as “LifeLong Links.” LifeLong Links is a searchable statewide database that presents resources by service type and county.

There are two key features of successful one-stop-shop programs. The first is that they involve working relationships with key local human services agencies, housing authorities, health, hospice, and long-term care providers so that users have access to comprehensive information. The second is that these one-stop shops are continuously updated and supported, so that when users conduct searches, they receive current and accurate information.

Advance Care Planning

While Scott County offers hospice, palliative care, and other home and long-term care services for the critically and chronically ill older adult, there remains a need to engage older adults more effectively in the planning process for the difficult decisions that come later in life. For instance, a recent survey conducted at the University of Iowa indicated that only half of the employees had completed an advanced directive outlining their plans and preferences for end of life. CASI can assume an important role in Scott County by increasing the number of older adults who are able to effectively initiate conversations with family, friends, caretakers, and their medical teams about their care preferences for when they become vulnerable, dependent, and face end-of-life circumstances.

One of the best examples of this type of community-based campaign is “Honoring Your Wishes: A Community-Wide Advance Care Planning Initiative.” The mission of this program is to create and sustain an integrated, community-based advance care planning process where an individual’s health care preferences are discussed, documented, and honored by families, friends, and health care providers. Moreover, while the Iowa Bar has sanctioned documents for living will and durable power of attorney designations, the “Honoring Your Wishes” program recognizes that these documents are rarely accompanied by a formal conversation between a person

and his or her surrogate decision maker. As such, the “Honoring Your Wishes” program explicitly guides people in completing these forms and the accompanying communications. In fact, five separate pilot programs based on the “Honoring Your Wishes” program have been initiated in Johnson County through Iowa City Hospice.

Nutrition Programs

CASI members appreciate the on-site meals programs. However, like other CASI efforts, older adults call for an expansion in the types of offerings and locations of food service. Most immediately, CASI could work with Generations Area Agency on Aging to offer OAA meal services at various locations in the community.

CASI should consider other options such as offering cooking classes, and having volunteers help older adults prepare meals. CASI also might consider providing meals out of their kitchen and offering home delivery that are separate from OAA requirements. For example, the “Healthy Helpings” program in Chicago produces, packages, and freezes easy-to-use, complete meals for older adults. Meals are delivered twice monthly and made specifically with the diet needs of older adults in mind. More information is available on the organization’s website,

http://www.chicagosfoodbank.org/site/PageServer?pagename=prog_seniorprograms

In Eastern Iowa, Horizons Meals on Wheels and the Witwer Center have collaborated to support the nutrition and healthy aging needs of older adults in the community. The Witwer Center shifted its focus from providing only senior meals to a healthy aging initiative, and offers services at various locations in the community in addition to the current congregate meal sites. Horizons has also partnered with Rinderknecht Associates and local AmeriCorps programs to plant a vegetable garden, and the fresh produce is distributed to Meals on Wheels clients. CASI may want to encourage healthy and able members to partner with other local organizations to plan and plant a community vegetable garden. CASI members and/or in-need community citizens could receive the produce from the garden.

Transportation Services

One of CASI's greatest opportunities for growth would be to increase transportation options available to older adults across Scott County. Our analysis indicates that asking older adults to drive themselves or rely on the River Bend Transit system is not sufficient to meet the needs for variable transportation routes and schedules. While CASI could partner with River Bend Transit to offer senior discounts for public transportation and encourage the organization to develop additional handicap accessible vehicles, these initiatives will not be enough to meet the diverse demands among older adults, particularly those who are vulnerable and in-need. More importantly, most adults will not ride a fixed-route bus.

CASI should consider developing its own transport service, including purchasing a van (or a fleet of vans) that could be used to bring older adults from their homes to CASI locations and back again. CASI could also use these vans to shuttle older adults to other locations in the community, such as physician clinics or grocery stores. Transportation services would allow CASI to serve a rural population that has not had capacity to access CASI in the past. CASI could consider operating in rural areas of the county a few days each week. For example, the Yates Dial-A-Ride program in Lake County, Michigan, provides rides in the county for all citizens for \$1.00 and 75 cents for seniors, bringing rural residents into town to participate in programs.

We recognize that developing a transportation service represents a large initial investment. One way to start this program would be through federal funds. Another way would be to develop a fleet in coordination with an organizational partner. For example, ProHealth Care in Wisconsin partners with their local senior center and provides transportation services for patients and customers who find it difficult to arrange for transportation to and from their medical appointments. More information is available on the organization's website,

<http://www.prohealthcare.org/Patients/TransportationServices/transportation-services-guidelines/>. Local dealerships may be willing to underwrite the cost of a fleet, by agreeing to purchase, lease, and/or service the vans in exchange for public recognition and advertising. CASI can further underwrite the operating costs by collecting free-will

donations, charging a fixed-yet-nominal fee from riders, or by including transportation services as part of the various options for CASI membership.

Another transportation alternative would be to create a volunteer ride-share program. In this program, CASI would organize an effort to recruit volunteer drivers who would use their own vehicles to transport CASI members to and from campus or community events. Such programs have become increasingly common as volunteer drivers have their liability coverage extended at little or no charge. Moreover, older adult users appreciate being picked up at their own home at their preferred time and taken directly to their destination in a vehicle without any markings.

Following in the footsteps of a community-wide volunteer driving program in Bend, Oregon, Elder Services of Johnson County recently obtained a grant to organize a program in which volunteer drivers are available to provide transportation Monday through Friday from 8:00am to 5:00pm. The driver picks up the person requiring transportation from their home, accompanies them to an appointment or event as requested, and then returns them home. The program requests a free-will donation of \$5 per ride, but additional funding can come from service clubs and voluntary donations. More information is available on the organization's website, <http://www.elderservicesinc.com/transportation.html>

Home Modification and Chore Services

More than 90% of all older adults indicate that they prefer to stay in their own homes as long as possible. As a result, the demand for home modifications (e.g., installing grab bars) and chore services (e.g., cleaning gutters) for older adults in Scott County will increase substantially over the next ten years. CASI might consider developing connections with volunteers (e.g., retired handy man) or service organizations (e.g., Boy Scouts) to provide older residents with affordable home modification and chore assistance services.

While many older adults say they want to stay in their homes, very few have modified their homes in some way to help make aging at home safe and/or possible. Common modifications in homes include installing safety rails and grab bars in

bathrooms and other locations, and expanding doorways and adding a ramp for wheel chair access. Many of these universal design features can help make a home safer and more enjoyable for all persons; they can also be costly. There are, however, several simple, low- or no-cost home-improvement options: removing all scatter and throw rugs that can cause falls; checking outdoor walkways for loose bricks or pavers; and trimming overgrown shrubbery to provide a clear view from doors and windows. Volunteer matching programs and chore services would help to make basic home modifications a reality for many older adults in Scott County.

For example, neighbors in Beacon Hill Village in Boston have joined together to provide services that enable older adults to stay in their homes. The Village has an annual membership fee of \$550 per person, \$750 per couple, and \$100 a year for low-income residents, who also receive a \$250 credit toward services. As part of the services provided, the Village links members to carefully selected persons who charge as little as \$15 an hour for odd jobs, as well as house cleaners, plumbers, computer services, and an assortment of free benefits.

An example of a similar countywide program is the Chores & More Program in Anoka County, Minnesota. This program helps seniors and disabled adults with housekeeping, minor home repairs, and seasonal chores. Elder Services, Inc. of Johnson County also provides a home assistance program for people of all income levels. Services include light housekeeping, grocery shopping, yard and lawn work, home maintenance, and more. Additional information is available on the organization's website, <http://www.elderservicesinc.com/home-assistance-program.html>.

C. Health And Wellness

CASI plays an important role in promoting wellness and health among older adults in Scott County. As with the other services offered by CASI, older adults appreciate current opportunities but want more programs and services.

Expanded Fitness Programs

CASI should consider ways to increase programmatic offerings in terms of content, time, and location. For instance, as CASI staff learns more about the array of leisure activities that can be offered to older adults, they also can learn more about wellness programs targeting the aging population. CASI can develop classes for healthy, vulnerable, and at-risk groups, covering the spectrum from low-impact and relaxing yoga to more vigorous cardio-based activities.

An example of a formal and robust fitness program for older adults is the Madison School and Community Recreation Goodman-Rotary 50+ Fitness program in Madison, Wisconsin. Recognized as one of the National Council on Aging's Top 10 Excellence in Physical Activity Programming award winners, this program offers a wide variety of fitness classes to seniors, including chair-based exercise classes, golf, tai-chi, historic walk clubs, nature walk clubs, and self-massage. More information is available on the organization's website, <http://www.msccr.org/contentPage.cfm?ID=386>

As CASI seeks to increase its offerings of fitness and exercise classes, it should consider partnering with organizations in neighborhoods across Scott County that currently offer classes or have appropriate physical space for such classes (similar to the expansion of leisure programs discussed earlier in this section). For example, CASI could approach existing health clubs to discuss needs and methods for offering programs targeting older adult participants (e.g., zumba gold).

Health Promotion and Disease Prevention

CASI already assumes a critical role providing health promotion and prevention services. Still, relative to the demand, CASI should increase its offerings, and vary them in terms of content, time, and location. CASI staff might develop a menu of 20-25 topics that could be offered on a bi-weekly basis over the calendar year. January, for instance, could focus on nutrition (health promotion) and diabetes (disease prevention) and offer regular health screenings and clinics (i.e., visiting nurses) at the CASI office and other locations. Other months could focus on emotional health, cognitive function, strength and arthritis, and so forth, many of which are already recognized by national

professional associations (e.g., February is National Heart Month; see <http://healthfinder.gov/nho/nho.asp>).

CASI may want to partner with local health care providers to offer these programs. As part of this collaboration, CASI could staff such programs with trainees from local colleges offering degrees in nursing, social work, physical therapy, and other allied health occupations. Students completing practicums and rotations at CASI can assist in health care clinics, support services, and a variety of other roles that enhance their learning and provide experiences with older adults.

Moreover, with the expansion of Medicare Accountable Care Organizations (ACO) that place an emphasis on coordinated and high-value care for older adults, CASI should initiate dialogues with local health care providers who are most concerned with providing services to vulnerable and in-need older adults. The coordination of health and supportive services provides ample rewards for both organizational partners, who aim to keep older adults living at-home and minimize use of emergency room, inpatient, and long-term residential care resources.

Day Care

Jane's Place is an important and well-received service offered by CASI, one that will see increased demand with the influx of baby boomers in the community. The need for adult day care is further exacerbated by the 'sandwich' generation, as many middle-aged adults will not be able to take full care responsibility for their aging parents because they do not live in the same community as their parents, are working full time themselves, and/or raising their young children. Therefore, the need for CASI to expand Jane's Place beyond its current capacity is critical.

CASI may want to consider adding a multigenerational component to Jane's Place or at a new adult day center site in Scott County. For example, the McClure Multi-Generational Center in Burlington, Vermont, is a multigenerational day care center where seniors and children come together both formally and informally. The groups are joined for daily literacy programs where seniors read to the children and participate in a variety of other classes, such as art. There are other regular, planned activities such as

a summer multigenerational barbeque and a six-week course called “Food, Fun, and Learning,” which teaches literacy skills to preschoolers and provides nutrition counseling to adults. A multigenerational center would not only provide services to participants, but would also help increase visibility of CASI throughout Scott County.

Summary

CASI is well positioned in many ways to meet the current and future demands of older adults in Scott County. Several of the existing leisure programs, support services, and health and wellness offerings are popular and demand is increasing. With some creative planning and partnerships, CASI could be the overall leader for senior services in the Scott County area by broadening the spectrum of programs and services. Expanding efforts into different locations and including intergenerational and life-long learning activities can help CASI meet a number of important objectives, such as increasing the number of older adult participants and expanding the visibility of the organization throughout the county.

In considering the expansion of CASI activities, our analysis supports a concerted effort to develop varied participant payment structures. For example, the Osher Lifelong Learning Institute has sites that offer annual membership and quarterly membership options, allowing members to participate in all activities at no additional cost during the paid membership time period. Indeed, participants should be offered several different options to help subsidize costs, including an annual omnibus membership, a single activity fee, a coupon book for individual events, and some sort of incentive structure that encourages older adults to increase engagement with CASI. For instance, once an older adult attends 10 CASI events in a year, they get the 11th event free.

CASI should also consider finding financial partners that could underwrite program and participant costs in exchange for public recognition or advertising. One way to both increase awareness of the facility and increase revenues is to more formally and frequently extend the use of the campus for CASI and non-CASI events. Demand exists for rental space on the CASI campus for business meetings and personal events

(such as fundraisers and wedding receptions), in addition to co-sponsored programs and services for older adults.

CASI must work to overcome the lack of awareness about the many great programs and services that are both important for, and often demanded by, older adults in Scott County. CASI should develop a comprehensive marketing campaign to change historic perceptions of the facility and ensure broad-based and far-reaching knowledge of current and future programs and services. It is critical for CASI's growth and sustainability that it makes a concerted effort to market itself to the general community, older adults, organizations that relate to older adults, and health care providers in the area.

Section IV: Recommendations

Based on the analysis presented in Section III, the Center on Aging offers 20 recommendations for how CASI can best address challenges and opportunities presented by the aging population in Scott County. These recommendations are discussed in terms of: (a) staff resources; (b) initial financial and other capital outlays; (c) time from development to implementation; (d) involvement of target constituencies; and (e) community partnerships.

A. Leisure Activities

1. Expand menu of leisure activities on the CASI campus, as exemplified by other senior centers and professional associations.
 - (a) Staff Involvement: minimal to moderate – function of current activity staffing relative to size of expansion; could be managed with modification in roles of current CASI staff and membership (see recommendation #2 below).
 - (b) Initial Outlay: expected to be small, proportional to existing costs for equipment and supply purchases for activities as well as additional salaries if new staff is required.
 - (c) Timeline: operational within six months.
 - (d) Target Constituencies: all older adults in Scott County.
 - (e) Community Connectivity: accomplished in-house; minimal connection with other organizations in Scott County.

2. Include older adults in developing and implementing expanded menu of leisure activities.
 - (a) Staff Involvement: minimal, could be managed with modification in role(s) with current CASI staffing.

- (b) Initial Outlay: expected to be small, proportional to existing costs for equipment and supply purchases as well as stipends for older adult directors.
 - (c) Timeline: operational within six months.
 - (d) Target Constituencies: all older adults in Scott County.
 - (e) Community Connectivity: high promotional value related to empowering all older adults.
3. Offer leisure programming in local venues across Scott County.
- (a) Staff Involvement: moderate – effort required to identify locales and develop partnerships; effort required to market and administer activities.
 - (b) Initial Outlay: expected to be small, proportional to existing costs for equipment and supply purchases as well as salary for staff effort.
 - (c) Timeline: operational in 6 to 12 months.
 - (d) Target Constituencies: organizations serving older adults across Scott County.
 - (e) Community Connectivity: high promotional value related to engaging community partners as host locales.
4. Expand leisure activities that foster intergenerational participation.
- (a) Staff Involvement: moderate – effort required to identify locales and develop partnerships; effort required to market and administer activities.
 - (b) Initial Outlay: expected to be small, proportional to existing costs for equipment and supply purchases as well as salary for staff effort.
 - (c) Timeline: operational in 6 to 12 months.
 - (d) Target Constituencies: younger populations and all older adults across Scott County.
 - (e) Community Connectivity: high promotional value related to engaging younger generation in intergeneration activities.

5. Introduce a formal, life-long learning educational program series.
 - (a) Staff Involvement: moderate – effort required to identify sources of support and develop partnerships with local colleges and universities; effort required to market and administer activities.
 - (b) Initial Outlay: expected to be small, proportional to staff time for proposal development and ongoing marketing and administration.
 - (c) Timeline: operational in 12 to 18 months.
 - (d) Target Constituencies: educational organizations that serve older adults across Scott County.
 - (e) Community Connectivity: high promotional value related to engaging college or university partner.

6. Initiate brokerage program connecting older adults with work opportunities.
 - (a) Staff Involvement: moderate – effort required to identify potential partners and organizational participants; staff required to develop and administer web-based kiosk; effort required to market and administer activities.
 - (b) Initial Outlay: expected to be moderate, function of staff time for development, web-site development, and ongoing marketing and administration.
 - (c) Timeline: operational in 12 to 18 months.
 - (d) Target Constituencies: organizations with existing employment efforts serving healthy and vulnerable older adults across Scott County.
 - (e) Community Connectivity: high promotional value related to engaging employers in job matching; may be perceived as competitive with existing community efforts.

7. Initiate a brokerage program connecting older adults with volunteer opportunities.

- (a) Staff Involvement: moderate – effort required to identify potential partners and organizational participants; staff required to develop and administer web-based kiosk; effort required to market and administer activities.
- (b) Initial Outlay: expected to be moderate, function of staff time for development, web-site development and ongoing marketing and administration.
- (c) Timeline: operational in 12 to 18 months.
- (d) Target Constituencies: organizations providing volunteer opportunities to healthy and vulnerable older adults across Scott County.
- (e) Community Connectivity: high promotional value related to engaging organizational partners focused on volunteer matching; may be perceived as competitive with existing community efforts.

B. Support Services

8. Create real-time on-line “one-stop-shop” directory (with in-person support) for referrals and information pertaining to health and supportive services in Scott County.
 - (a) Staff Involvement: significant – effort required to design and upkeep website; staff required to market to organizational partners; staff required to assist users.
 - (b) Initial Outlay: expected to be moderate to high, function of staff time for website development and ongoing marketing and administration.
 - (c) Timeline: operational in 12 to 18 months.
 - (d) Target Constituencies: all older adults across Scott County and the organizations that offer services to them.
 - (e) Community Connectivity: high promotional value related to engaging organizational partners and involving older adults on-line.

9. Develop a pilot program focusing on advance-care and end-of-life planning for older adults.

- (a) Staff Involvement: significant – effort required to secure pilot funding and organizational partners; effort required to market program to older adults.
- (b) Initial Outlay: minimal to moderate, function of staff time for pilot administration.
- (c) Timeline: operational in 18 to 24 months.
- (d) Target Constituencies: community and faith-based organizations as well as all older adults across Scott County with an emphasis on targeting those deemed vulnerable and at-risk.
- (e) Community Connectivity: high promotional value related to engaging organizational partners and involving older adults.

10. Expand meal program at both conventional and unconventional locations throughout Scott County.

- (a) Staff Involvement: significant – efforts required to design and create program offerings; efforts required to market programs and manage new sites.
- (b) Initial Outlay: expected to be moderate to high, function of staff time for site development and ongoing marketing and administration.
- (c) Timeline: operational in 12 to 18 months.
- (d) Target Constituencies: organizational partners as well as vulnerable and at-risk older adults across Scott County.
- (e) Community Connectivity: high promotional value related to engaging older adults; may be considered competitive with existing community efforts.

11. Develop a strategy for transportation fleet dedicated to CASI members.

- (a) Staff Involvement: significant – effort required identifying support for fleet; staff required to market and manage program.
- (b) Initial Outlay: expected to be high, function of fleet costs, marketing and administration, and driver time.
- (c) Timeline: operational in 18 to 24 months.

- (d) Target Constituencies: vulnerable and at-risk older adults, especially those in rural Scott County.
- (e) Community Connectivity: high promotional value related to engaging older adults; may be considered competitive with existing community efforts.

12. Collaborate with ITN Quad Cities to develop a ride-share program whereby healthy CASI and community members provide intermittent transportation services for CASI members who cannot drive.

- (a) Staff Involvement: minimal – effort required to reach out to and collaborate with ITN Quad Cities; assist with marketing and managing the program.
- (b) Initial Outlay: expected to be low, function of staff time to develop partnership, marketing plan and materials, and possibly undertake some administrative tasks.
- (c) Timeline: operational in 6 to 12 months.
- (d) Target Constituencies: organizational partners (including health systems) as well as vulnerable and at-risk older adults, especially those in rural Scott County.
- (e) Community Connectivity: high promotional value related to engaging older adults and collaborating with other groups in the community.

13. Initiate home modification and chore services program.

- (a) Staff Involvement: minimal – effort required to organize program and identify volunteers; market and manage program.
- (b) Initial Outlay: expected to be low, function of staff time for marketing and administration, and modification and chore reimbursements.
- (c) Timeline: operational in 6 to 12 months.
- (d) Target constituencies: organizational partners (e.g., Boy Scouts) as well as vulnerable and at-risk older adults throughout Scott County.
- (e) Community Connectivity: high promotional value related to engaging volunteers, service organizations, and vulnerable and at-risk older adults.

C. Health And Wellness

14. Increase number of physical fitness programs on the CASI campus for older adults.

- (a) Staff Involvement: minimal to moderate – function of current activity staffing relative to size of expansion, possibly managed with modification in role(s) with current CASI staff.
- (b) Initial Outlay: expected to be small, proportional to existing costs for equipment and supply purchases for activities as well as additional salaries if new staff is required.
- (c) Timeline: operational within six months.
- (d) Target Constituencies: healthy and vulnerable older adults across Scott County.
- (e) Community Connectivity: accomplished in-house; minimal connection with other organizations in Scott County.

15. Expand physical fitness programs in venues across Scott County by increasing partnerships with community organizations.

- (a) Staff Involvement: moderate – effort required to identify locations and develop partnerships; effort required to market and administer activities.
- (b) Initial Outlay: expected to be small, proportional to existing costs for equipment and supply purchases as well as salary for staff effort.
- (c) Timeline: operational in 6 to 12 months.
- (d) Target Constituencies: organizations already offering health and fitness programs as well as healthy and vulnerable older adults across Scott County.
- (e) Community Connectivity: high promotional value related to engaging older adults and community partners as host venues.

16. Augment health promotion and prevention clinics on the CASI campus and around Scott County by establishing formal partnerships with universities and colleges training future health care providers.

- (a) Staff Involvement: moderate – effort required to identify new partnering universities or colleges and enhance existing partnerships; effort required to market, administer, and staff additional clinic offerings.
- (b) Initial Outlay: expected to be minimal, function of staff time for on-going partner relations, marketing, administration, and staffing.
- (c) Timeline: operational in 12 to 18 months.
- (d) Target Constituencies: organizational partners and all older adults in Scott County.
- (e) Community Connectivity: high promotional value related to engaging college or university partner; may be considered competitive with existing community efforts.

17. Augment health promotion and prevention clinics on the CASI campus and around Scott County by partnering with health care systems in Scott County.

- (a) Staff Involvement: moderate – effort required to identify new partnering health care providers and systems as well as enhance existing partnerships; effort required to market, administer, and staff additional clinic offerings.
- (b) Initial Outlay: moderate – effort required to foster on-going relations with partners; effort required to market, administer, and staff additional clinic offerings.
- (c) Timeline: operational in 18 to 24 months.
- (d) Target constituencies: health systems partners and all older adults in Scott County.
- (e) Community Connectivity: high promotional value related to engaging health care provider or systems partners; may be considered competitive with existing community efforts.

18. Expand day care services on-site at CASI and around Scott County.

- (a) Staff Involvement: significant – effort required to secure day care properties, design and furnish spaces, and provide administrative and clinical services for in-need older adults.
- (b) Initial Outlay: expected to be high, function of securing and furnishing physical property, covering salaries and administration of expanded program.
- (c) Timeline: operational in 24 + months
- (d) Target Constituencies: in-need older adults in Scott County.
- (e) Community Connectivity: high promotional value related to serving in-need adults; may be considered competitive with existing community efforts.

D. General

19. Modify CASI's program and service financing structure.

- (a) Staff Involvement: minimal – effort required to update and organize new structure(s) for members to pay for programs and services, and educate participants about changes.
- (b) Initial Outlay: expected to be small, proportional to staff time for development and education of structure changes such as on-site and on-line payment systems.
- (c) Timeline: operational within six months.
- (d) Target constituencies: all older adults in Scott County.
- (e) Community Connectivity: accomplished in-house; minimal connection with other organizations in Scott County.

20. Embark upon a targeted marketing campaign with local press and key partners in the Scott County community to accurately promote CASI's programs and services for successful aging.

- (a) Staff Involvement: significant – if conducted in-house, efforts required to design and create marketing and media promotional materials and to personally conduct outreach; if outsourced, staff involvement will be greatly moderated.
- (b) Initial Outlay: expected to be high for creation and implementation of marketing and media outreach.
- (c) Timeline: operational in 6 to 12 months
- (d) Target Constituencies: local press and media, organizational partners, and all older adults in Scott County.
- (e) Community Connectivity: high promotional value related to engaging older adults and organizational partners; may be considered competitive with existing community efforts.

Immediate Action Steps: Targeted Board Expansion

In order for CASI to maintain and expand programs and services as recommended above, the organization must take deliberate steps to initiate partnerships that result in administrative agreements and increased financial support for CASI. One way to accomplish this objective is to recruit board members who can be instrumental in advancing administrative agreements through their professional affiliations or are able to secure financial resources through fundraising, grant writing, or contractual agreements with program and service partners. The Center on Aging has identified six targets for board recruitment and their potential contributions:

1) *Municipal Leadership*

CASI must recruit board members who can assist with expanding CASI efforts into towns and cities across Scott County. These individuals could assist by:

- a) Identifying off-site, “non-owned” service locations;
- b) Securing municipal budgetary fundraising (general fund allocations, dedicated taxes, and bond issues) and disbursements for CASI programs and services; and
- c) Engaging in marketing, public relations, and provision of information to obtain greater community support.

2) *Ecumenical Leadership*

CASI must recruit board members who can assist with expanding CASI partnerships with faith-based organizations across Scott County. These individuals could assist by:

- a) Identifying off-site, faith-based program and service locations;
- b) Securing site specific fundraising for CASI programs and services; and
- c) Engaging in marketing, public relations, and provision of information to generate interest and support among the faith-based community.

3) *Corporate and Small Business Leadership*

CASI must recruit board members from the private business sector who are most capable of assisting with capital acquisitions, fundraising campaigns, and improving operational accounting processes. These individuals could assist by:

- a) Identifying locations for CASI structures such as Jane's Place;
- b) Acquiring service fleet vehicles and other large purchases;
- c) Assisting with the creation of viable financial support through low rate loans and tax shelter developments; and
- d) Organizing large-scale (\$25k+) fundraising efforts.

4) *Complementary Service and Educational Organization Leadership*

CASI must recruit board members who can assist with establishing strong partnerships with community-based service organizations and education agencies. These individuals could assist by:

- a) Developing viable programmatic and service coordination efforts to decrease the likelihood of service duplication while sharing and strengthening common resource utilization as well as brick and mortar space;
- b) Establishing memorandums of understanding that reflect equitable cost and revenue sharing;
- c) Providing grant-writing expertise and/or coordination with grant resources; and
- d) Supporting coordinated marketing, public relations, and information support.

5. *Healthcare System Leadership*

CASI must recruit board members who can assist with integrating CASI programs and services and health care operations across Scott County. These individuals could assist by:

- a) Identifying programs and services that would be enhanced by integrating with CASI;
- b) Securing priority support from health system leadership to develop partnerships;
- c) Establishing memorandums of understanding reflecting equitable costs and benefit payouts; and
- d) Supporting marketing and public relations efforts provide information to the community and increase interest for CASI initiatives.

6. Media Leadership

CASI must recruit board members who can promote CASI programs and services through multiple media strategies. These individuals could assist by:

- a) Featuring CASI programs and services in short-story or recurring-feature formats (including advertisements);
- b) Highlighting community fundraising efforts and partnerships; and
- c) Providing professional support for marketing and public relations activities.